

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

**EEO PUBLIC FILE REPORT**

**February 1, 2014 – January 31, 2015**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
1. Sales Manager	2-3, 6, 19, 22-26, 29-30, 33	24
2. Account Executive	1-19, 21-22, 24-25, 29-38	30
3. Account Executive	1-19, 21-22, 24-25, 29-38	24
4. Account Executive	1-19, 21-22, 24-25, 29-38	24
5. Account Executive	1-19, 21-22, 24-25, 29-38	24
6. Account Executive	1-19, 21-22, 24-25, 29-38	22
7. Account Executive	1-19, 21-22, 24-25, 29-38	24
8. Account Executive	1-19, 21-22, 24-25, 29-38	24
9. Account Executive	1-19, 21-22, 24-25, 29-38	37
10. Account Executive	1-19, 21-22, 24-25, 29-38	24
11. Account Executive	1-19, 21-22, 24-25, 29-38	24
12. Promotions Coordinator	2-3, 6, 14, 19, 22-26, 28-31	24
13. Morning Show Producer	22-26, 30	24
14. Traffic Manager	2-3, 6, 14, 19, 22-26, 30, 33	33
15. Assistant Business Manager	22-26, 30, 38	38
16. Program Director/Operations Manager	2-3, 6, 14, 19, 22-26, 28-35	24

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Ohio Center for Broadcasting</b> Placement.columbus@beonair.com	No	0
2	<b>University of Arkansas Career Services</b> Hotz Hall Room 515 Fayetteville, AR 72701	No	0
3	<b>University of Arkansas</b> Walton College of Business Fayetteville, AR 72701	No	0
4	<b>John Brown University</b> 2000 N University Siloam Springs, AR 72761 Attn: Glenda Manice	No	0
5	<b>North West Arkansas Community College</b> 1 College Dr Bentonville, AR 72712	No	0
6	<b>University of Arkansas-Ft Smith</b> POB 3649 Ft Smith, AR 72913	No	2
7	<b>University of the Ozarks</b> 415 N College Ave Clarksville, AR 72830	No	0
8	<b>Arkansas State University</b> POB 2490 Jonesboro, AR 72467	No	0
9	<b>NAACP</b> POB 25314 Little Rock, AR 72211 Attn: Dale Charles	No	0
10	<b>Multicultural Center of North West Arkansas</b> POB 2035 Springdale, AR 72765	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
11	<b>Indian Capital Technology Center</b> HCR 61 Box 12 Sallisaw, OK 74955	No	0
12	<b>The National Association of Hispanic Journalists</b> jobbank@nahj.org	No	0
13	<b>American Indian Center of Arkansas</b> 1100 N University Ave #143 Little Rock, AR 72207-8344	No	0
14	<b>Arkansas Employment Security Department</b> POB 34047 Little Rock, AR 72203	No	0
15	<b>American Business Women's Association</b> POB 636 Roland, OK 74954	No	0
16	<b>Network of Executive Women</b> POB 8413 Ft Smith, AR 72901	No	0
17	<b>Community Service Clearinghouse</b> 4420 Wheeler Ave Ft Smith, AR 72901	No	0
18	<b>Arkansas Broadcasters Association</b> 2024 Arkansas Valley Dr Suite 201 Little Rock, AR 72212	No	0
19	<b>Arkansas State Employment Office</b> 616 Garrison Ave Ft Smith, AR 72901	No	0
20	<b>Arkansas Democrat Gazette</b> 121 East Capitol Little Rock, AR 72201 Contact: Tammy Pelt Phone: 479.316.0663	No	0
21	<b>Sales and Marketing Executive Association</b> POB 23607 Little Rock, AR 72221	No	0
22	<b>On-Air Announcements</b> ( <i>all SEU stations</i> )	No	23
23	<b>Cumulus Business Managers</b> <a href="mailto:BM@cumulus.com">BM@cumulus.com</a>	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
24	<b>Word-of-Mouth Referral</b>	No	51
25	<b>Walk-In/Self-Referral</b>	No	0
26	<b>All Access Website</b> www.allaccess.com	No	3
27	<b>Media Recruiter Website</b> www.mediarecruiter.com	No	0
28	<b>Southwest Times-Record</b> 3600 Wheeler Ave Fort Smith, AR 72901 Contact: Lupe Hernandez Phone: 479.785.7705	No	0
29	<b>Craig's List</b> www.fayar.craigslist.org	No	0
30	<b>Station Website Postings</b> ( <i>one or more SEU stations</i> )	No	5
31	<b>Putting Arkansas Back to Work Job Fair</b> ( <i>see Section III</i> )	No	21
32	<b>Indeed Website</b> www.indeed.com	No	25
33	<b>Career Builder Website</b> www.careerbuilder.com	No	0
34	<b>Linked In Website</b> www.linkedin.com	No	19
35	<b>Jobs Arkansas</b> www.jobsarkansas.com	No	2
36	<b>University of Arkansas Career Day for Athletes</b> ( <i>see Section III</i> ) Hotz Hall Room 515 Fayetteville, AR 72701	No	18
37	<b>Walton School of Business Career Day</b> ( <i>see Section III</i> ) Walton College of Business Fayetteville, AR 72701	No	20
38	<b>Re-Hire Former Employee</b>	No	1
<b>TOTAL INTERVIEWE ES OVER REPORTING PERIOD</b>			
			190

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	<b>Host Job Fair</b>	<p>On September 18, 2014, our SEU sponsored the Putting Arkansas Back to Work Job Fair at the Holiday Inn &amp; 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, Sales, 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 one or more SEU stations. In addition, our SEU broadcast live from the job fair to promote the event.</p>
<b>2</b>	<b>Internship Program</b>	<p>Our SEU offers on-going internship opportunities for students attending area colleges and universities which expose them to various facets of our broadcast operations. During this reporting period, our SEU contacted department advisors at the University of Arkansas, Northwest Arkansas Community College ("NWACC"), the University of Arkansas at Ft. Smith and the University of Arkansas College of Medical Sciences about the SEU's internship program. Further, information about internship opportunities is posted on our stations' websites.</p> <p>Our SEU hosted two (2) student interns from the University of Arkansas and one (1) student intern from NWACC between February 2014 and January 2015. These interns spent the majority of their time assisting the Programming department with morning show preparation and research and were occasionally able to make on-air appearances. Additionally, the interns helped the Promotions department with SEU events.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting (2)	On September 30, 2014 and again on January 15, 2015, our SEU hosted local students from Northwest Arkansas Children's Shelter and Shiloh Christian School, respectively, to give them a tour of our facilities while explaining how a radio station operates. Exciting career opportunities in radio broadcasting were also discussed and the students were given the opportunity to job shadow. SEU participants included our Promotions Director, Production Manager and Program Directors.
4	Participate in Job Fair	On September 30, 2014, 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 the Sales Manager and Market Manager.
5	Participate in Job Fair	On November 23, 2014, our SEU participated in the Walton School of Business Career Day on the Fayetteville campus of the University of Arkansas. 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 the Sales Manager and Market Manager.