

KQXL(FM), WXOK(AM), WEMX(FM), WRQQ(FM), WIBR(AM)
EEO PUBLIC FILE REPORT
February 1, 2018 – January 31, 2019¹

I. VACANCY LIST

See Section II, the “**Master Recruitment Source List**” (“**MSRL**”) for recruitment source data

| Job Title | Recruitment Sources (“RS”) Used to Fill Vacancy | RS Referring Hiree |
|-------------------|--|---------------------------|
| Account Executive | 1-16, 18-19, 22 | 15 |
| Account Executive | 1-16, 18-19, 22 | 4 |
| Account Executive | 1-16, 18-19, 22 | 5 |
| Account Executive | 1-16, 18-19, 22 | 12 |
| Account Executive | 1-16, 18-19, 22 | 15 |
| Account Executive | 1-16, 18-19, 22 | 9 |

¹ This Report was revised in January 2020 to address reporting issues.

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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 | Cumulus Media Business Managers BM/BM2@Cumulus.com | No | 7 |
| 2 | Cumulus Media Website www.cumulus.com | No | 9 |
| 3 | Word-of-Mouth Referral | No | 15 |
| 4 | Walk-in/Self-Referral | No | 9 |
| 5 | Internal Posting/Employee Referral | No | 5 |
| 6 | On-Air Announcements (<i>one or more SEU stations</i>) | No | 30 |
| 7 | Linked In Website www.linkedin | No | 9 |
| 8 | Frazeo Recruiting Consultants www.frazeercruit.com | No | 2 |
| 9 | Southern University Job Board www.sun.edu | No | 6 |
| 10 | Louisiana State University Job Board www.careercenter.lsu.edu/online-job-boards | No | 3 |
| 11 | Zip Recruiter Website www.ziprecruiter.com | No | 0 |
| 12 | Indeed Website www.indeed.com | No | 23 |
| 13 | All Access Website www.allaccess.com | No | 7 |
| 14 | Career Builder Website www.careerbuilder.com | No | 12 |
| 15 | SEU Open House (<i>See Section III</i>) | No | 30 |
| 16 | SEU Job Fairs (<i>See Section III</i>) | No | 19 |
| 17 | The Urban Buzz Website www.theurbanbuzz.com | No | 0 |

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|--|---|---|
| 18 | Urban Insite Website www.urbaninsite.com | No | 18 |
| 19 | Baton Rouge Community College Job Board www.brcc.edu | No | 10 |
| 20 | Dillard University Job Board www.dillard.edu | No | 0 |
| 21 | Xavier University Mass Communications Job Board www.xula.edu | No | 0 |
| 22 | Craig's List Job Bank www.craigslist.com | No | 2 |
| TOTAL INTERVIEWEES OVER REPORTING PERIOD | | | 216 |

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III. RECRUITMENT INITIATIVES

| | Type of Recruitment Initiative(Menu Selection) | Brief Description of Activity |
|---|---|--|
| 1 | Participate in Job Fair | On May 20, 2018, our SEU participated in the Employ Baton Rouge job fair held at the Belle of Baton Rouge Atrium. Our SEU occupied a booth, collected resumes, and provided information to attendees about careers in broadcasting and job opportunities within our SEU. Our Sales Managers as well as On-Air Talent represented the SEU at this event, which was promoted over the air on Stations KQXL, WEMX, WXOK, and WRQQ. |
| 2 | Design and teach a program for/on behalf of an educational institution about career opportunities in radio broadcasting | Our SEU designed a program for the students in the Introduction to Radio class at the Baton Rouge Magnet High School to teach them about radio broadcasting and what is required to become a broadcast professional. Each day, different SEU staff members visited the Class and taught the students about their particular area of expertise. Interaction and questions were encouraged. Following a general overview of radio, the first day was devoted to lectures/discussion about Promotions. Advertising and Sales was the focus on day two, Programming and what is required to be an On-Air Personality was the main topic on day three, and lectures about Station Management rounded out the program. |
| 3 | Internship Program | During this reporting period our SEU hosted two (2) student interns from the University of Louisiana, Lafayette for credit from the University for their Spring semester (March-June 2018). The interns received training and hands-on experience in the Programming, Production, Promotions, Sales, and Business departments under the tutelage of members of our staff, the ultimate goal being to provide them with the skills necessary to obtain a position in radio broadcasting. |
| 4 | Host Open House | On August 2, 2018, our SEU hosted an open house at our facilities in Baton Rouge. Our Sales and Business Managers gave attendees a tour of our studios, during which they learned about the functions of each department. This was followed by a presentation about the Company, career opportunities in radio, and job openings within the SEU. Resumes were collected from interested attendees. |