

**KBBM(FM), KBXR(FM), KFRU(AM), KJMO(FM), KLIK(AM), KOQL(FM),
KPLA(FM) and KZJF(FM)
EEO PUBLIC FILE REPORT
October 1, 2016 to September 30, 2017**

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 #1 1/18/17	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19	15
Account Executive # 2 5/31/17	1, 2, 3, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 21	21
Account Executive # 3, 4 8/17/17 and 9/13/17	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19	10,19
Administrative Assistant 8/28/17	1, 2, 4, 5, 6, 8, 10, 12,13, 14, 15, 16, 17, 18, 19	12
Promotions Director 7/24/17	1, 2, 4, 5, 6, 7, 8, 9, 10,13, 14, 15, 16, 17, 18, 19	9
Program Director 12/12/16	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19	19
Operations Manager 10/1/16	1, 2, 4, 5, 6, 7, 8, 10,13, 14, 15, 16, 17, 18, 19	15

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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	Columbia College Attn: Reyhan Jamerson 1001 Rogers Street Columbia, MO 65216 (ph) 573-875-7421	No	0
2	Lincoln University Counseling & Career Services Attn: Ronald Nelson 820 Chestnut Street Jefferson City, MO 65101	No	0
3	Missouri Broadcasters Association Attn: Don Hicks P. O. Box 104445 Jefferson City, MO 65110-4445 (ph) 573-636-6692	No	0
4	University of Missouri-Columbia Department of Communication Attn: Cathy Ehrhardt 115 Switzler Hall Columbia, MO 65211-2310	No	0
5	University of Missouri-St. Louis Career Services Attn: Emily McEneny / Lois Dockins 308 Woods Hall 8001 Natural Bridge Road St. Louis, MO 63121	No	0
6	Central Methodist University 411 Central Methodist Square Fayette, MO 65248	No	0
7	Zip Recruiters http://www.Ziprecruiters.com	No	0
8	Monster http://www.monsters.com	No	0
9	Internal Transfer/Promotion	No	1
10	On-Air Announcements (all SEU stations)	No	2
11	Walk-In/Self-Referral	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Word-of-Mouth Referral	No	3
13	Job Inventory http://www.Jobinventory.com	No	0
14	Glassdoor http://www.glassdoor.com	No	0
15	Indeed http://www.indeed.com	No	17
16	Simply Hired http://www.simplyhired.com	No	0
17	LinkedIn http://www.linkedin.com	No	0
18	Lensa http://www.Lensa.com	No	0
19	Cumulus Corporate Website http://www.cumulus.com/careers/	No	36
20	Employee Referral	No	2
21	Internship Program-Semester 2 January 2017-May2017	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			63

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Brief Description of Activity
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	On November, 2016 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.
	Internship Program-Semester 1	August 2016-December 2016, During this reporting period, The SEU hosted two students for the University of Missouri and one student from Columbia College. These interns worked in the Promotions Department, where they were encouraged to participate in a diverse array of promotions related activities, such as preparing for remote events, and proposing future promotions activities. The SEU Promotions Director supervised these interns.
	Internship Program-Semester 2	January 2017-May 2017, During this reporting period, The SEU hosted one student for the University of Missouri. These interns worked in the Promotions Department, where they were encouraged to participate in a diverse array of promotions related activities, such as preparing for remote events, and proposing future promotions activities. The SEU Promotions Director supervised the intern.
	Internship Program-Summer	June 2017-August 2017, During this reporting period, The SEU hosted one student for the University of Missouri and one student from Stephens College. These interns worked in the Promotions Department, where they were encouraged to participate in a diverse array of promotions related activities, such as preparing for remote events, and proposing future promotions activities. The SEU Promotions Director supervised these interns.
	Internship Program-Semester 1	August 2017-December 2017, During this reporting period, The SEU hosted one student for the University of Missouri. Interns worked in the Programming Department, where they were encouraged to participate in a diverse array of promotions related activities, such as preparing for remote events, and proposing future promotions activities. The SEU Program Director supervised the intern.
	Provide training to personnel of unaffiliated non-profit organization interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.	April 2017- Christian Fellowship High School Student Job Shadowed on-air staff as they worked their morning broadcast shows. Student and on-air staff talked about careers in radio production and promotions.

	Type of Recruitment Initiative	Brief Description of Activity
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	August 2017-December 2017- UMC Student shadowed production and on-air staff. On-air host provided information and working knowledge of sport broadcasting and local programming
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	July 2017- Student from Harrisburg High School Job Shadowed Sales Staff and Sales Manager. Student and Account Executives talked about different experiences with radio sales and careers in broadcasting.
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	January 2017-Cumulus Media On-Air Staff gave Our Lady of Lourdes Students a tour of the Columbia Stations as part of the Partners in Education Program with KPLA. Production Manager provided information to the students about radio operations and broadcasting careers. Students observed how on-air commercial are produced.
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	August 2017-Cumulus Media On-air and Sales Team gave the Columbia Public Schools Group "the Dark Room Record Class" a tour of the facilities as part of the Partners in Education Program with KBXR. Our Operations Manager, a number of our On-Air Staff and the Market 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.
	Sponsor Events in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting	September 2017- Cumulus Media Market Manager Phil Lewis spoke to a class the University of Missouri Journalism School about broadcasting careers.