

**KMCK-FM, KKEG(FM), KQSM-FM, KYNG(AM), KAMO-FM,
KFAY(AM), KRMW(FM)
EEO PUBLIC FILE REPORT
February 1, 2020 – January 31, 2021**

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
Digital Sales Manager	24, 32, 36-37, 41, 45-49	24
Board Operator	24, 32, 36-37, 41, 45-49	24

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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	0
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	0
23	Cumulus Business Managers BM@cumulus.com	No	0
24	Word-of-Mouth Referral	No	2
25	Walk-In/Self-Referral	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	All Access Website www.allaccess.com	No	0
27	Media Recruiter Website www.mediarecruiter.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	0
32	Indeed Website www.indeed.com	No	7
33	Career Builder Website www.careerbuilder.com	No	0
34	Linked In Website www.linkedin.com	No	0
35	Jobs Arkansas www.jobsarkansas.com	No	0
36	Adzuna www.adzuna.com	No	0
37	Job Is Job www.jobisjob.com	No	0
38	Former Employee (<i>re-hire</i>)	No	0
39	Cumulus Job Board Website www.cumulus.hrmdirect.com	No	0
40	Monster Website www.monster.com	No	0
41	Glass Door www.glassdoor.com	No	0
42	Link Up Website www.linkup.com	No	0
43	Cumulus Facebook page	No	0
44	Ziprecruiter www.ziprecruiter.com	No	0
45	Cumulus Media www.myworkday.com/cumulus	No	9

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	Job Spider www.jobspider.com	No	0
47	My Job Helper www.myjobhelper.com	No	0
48	Oodle www.oodle.com	No	0
49	Trovit www.trovit.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			18

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in activities reasonably calculated to disseminate information about careers in broadcasting (2)	Two times per week during the Spring and Fall semesters at the University of Arkansas, our SEU's Program Director taught a Sports Media class. The curriculum included the future of sports broadcasting, how to get into the business, how shows and broadcasts are developed and produced.
2	Participate in activities reasonably calculated to disseminate information about careers in broadcasting (2)	Two times per week during the Spring and Fall semesters at the University of Arkansas, our SEU's Program Director taught a Public Speaking class where topics such as how to give a speech and command an audience were covered along with how these skills related to a career in broadcasting.
3	Participate in activities reasonably calculated to disseminate information about careers in broadcasting (2)	Two times per week during the Spring and Fall semesters at the University of Arkansas, our SEU's Program Director taught a Mass Media class, which covered the evolution of traditional media and the influence that the Internet and digital platforms have had upon it.
4	Participate in Job/Career Fair	On March 18, 2020, our SEU was registered for, and our Sales and Market Managers planned to attend, the University of Arkansas Student Athlete Career Day, which was scheduled to take place on its campus. Unfortunately, due to the COVID-19 pandemic, this Career Day was cancelled.
5	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market and Business Managers participated in a presentation conducted by the Executive Vice President and General Counsel of Cumulus Media Inc. entitled, "The FCC's Equal Employment Opportunity Rules, Your Guide to Compliance." The FCC's EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Host Virtual Job Fair	The November 2020 Virtual Job Fair took place November 16 – 20. The week prior, the job fair site page allowed employers to submit job postings for their organizations. The job fair was live on the websites of all SEU stations, with a promo reel on the home page of each site. Posts on Facebook and promotions by our disc jockeys were used to advertise this event. This online event featured about 30 different companies, including Cumulus Media, where job seekers could click on the company of interest which would redirect the viewer to relevant open positions.
7	Host Virtual Job Fair	The January 2021 Virtual Job Fair took place January 11-15. The week prior, the job fair site page allowed employers to submit job postings for their organizations. The job fair was live on the websites of all SEU stations, with a promo reel on the home page of each site. Posts on Facebook and :30 spots on Cumulus Cares were used to promote this event. The online event featured 40 different companies, including Cumulus Media, where job seekers could click on the company of interest which would redirect the viewer to relevant open positions.