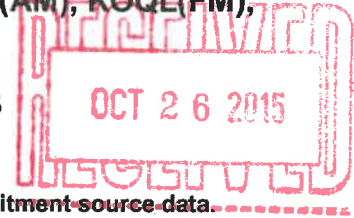


**KBBM(FM), KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KOQL(FM),
KPLA(FM) and KZJF(FM)
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I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS" Used to Fill Vacancy	RS Referring Hiree
Account Executive 11/17/14	2,17,19,22,23,24,26,29,30,32	30
Account Executive 12/15/14	2,17,19,22,23,24,26,29,30,32	24
Account Executive 8/24/15	1,2,5,7,17,19,23,24,26,30,31,34	26

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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	University of Central Missouri (“CMSU”) Office of Career Services Attn: Chris Barnett Union 302 Warrensburg, MO 64093 (ph) 660-543-8349 / (fax) 660-543-4668	No	0
2	Columbia College Attn: Reyhan Jamerson 1001 Rogers Street Columbia, MO 65216 (ph) 573-875-7421 dgmalsn@email.ccis.edu	No	0
3	Columbia Daily Tribune Classifieds 101 N. Fourth Street Columbia, MO 65201 (ph) 573-815-1855	No	0
4	KWWC-FM (Stephens College radio station) Attn: Mark Smith 1200 E Broadway Columbia, MO 65201 (ph) 573-876-7197 / (fax) 573-876-2318	No	0
5	Lincoln University Counseling & Career Services Attn: Ronald Nelson 820 Chestnut Street Jefferson City, MO 65101 (ph) 573-681-5162 / nelsonr@lincolnu.edu	No	0
6	Missouri Broadcasters Association Attn: Don Hicks P. O. Box 104445 Jefferson City, MO 65110-4445 (ph) 573-636-6692	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	University of Missouri-Columbia Department of Communication Attn: Cathy Ehrhardt 115 Switzler Hall Columbia, MO 65211-2310 (ph) 573-882-4431 / (fax)573-884-5672	No	2
8	University of Missouri-St. Louis Career Services Attn: Emily McEneny / Lois Dockins 308 Woods Hall 8001 Natural Bridge Road St. Louis, MO 63121 (ph) 314-516-5111 / (fax) 314-516-6535	No	0
9	William Woods University Attn: Career Services 1 University Avenue Fulton, MO 65251	No	0
10	Stephens College Attn: Career Services 1200 E Broadway Columbia MO 65215	No	0
11	Central Methodist University 411 Central Methodist Square Fayette, MO 65248	No	0
12	NAACP 4805 Mt. Hope Drive Baltimore, Maryland 21215 (ph) (877) 622-2798 / (fax) (410) 580-5735 http://www.naACP.org	No	0
13	National Association of Broadcasters 1771 North Street, NW Washington, DC 20036 (ph) (202) 429-5300 / (fax) (202) 429-4199 http://www.nab.org	No	0
14	All Access http://www.allaccess.com	No	0
15	Monster http://www.monsters.com	No	0
16	Internal Transfer/Promotion	No	0
17	On-Air Announcements (all SEU stations)	No	49
18	Intentionally Omitted	N/A	N/A
19	Walk-In/Self-Referral	No	4
20	Word-of-Mouth Referral	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	<i>Intentionally Omitted</i>	N/A	N/A
22	Craig's List http://www.columbiamo.craigslist.org	No	2
23	CareerBuilder http://www.careerbuilder.com	No	0
24	Indeed http://www.indeed.com	No	94
25	Simply Hired http://www.simplyhired.com	No	0
26	LinkedIn http://www.linkedin.com	No	7
27	VOX Magazine (http://www.voxmagazine.com)	No	0
28	HireMizzouTigers.com (http://www.hiremizzoutigers.com)	No	0
29	Host Open House #1	No	1
30	Host Open House #2	No	9
31	Attended Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	No	0
32	Attended Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	No	0
33	Internship Program-Semester 1	No	0
34	Internship Program-Semester 2	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			168

FOR INTERNAL BUSINESS RECORDS ONLY

**KBBM(FM), KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KOQL(FM), KPLA(FM) and KZJF(FM)
VACANCY DATA FORM**

Full-Time Job Title: ACCOUNT EXECUTIVE	Date Filled: 8/24/15
Recruitment Source ("RS") Referring Hiree: 26	Total Number of Interviewees: 90

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
17	On-Air Announcements (all SEU stations)	NO	42
30	Open Houses (see Section III)	NO	9
19	Walk-in/Self-Referral	NO	2
23	CareerBuilder (http://www.careerbuilder.com)	NO	0
24	Indeed (http://www.indeed.com)	NO	29
26	Linked In	NO	6
7	University of Missouri-Columbia	NO	2
31	Job Fair (see Section III)	NO	0
5	Lincoln University	NO	0
2	Columbia College	NO	0
1	University of Central Missouri	NO	0
34	Internship Program Semester 2	NO	0
Total Interviewees			90

FOR INTERNAL BUSINESS RECORDS ONLY

**KBBM(FM), KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KOQL(FM), KPLA(FM) and KZJF(FM)
VACANCY DATA FORM**

Full-Time Job Title: ACCOUNT EXECUTIVE	Date Filled: 11/17/14(AE#1) 12/15/14(AE#2)
Recruitment Source ("RS") Referring Hire: 24, 26	Total Number of Interviewees: 78

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
17	On-Air Announcements (all SEU stations)	NO	7
29	Open Houses (see Section III)	NO	1
19	Walk-in/Self-Referral	NO	2
23	CareerBuilder (http://www.careerbuilder.com)	NO	0
24	Indeed (http://www.indeed.com)	NO	65
26	Linked In	NO	1
32	Internship Program	NO	0
2	Columbia College	NO	0
22	Craigslist	NO	2
32	Job Fair (see Section III)	NO	0
	Total Interviewees		78

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Brief Description of Activity
29	Host Open House #1	On July 17, 2014 we hosted a Sales Open House at our offices in Columbia, Missouri & Jefferson City, MO. Our Market Manager and Sales Manager talked with attendees about what a career in radio sales involves and collected resumes/applications. This event was promoted on all 8 stations.
30	Host Open House #2	On March 12, 2015 The Market hosted a Sales Open House at our offices in Columbia, Missouri & Jefferson City, MO. Our Market Manager and Sales Manager talked with attendees about what a career in radio sales involves and collected resumes/applications. This event was promoted on all 8 stations.
31	Attended Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On March 6, 2015 our Sales Assistant and Promotions Director attended the Columbia College Career Fair in Columbia, MO to prospect for Account Executives and Promotions Interns. Phil Lewis, Market Manager, talked with attendees about what a career in radio sales involves and about possible Cumulus internships, as well as collected resumes/applications.
32	Attended Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On August 28, 2014 our Sales Assistant and Promotions Director attended the Mizzou Job Fair in Columbia, MO to prospect for Account Executives and Promotions Interns. Our Market Manager talked with attendees about what a career in radio sales involves and collected resumes/applications.
33	Internship Program-Semester 1	August 2014-December 2014, Interns planned and managed multiple station events, under the supervision of the Promotions Director. Interns learned about the marketing aspect and production/on-air routines and processes of cluster of stations. Interns also assisted in planning promotions campaigns and executed various social media campaigns and created original website content.
34	Internship Program-Semester 2	January 2015-May 2015, Interns planned and managed multiple station events, under the supervision of the Promotions Director. Interns learned about the marketing aspect and production/on-air routines, sports radio programming, and processes of cluster of stations. Interns also assisted in planning promotions campaigns and executed various social media campaigns and created original website content.
	Host Event/Program for an Educational Institution Relating to Career Opportunities in Broadcasting	Cumulus Media Staff gave students from Our Lady of Lords Inter-Parish School a tour of our facilities as part of the Partners in Education program. Our Operations Manager, a number of our On-Air Staff and the Promotions Manager provided information to the students about radio operations and broadcasting careers. The students discussed the production and scripting of radio commercials and then created and listened to their own advertisements