

**KMCK-FM, KKEG-FM, KQSM-FM, KYNG-AM, KAMO-FM, KFAY-AM,
KRMW-FM**

EEO PUBLIC FILE REPORT

February 1, 2015 – January 31, 2016

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hires
1. Sales Manager	24-25, 30, 32, 34, 39, 41-45	24
2. Account Executive	22, 24-25, 30-32, 34, 36, 39, 41-45	32
3. Account Executive	22, 24-25, 30-32, 34, 36, 39, 41-45	32
4. Account Executive	22, 24-25, 30-32, 34, 36, 39, 41-45	36
5. Account Executive	22, 24-25, 30-32, 34, 36, 39, 41-45	24
6. Account Executive	22, 24-25, 30-32, 34, 36, 39, 41-45	24
7. Account Executive	22, 24-25, 30-32, 34, 36, 39, 41-45	24
12. Executive Assistant	2-3, 19-20, 22-25, 28, 31, 32	24
13. Program Director	24-26, 30, 32, 38-42	26
15. Executive Assistant	2-3, 19, 22, 24-25, 31, 32	32
16. Operations Manager	24-26, 30, 32, 38-42	38

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Ohio Center for Broadcasting Placement.columbus@beonair.com	No	0
2	University of Arkansas Career Services www.uark-csm.symplicity.com/employers	No	1
3	University of Arkansas Walton College of Business www.waltoncollege.uark.edu/career	No	0
4	John Brown University 2000 N. University Siloam Springs, AR 72761 Attn: Glenda Manice	No	0
5	North West Arkansas Community College 1 College Dr. Bentonville, AR 72712	No	0
6	University of Arkansas-Ft Smith PO Box 3649 Ft. Smith, AR 72913	No	0
7	University of the Ozarks 415 N. College Ave. Clarksville, AR 72830	No	0
8	Arkansas State University PO Box 2490 Jonesboro, AR 72467	No	0
9	NAACP PO Box 25314 Little Rock, AR 72211 Attn: Dale Charles	No	0
10	Multicultural Center of North West Arkansas PO Box 2035 Springdale, AR 72765	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Indian Capital Technology Center HCR 61 Box 12 Sallisaw, OK 74955	No	0
12	The National Association of Hispanic Journalists jobbank@nahj.org	No	0
13	American Indian Center of Arkansas 1100 N. University Ave. #143 Little Rock, AR 72207-8344	No	0
14	Arkansas Employment Security Department PO Box 34047 Little Rock, AR 72203	No	0
15	American Business Women's Association PO Box 636 Roland, OK 74954	No	0
16	Network of Executive Women PO Box 8413 Ft. Smith, AR 72901	No	0
17	Community Service Clearinghouse 4420 Wheeler Ave. Ft. Smith, AR 72901	No	0
18	Arkansas Broadcasters Association 2024 Arkansas Valley Dr. Suite 201 Little Rock, AR 72212	No	0
19	Arkansas Employment Workforce Center www.arjoblink.arkansas.gov	No	0
20	Arkansas Democrat Gazette tpelt@nwadg.com Contact: Tammy Pelt Phone: 479.316.0663	No	0
21	Sales and Marketing Executive Association PO Box 23607 Little Rock, AR 72221	No	0
22	On-Air Announcements (<i>all SEU stations</i>)	No	4
23	Cumulus Business Managers BM@cumulus.com	No	0
24	Word-of-Mouth Referral	No	17

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Walk-In/Self-Referral	No	1
26	All Access Website www.allaccess.com	No	4
27	Media Recruiter Website www.media recruiter.com	No	0
28	Southwest Times-Record lhernandez@swtimes.com Contact: Lupe Hernandez Phone: 479.785.7705	No	0
29	Craig's List www.fayar.craigslist.org	No	0
30	Station Website Postings (<i>one or more SEU stations</i>)	No	0
31	Putting Arkansas Back to Work Job Fair (<i>see Section III</i>)	No	36
32	Indeed Website www.indeed.com	No	47
33	Career Builder Website www.careerbuilder.com	No	0
34	Linked In Website www.linkedin.com	No	4
35	Jobs Arkansas www.jobsarkansas.com	No	0
36	University of Arkansas Career Day for Athletes (<i>see Section III</i>) Hotz Hall Room 515 Fayetteville, AR 72701	No	16
37	Walton School of Business Career Day (<i>see Section III</i>) Walton College of Business Fayetteville, AR 72701	No	0
38	Re-Hire Former Employee	No	0
39	Cumulus Job Board Website www.cumulus.hrmdirect.com	No	0
40	Simply Hired Website www.simplyhired.com	No	0
41	Glass Door Website www.glassdoor.com	No	0
42	Link Up Website www.linkup.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Cumulus Facebook page	No	0
44	Ziprecruiter www.ziprecruiter.com	No	0
45	Cumulus Talent Network www.myworkday.com/cumulus	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			130

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Host Job Fair	On May 14, 2015, our SEU sponsored the Putting Arkansas Back to Work Job Fair at the Holiday Inn & Convention Center in Springdale, Arkansas. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Market, Business and Operations Managers as well as a number of Account Executives occupied the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on KFAY-AM, KKEG-FM, KQSM-FM, KRMW-FM, KMCK-FM, KYNG-AM, and KAMO-FM. In addition, our SEU broadcast live from the job fair to promote the event.
2	Host Job Fair	On September 10, 2015, our SEU sponsored the Putting Arkansas Back to Work Job Fair at the Northwest Arkansas Mall in Fayetteville, Arkansas. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Market, Business and Operations Managers as well as a number of Account Executives occupied the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on KFAY-AM, KKEG-FM, KQSM-FM, KRMW-FM, KMCK-FM, KYNG-AM, and KAMO-FM. In addition, our SEU broadcast live from the job fair to promote the event.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in Job Fair	On March 16, 2015, our SEU participated in Career Day for Athletes sponsored by the University of Arkansas. This event took place on the Fayetteville campus. SEU representatives spoke with interested students/attendees about career opportunities in broadcasting as well as internships and job openings within the SEU. SEU participants included an Account Executive and Market Manager.