

WBLX-FM, WXQW(AM), WDLT-FM, WLVM(FM) and WGOK(AM)¹
EEO PUBLIC FILE REPORT
December 1, 2011 – November 30, 2012

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	1-10, 12, 14, 16, 18	10
Account Executive	1-10, 12, 14, 16, 18	14
Program Director	1-12, 22	11
Account Executive	1-10, 12, 14, 16, 18	8
Account Executive	1-10, 12-14, 16, 18	16
Account Executive	1-12, 16, 20-23	16
Sales Manager	1-12, 16, 18	11
Account Executive	1-10, 12, 18	9
Account Executive	1-10, 12, 18	8

¹ There were a number of call sign changes in this Market during this reporting period. On February 28, 2012, Station WYOK(FM), Atmore, AL (Fac. ID # 8680), changed its call sign to WABD(FM) and on July 20, 2012, changed its community of license to Saraland, AL. On July 16, 2012, WABD(FM), Saraland, AL (Fac. ID # 8680), changed its call sign to WLVM(FM). On July 23, 2012, Stations WDLT-FM, Chickasaw, AL (Fac. ID # 68843) and WLVM(FM), Saraland, AL (Fac. ID # 8680), exchanged call signs.

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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 900 Sweet Valley Drive Cleveland, OH 444125 Placement.columbus@beonair.com 216-447-9117	No	0
2	Alabama Career Center – Employment Service 515 Springhill Plaza Court Mobile, AL. 36608 John Russell - Phone 251-461-4449 / Fax 251-461-4443 John.Russell@ALCC.Alabama.gov	No	0
3	Faulkner University – Career Service 3943 Airport Blvd Mobile, AL. 36608 Mr. Fred Hughes fhughes@Faulkner.edu Phone 251-380-9090 / Fax 251-380-9066	No	0
4	University of South Alabama – Career Service Meisler Hall Suite #21 Mobile, AL. 36688 Rhonda Arnold - rarnold@usouthal.edu Phone 251-460-6188 / Fax 251-460-6091	No	0
5	Springhill College – Career Services 4000 Dauphin Street Mobile, AL. 36606 Mr. Luttman Phone 251-460-2187 / Fax 251-460-2185	No	0
6	University of Mobile College Student Success Center Brenda Davis BDavis@umobile.edu / Success@umobile.edu 5735 College Parkway Mobile, AL. 36613-2842 251-442-2877 / 251-675-5990	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Bishop State Community College 414 Stanton Street MSimis@bishop.edu Mobile, AL. 251-405-7052	No	0
8	Word-of-Mouth Referral	No	4
9	Cumulusjobs.com	No	1
10	On-Air Announcements (<i>one or more SEU stations</i>)	No	8
11	Internal Transfer / Promotion	No	2
12	Internal Posting	No	0
13	Williamson HS Career Fair	No	0
14	Baldwin County Job Fair	No	33
15	TV And Radio Jobs.com	No	0
16	South Alabama Regional Business Expo – Job Fair	No	20
17	CareerBuilders.com	No	0
18	IHireSalesPeople.com PO Box 3100 Frederick, MD 21705-3100 877-798-4854	No	0
19	Radio Advertising Bureau, Inc. PO Box 972036 Dallas, TX. 75397-2036 RAB.com	No	0
20	Urban Insite www.urbaninsite.com	No	0
21	Urban Buzz www.theurbanbuzz.com	No	0
22	All Access www.allaccess.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			68

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in Career/Job Fair	On February 16, 2012, this SEU participated in a Career Fair at the Williamson High School in Mobile. SEU participants included the General Sales Manager and Promotions Director. These individuals manned the Cumulus booth and presented information about careers in radio as well as job openings within the SEU. This event was promoted over-the-air on one or more SEU stations.
2	Participate in Job Fair	On April 12, 2012, this SEU participated in a County Job Fair at the Baldwin County Coliseum in Robertsdale, Alabama. SEU participants included the General Sales Manager and two Account Executives. These individuals manned the Cumulus booth and presented information about careers in radio as well as job openings with the SEU. This event was promoted over-the-air on one or more of the SEU stations.
3	Participate in Job Fair	On August 25, 2012, this SEU participated in the South Alabama Regional Planning Commission ("SARPC") Business Expo Jobs Fair. This Expo was held at the Mobile Civic Center. The SEU's Market Manager, General Sales Manager and eight (8) of the SEU's Account Executives participated in this event and presented information about careers in radio advertising and job openings within the SEU. Literature about career opportunities with Cumulus was distributed to interested attendees and resumes were accepted. SARPC advertised this event on one or more of the SEU stations.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
4	Internship Program	<p>From June through August 2012, this SEU hosted (4) student interns through the Mobile Housing Board's Sweet-P Program. This Program matches students from ages 16 through 21, with local internships. The Program is designed to provide basic skills and job training for students in the Mobile area. Interns are paid by the Mobile Housing Board. The student interns were supervised by the SEU's Promotions Director and assisted on-air personalities with daily duties, helped the traffic and accounting office with clerical duties, and worked with the Promotions Department to create flyers, organize community events and prepare for remote broadcasts.</p>