

WGKX(FM), WRBO(FM), WXMV(FM), WKIM(FM)
EEO PUBLIC FILE REPORT
April 1, 2019 – March 31, 2020

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	2-10, 15	5
Business Manager	2-10, 15	15
On-Air Personality	2-10, 15	3

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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	On-Air Recruitment <i>(one or more SEU stations)</i>	No	0
2	Station Websites <i>(one or more SEU stations)</i>	No	0
3	Cumulus Career Website www.cumulusmedia.com/work-here/	No	5
4	Glassdoor www.glassdoor.com	No	2
5	Indeed www.indeed.com	No	6
6	LinkUp www.linkup.com	No	0
7	Monster www.monster.com	No	0
8	ZipRecruiter www.ziprecruiter.com	No	1
9	Cumulus Facebook	No	0
10	Cumulus Business Managers BM@cumulus.com	No	0
11	LeMoyne-Owen College Career Services 807 Walker Avenue, Memphis, TN 38126 901.435.1500	No	0
12	University of Memphis Career & Development Office www.memphis.edu/careerservices/contact.php	No	0
13	Southwest Tennessee Community College 737 Union Ave, Memphis, TN 38103 901.333.5000	No	0
14	Rust College 150 Rust Avenue, Holly Springs, MS 38635 662.252.8000	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Word-of-Mouth Referral	No	6
TOTAL INTERVIEWEES OVER REPORTING PERIOD			20

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of April 2019, this SEU participated in harassment prevention training. All SEU employees were required to complete a course prepared by ThinkHR entitled, “Workplace Harassment Prevention,” designed to address sexual harassment with a focus on the forms of harassment prohibited by federal law. The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. The course for managers was more extensive than the course for staff members. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.
2	Participate in event/program sponsored by a community organization relating to career opportunities in broadcasting	On April 8, 2019, our Vice President/Market Manager addressed a group of young people with First Tee of Memphis about how radio stations operate and the opportunities available for a future career in broadcasting.
3	Management-level training concerning the methods of ensuring equal employment opportunities and preventing discrimination	On April 11, 2019, key members of our SEU’s management team met for a training session conducted by Cumulus in-house regulatory counsel, during which he reviewed FCC requirements with respect to its EEO rules and conducted a comprehensive, FCC EEO Power Point presentation. SEU participants included our Vice President/Market Manager as well as our General Sales and Digital Sales Managers.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	In April 2019, our WGKX Morning Show Host was welcomed by Riverdale Middle School in Germantown, TN, as a guest speaker. Her presentation to the students included an explanation about how a cluster of radio stations operate, what her job as an on-air personality entails, and the opportunities available for a future career in broadcasting. A lively question-and-answer session followed her presentation.
5	Participate in event/program in the community designed to inform the public as to employment opportunities in broadcasting	On June 3, 2019, our Vice President/Market Manager and WXXM On-Air Personality/Operations Manager were interviewed on “The Spark,” a monthly series which airs on local PBS affiliate WKNO-TV, about business and community leaders who are giving back to the Mid-South. They discussed the unique relationship between radio and the community as well as the current state of the broadcast industry and the wide variety of exciting job opportunities available in broadcasting. This interview aired June 9, 2019.
6	Participate in Job Fair	On July 17, 2019, our SEU participated in the Memphis JobsInJuly Career Fair, which took place in the Pipkin Building at the Mid-South Fairgrounds. This event was hosted by several business in the Memphis area and attracted with over 2,000 job seekers. Our Sales Manager and Promotions Director/Digital Coordinator attended and spoke with interested attendees about career opportunities in radio, with an emphasis on sales, as well as job openings within the SEU.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Participate in community event that includes dissemination of information about career opportunities in broadcasting	On August 29, 2019, our SEU participated in Exposure 901 sponsored by New Memphis and iBank, which took place at the FedEx Forum. This event celebrates the community of Memphis and seeks to bring it even closer together. In addition to Cumulus-Memphis being a media and planning partner, our SEU's Vice President/Market Manager, General Sales and Operations Managers as well as Program and Promotions Directors occupied a booth and spoke with interested attendees about career opportunities in broadcasting as well as the education/skill sets necessary for success in the radio business.
8	Co-sponsor an event/program with a local business relating to career opportunities in broadcasting	On September 2, 2019, our SEU sponsored the Chick-fil-A 5K at the AutoZone Park in Memphis. In its 15 th year, this has become one of the largest and most exciting events in Memphis. During the event our Vice President/Market Manager addressed the gathering to talk about Cumulus, the relevance of radio in today's world, and the wide variety of exciting job opportunities in broadcasting.
9	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting (4)	On September 23, 2019, one of our On-Air Personalities as well as our WXXM On-Air Personality/Operations Manager arranged a visit to Freedom Prep Academy to introduce radio to four different Academy classes. Each presentation included an explanation about how a cluster of radio stations operate, what their jobs as on-air personalities and operations manager entail, and the opportunities available for a future career in broadcasting. Students were encouraged to ask questions during each presentation.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
10	Participate in event/program sponsored by an educational institution and community organization relating to career opportunities in broadcasting	On October 11, 2019, our Vice President/Market Manager was invited to participate on a panel coordinated by Leadership Memphis for Shelby County schools. As one of ten local employers on the panel, he shared information about the education/skill sets necessary for success in the radio business, emphasizing the ever-increasing role technology plays in the industry.
11	Host event/program sponsored by an educational institution relating to career opportunities in broadcasting (3)	Between October 22 and October 25, 2019, students from the Freedom Prep Academy's Internet Radio class were invited to visit our facilities. They spent three (3) hours each day not only observing our On-Air Talent to learning what it is like to be an on-air host, but were also taught how to produce commercials. The students were encouraged to ask questions and seek career advice from our staff.
12	Participate in Job Fair	On October 29, 2019, our SEU participated in the Greater Memphis Chamber BizPalooza. Our SEU occupied a booth and spoke with attendees about career opportunities in radio and possible job openings within the SEU. SEU participants included our Vice President/Market Manager as well as our General Sales and Digital Sales Managers.
13	Participate in Job Fair	On October 30, 2019, our SEU participated in the Upskill901 Workforce Summit, hosted by the Memphis Chamber. This event took place in the Pipkin Building in Memphis, and was attended by approximately sixty (60) local employers and career enhancement services. Our SEU occupied a booth and spoke with attendees about career opportunities in radio and possible job openings within the SEU. SEU participants included our Vice President/Market Manager as well as our General Sales and Digital Sales Managers.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
14	Participate in event/program sponsored by an educational institution and community organization relating to career opportunities in broadcasting	On November 4, 2019, our Vice President/Market Manager was a participant on a panel sponsored by Junior Achievement of the Mid-South and Leadership Memphis, which took place at East High School. He talked with attendees about the opportunities available for a future career in broadcasting as well as the education/skill sets necessary for success in the radio business.
15	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On January 10, 2020, our WXXM On-Air Personality/Operations Manager was welcomed by Colonial Middle School in Germantown, TN, during which she spoke with students about how a cluster of radio stations operate, what her job entails, and the opportunities available for a future career in broadcasting.
16	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On March 10, 2020, our National Sales Representative was invited to address students at Snowden Middle School about career opportunities in radio. She described what she does as a national sales representative for a cluster of radio stations, the variety of career opportunities available in radio, and how to successfully interview for a job opening. She ended her presentation with a creative challenge—asking the students to create a 60 second commercial.