

KMCK-FM, KKEG(FM), KQSM-FM, KYNG(AM), KAMO-FM, KFAY(AM)¹
EEO PUBLIC FILE REPORT
February 1, 2012 – January 31, 2013²

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
1. Account Executive	2-3, 6, 14, 19-20, 22-25, 28-31	30
2. Promotions Coordinator	2-3, 6, 14, 19-20, 22-26, 28-31	24
3. Account Executive	2-3, 6, 14, 19-20, 22-25, 28-31	22
4. Programming Director	2-3, 6, 14, 19-20, 22-26, 28-31	24
5. Account Executive	2-3, 6, 14, 19-20, 22-25, 28-31	24
6. Operations Manager	2-3, 6, 14, 19-20, 22-26, 28-31	31
7. Account Executive	2-3, 6, 14, 19-20, 22-25, 28-29, 32	25

¹ On September 16, 2011, the actions necessary to consummate the assignment of license for station KYNF(FM), Cedarville, AR (Facility ID 70257) from Cumulus Licensing LLC ("Cumulus") to Volt Radio, LLC, as Trustee, were completed (*see* file no. BALH-20110331AJQ). Pursuant to the underlying trust agreement, KYNF(FM), though not licensed to Cumulus, continues to share employees with Cumulus' Fayetteville, AR, station employment unit and its recruitment activity is reflected in this report.

² This Report includes recruitment activity from January 22, 2012 through January 31, 2013, pursuant to the FCC's grace period policy.

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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 Hotz Hall Room 515 Fayetteville, AR 72701	No	0
3	University of Arkansas Walton College of Business Fayetteville, AR 72701	No	0
4	John Brown University 2000 N University Siloam Springs, AR 72761 Attn: Glenda Manice	No	0
5	NWACC 1 College Dr Bentonville, AR 72712	No	0
6	University of Arkansas Ft Smith POB 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 POB 2490 Jonesboro, AR 72467	No	0
9	NAACP POB 25314 Little Rock, AR 72211 Attn: Dale Charles	No	0
10	Multicultural Center of NWA POB 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 POB 34047 Little Rock, AR 72203	No	0
15	American Business Women's Association POB 636 Roland, OK 74954	No	0
16	Network of Executive Women POB 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 State Employment Office 616 Garrison Ave Ft Smith, AR 72901	No	0
20	Arkansas Democrat Gazette 121 East Capitol Little Rock, AR 72201	No	0
21	Sales and Marketing Executive Association POB 23607 Little Rock, AR 72221	No	0
22	On-Air Announcements (all SEU stations)	No	2
23	Cumulus Business Managers BM@cumulus.com; BM2@cumulus.com	No	0
24	Word-of-Mouth Referral	No	9

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Walk-In/Self-Referral	No	2
26	Allaccess.com	No	6
27	Mediarecruiter.com	No	0
28	Southwest Times-Record 3600 Wheeler Ave Fort Smith, AR 72901	No	0
29	Craigslist fayetteville.craigslist.org	No	0
30	Station Website Postings (<i>one or more SEU stations</i>)	No	1
31	Facebook Page	No	4
32	Rogers/Lowell Chamber of Commerce Job Fair (<i>see Section III</i>)	No	10
TOTAL INTERVIEWEES OVER REPORTING PERIOD			34

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Co-Sponsored Job Fair	<p>On September 14, 2012, our SEU co-sponsored the Rogers/Lowell Chamber of Commerce/Putting America Back to Work Career Fair at the John Q. Hammons Center in Rogers, Arkansas. SEU representatives manned a booth and spoke with attendees about career opportunities in broadcasting as well as job openings within the SEU. Employment information and applications were distributed to interested attendees. SEU participants included our Sales, Business and Operations Managers as well as a number of Account Executives. Prior to this event, our SEU promoted it over the air on one or more SEU stations. During the event, one or more of our SEU stations aired a live remote broadcast.</p>
2	Internship Program	<p>Our SEU offers on-going internship opportunities to students from area colleges and universities. During this reporting period our SEU contacted various department advisors at the University of Arkansas, John Brown University, Northwest Arkansas Community College, Missouri Southern University, the University of Arkansas at Fort Smith and Northeastern State University about internship opportunities.</p> <p>Our SEU hosted three (3) student interns during this reporting period as follows: two (2) from the University of Arkansas; and one (1) from Northeastern State University. These students spent the majority of their time assisting the Programming Department with morning show preparation and research and earned college credit for their efforts.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting (2)	On April 16 and November 16, 2012, one of our SEU's top Account Executives was invited to speak to a professor's marketing class at the University of Arkansas about radio sales. These presentations included a broad overview of the radio industry which included a segment about career opportunities in broadcasting and then an in-depth discussion about the radio sales process. Job openings and internship opportunities within our SEU were also discussed.
4	Participate in Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting (2)	On August 20, 2012 and November 6, 2012, a media and communications teacher at Northwest Arkansas Community College invited two of our SEU's Morning Show Hosts to speak to one of the teacher's media and communications classes. Their presentations included a broad overview of the radio industry which included a segment about career opportunities in broadcasting as well as what it is like to be a morning show host on a radio station. Job openings and internship opportunities within our SEU were also discussed.
5	Participate in Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	Between late September and early October 2012, our SEU participated in a job shadowing program developed by the parents of area middle school students for the middle schools. During this period, our SEU hosted students from local middle schools. These students "shadowed" our popular Morning Show Hosts, Tim and Jeff in the morning, to observe what goes on in front of the microphone as well as behind the scenes.
6	Participate in Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On October 3, 2012, our SEU's popular Morning Show Hosts, attended a career day at Fayetteville High School and spoke with students about the radio industry, career opportunities in broadcasting and what it is like to be a morning show host on a radio station. Job openings and internship opportunities within our SEU were also discussed.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Participate in Event/Program for or on Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On November 13, 2012, our SEU's popular Morning Show Hosts attended career day at Springdale Har-Ber High School and spoke with students about the radio industry, career opportunities in broadcasting and what it is like to be a morning show host on a radio station. Job openings and internship opportunities within our SEU were also discussed.