

**WCOA(AM), WCOA(FM), WRRX(FM), WXBM(FM) and WMEZ(FM)**

**EEO PUBLIC FILE REPORT**

**October 1, 2012 – September 30, 2013<sup>1</sup>**

**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>
Account Executive	1, 4-6, 8-9, 11, 15-17, 19-20, 30, 34	16
Account Executive	1, 4-6, 8-9, 11, 15-17, 19-20, 30, 34	15
Promotions Director	1, 4-6, 8-9, 11, 16-17	16
Account Executive	1, 4-6, 8-9, 11, 15-17, 29, 31-32	31
Account Executive	1, 4-6, 8-9, 11, 15-17, 29, 31-32	16
Account Executive	1, 4-6, 8-9, 11, 15-17, 29, 31-32	31
Account Executive	1, 4-6, 8-9, 11, 15-17, 29, 31-32	31
Account Executive	1, 4-6, 8-9, 11, 15-17, 29, 31-32	31
Account Executive	1-6, 8-16, 32	32
Account Executive	1-6, 8-16, 32	16

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<sup>1</sup> This Report was revised in April 2015 to address reporting issues and provides recruitment data collected from September 27, 2012 through September 27, 2013.

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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> 5330 East Main Street, Suite 200 Columbus, Ohio 43213 Contact: Gary James gary@beonair.com Phone: 614-245-0555	N	0
2	<b>Pensacola State College</b> 1000 College Boulevard Pensacola, FL 32504 Career Dept. gbixel@pensacolastate.edu http://pjeworksonline.pjc.edu Phone: 850-484-1655 / Fax 850-484-1694	N	0
3	<b>University of West Florida</b> 11000 University Parkway Pensacola, FL. 32514 nford@uwf.edu http://uwf.edu/career Phone: 850-474-2254	N	0
4	<b>Alabama Career Center-Employment Service</b> 515 Springhill Plaza Court Mobile, AL 36608 Fay Long Fay.long@dir.alabama.gov Phone: 251-461-4450 / Fax 251-461-4443	N	0
5	<b>Faulkner University-Career Service</b> 3943 Airport Boulevard Mobile, AL 36608 Mr. Fred Hughes Fhughes@faulkner.edu Phone: 251-380-9090 / Fax 251-380-9066	N	2
6	<b>University of South Alabama-Career Service</b> Meisler Hall Suite # 21 Mobile, AL 36688 Delia Ingram dingram@usouthal.edu Phone: 251-460-6188 / Fax 251-460-6091	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	<b>Springhill College- Career Services</b> 4000 Dauphin Street Mobile, AL 36608 Ashley Dunklin careers@shc.edu Phone: 251-380-3000	N	0
8	<b>University of Mobile College</b> Student Success Center 5735 College Parkway Mobile, AL 36613 mmcguire@mail.umobile.edu Phone: 251-442-2292 / Fax 251-442-2498	N	0
9	<b>Bishop State Community College</b> 414 Stanton Street Mobile, AL 36617 msimis@bishop.edu Phone: 251-405-7052	N	0
10	<b>Alabama A&amp;M University</b> Career Dept., P.O. Box 1357 Normal, AL 35762 Brenda.crutcher@aamu.edu Phone: 256-372-5000	N	0
11	<b>Alabama State University</b> 915 South Jackson Street Montgomery, AL 36195 lgsmith@alasu.edu Phone: 334-229-4100	N	0
12	<b>Bethune-Cookman College</b> 640 Dr. Mary Mcleod Bethune Boulevard Daytona Beach, FL 32114 bonnerd@cookman.edu Fax 386-481-2139	N	0
13	<b>Jackson State University</b> Career Department, Dr. Valerie Shelby 1400 John R Lynch Street Jackson, MS 39217 Valerie.j.shelby@jsums.edu Phone: 1-800-848-6817	N	0
14	<b>Mississippi Valley State University</b> 14000 Highway 82 West Itta Berna, MS 38941 careerservices@mvsu.edu Phone: 662-254-9041	N	0
15	<b>On-Air Announcements</b> (one or more SEU stations)	N	21

<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>
16	<b>Word-of-Mouth Referral</b>	N	4
17	<b>Cumulus Media Business Managers</b> BM@cumulus.com	N	0
18	<b>Cumulus Media Website</b> www.cumulus.com	N	0
19	<b>Walk-In/Self-Referral</b>	N	1
20	<b>Employ Florida/WorkForce EscaRosa</b> www.employflorida.com	N	0
21	<b>Traffic Director's Guild of America ("TDGA")</b> www.tdga.com	N	0
22	<b>Urban Insite Website</b> www.urbaninsite.com	N	0
23	<b>All Access Website</b> www.allaccess.com	N	0
24	<b>RADIO ONLINE Website</b> www.jobs.radio-online.com	N	0
25	<b>Inside Radio</b> <b>Contact:</b> Gene McKay 1-800-640-8852	N	0
26	<b>Talkers Magazine</b> www.talkers.com	N	0
27	<b>Career Builder Website</b> www.Careerbuilder.com	N	0
28	<b>SEU Facebook Page</b> www.facebook.com	N	0
29	<b>Craig's List</b> www.pensacolacraigslist.org	N	1
30	<b>SEU Open House</b> (see Section III)	N	4
31	<b>Indeed Website</b> www.indeed.com	N	10
32	<b>SEU Job Fairs</b> (see Section III)	N	5
33	<b>Internal Transfer/Promotion</b>	N	0
34	<b>Regional Help Wanted</b> www.regionalhelpwanted.com	N	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>49</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Host Open House	On December 4, 2012, our SEU hosted an open house at our studios in Pensacola to recruit Account Executives. Our Market Manager gave a presentation, which included a video about Cumulus Media Inc. as well as an explanation about the job responsibilities of an Account Executive. SEU participants included our Market and Sales Managers as well as our Account Executives. Resumes from interested attendees were collected. This event was promoted on one or more SEU stations.
<b>2</b>	Host Job Fair	On March 6, 2013, our SEU hosted a job fair at Hyatt Place in Pensacola. 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 and Sales Managers, Sales Assistant and 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 all SEU stations. Resumes from interested attendees were collected.
<b>3</b>	Host Job Fair	On June 20, 2013, our SEU hosted a job fair at the University of West Florida Conference Center in Pensacola. 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 and Sales Managers, Sales Assistant and 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 all SEU stations. Resumes from interested attendees were collected.