



# CUMULUS

**WIWF(FM), WMGL(FM), WSSX-FM, WWWZ(FM) and WTMA(AM)  
EEO PUBLIC FILE REPORT  
August 1, 2016 – July 31, 2017**

## 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>
Sales Leader	1-26, 28-36	28
Sales Leader	1-26, 28-36	28
Administrative/National Sales Assistant	1-26, 28-36	10
WSSX Program Director	1-26, 28-36	28
WMGL/WWWZ Program Director	1-26, 28-36	28
Sales Leader	1-26, 28-36	28
Sales Leader	1-26, 30-36	10
Sales Leader	1-28, 30-36	35

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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	Contact: Vivian Staples <b>Wider Opportunities for Women</b> 1001 Connecticut Avenue, NW, Suite 930 Washington, DC 20036 202-464-1596 info@wowonline.org	N	0
2	Contact: Nakiya Lee <b>National Council of Negro Women</b> 633 Pennsylvania Ave NW Washington, DC 20004 202-737-0120 membership@ncnw.org	N	0
3	Contact: Dot Scott <b>NAACP</b> 93 Spring Street Charleston, SC 29403 843-805-8030 info@naacpcharlestonbranch.org	N	0
4	Contact: James McLawhorn <b>Columbia Urban League</b> 1400 Barnwell Street Columbia, SC 29201 803-799-8150 Info.cul@columbiaurbanleague.org	N	0
5	Contact: Thomas Halasz <b>University of South Carolina</b> Close Building, 6 <sup>th</sup> Floor Columbia, SC 29208 803-777-7280 halaszti@mailbox.sc.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Contact: Joseph Thomas <b>South Carolina State University</b> P.O. Box 7068 300 College Street Orangeburg, SC 29117 1-800-260-5956 careercenter@scsu.edu	N	0
7	Contact: Karen Rutherford <b>Benedict College</b> 1600 Harden Street Columbia, SC 29204 803-253-5153 rutherfordk@benedict.edu	N	0
8	Contact: Paula Beecher <b>Clemson University</b> 316 Hendrix Center Clemson, SC 29634 864-656-3311 Career.clemson.edu	N	0
9	Contact: James Johnson <b>NAACP</b> 2676 Tillman Street N. Charleston, SC 29405	N	0
10	Contact: Terika Brown-Redden <b>Station Websites Postings</b> www.95sx.com, www.magic1073fm.com, www.nashfm969.com, www.z93jamz.com, & www.wtma.com	N	19
11	Contact: Christie Savage <b>NAACP of South Carolina</b> 6111 Main Street Columbia, SC 29203 803-754-4584	N	0
12	Contact: Lonnie Randolph <b>NAACP of Columbia</b> 1114 Blanding Street Columbia, SC 29201 803-256-8771	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Contact: Karen Nettles <b>South Carolina Broadcasters Association</b> One Harbison Way, Suite 112 Columbia, SC 29212 803-732-1186 jobbank@scba.net	N	0
14	Contact: Charleston Workforce Center <b>South Carolina Employment Security Commission</b> 176 Lockwood Dr Charleston, SC 29403 843-953-8400	N	0
15	Contact: Amanda Morgan <b>Lander University</b> 320 Stanley Avenue Greenwood, SC 29649 864-388-8000 asmorgan@lander.edu	N	0
16	Contact: Alzen Smith <b>Allen University</b> 1530 Harden Street Columbia, SC 29209 803-376-5706 asmith@allenuniversity.edu	N	0
17	Contact: Student Services <b>Trident Technical College</b> PO Box 118067 Charleston, SC 29423-8067 stuemploy@tridenttech.edu	N	0
18	Contact: Janice Smith <b>Francis Marion University</b> PO Box 100547 Florence, SC 29501 1-800-368-7551 jsmith@fmarion.edu	N	0
19	Contact: Hester Young <b>Charleston Southern University</b> 9200 University Boulevard Charleston, SC 29401 1-800-947-7474 hyoung@csuniv.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Contact: Career Center <b>Winthrop University</b> 701 Oakland Ave Rock Hill, SC 29733 803-323-2211 gildehausg@winthrop.edu	N	0
21	Contact: Ted Gladden <b>Employment Security Commission</b> P.O. Box 995 Columbia, SC 29202 803-737-2588	N	0
22	Contact: Felicia Maloney <b>Columbia Housing Authority</b> 1917 Harden Street Columbia, SC 29204 803-254-3886 cha@chasc.org	N	0
23	Contact: Lauren Thompson <b>The Citadel</b> 171 Moultrie St Charleston, SC 29409 843-225-3294 Lauren.thompson@citadel.edu	N	0
24	Contact: P. C. Jenkins <b>Veterans Affairs – Vocational Rehabilitation &amp; Employment</b> 1801 Assembly Street Columbia SC, 29201 1-800-827-1000 va@oepp.sc.gov	N	0
25	Contact: Roberta Carver <b>Columbia College</b> 1301 Columbia College Drive Columbia, SC 29203 800-277-1301	N	0
26	<b>College of Charleston</b> Attn: Career Center 66 George Street Charleston, SC 29424-0001 843-953-5692	N	0
27	<b>SEU Job Fairs</b> ( <i>see Section III</i> )	N	1

<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>
28	<b>Word of Mouth/Internal Referral</b>	N	21
29	<b>Cumulus Business Managers</b> BM@cumulus.com	N	0
30	<b>Linked In Website</b> www.linkedin.com	N	0
31	<b>Walk-In/Self-Referral</b>	N	0
32	<b>Simply Hired (<a href="http://www.simplyhired.com">www.simplyhired.com</a>)</b>	N	0
33	<b>Glass Door (<a href="http://www.glassdoor.com">www.glassdoor.com</a>)</b>	N	0
34	<b>Link Up (<a href="http://www.linkup.com">www.linkup.com</a>)</b>	N	0
35	<b>Indeed (<a href="http://www.indeed.com">www.indeed.com</a>)</b>	N	9
36	<b>Cumulus Website <a href="http://www.cumulus.hrmdirect.com">www.cumulus.hrmdirect.com</a></b>	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>50</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>	Internship Program	<p>Our SEU has an established internship program through which students earn academic credit for their participation. During this reporting period, our SEU hosted one (1) student intern from Trident Technical College.</p> <p>Our intern is supervised by our Operations Manager/Program Director. A few examples include, “shadowing” and assisting our on-air personalities both on and off the air, working with production to learn the process of voicing commercials for clients, assisting our promotions technician with remote broadcast set-ups, and learning how to properly award prizes won on-air.</p>
<b>2</b>	Sponsor Event in the Community Designed to Inform and Educate the Public Concerning Employment Opportunities in Broadcasting.	<p>Our SEU hosts a job shadowing program designed to expose students to the field of broadcasting. Students are given the opportunity to observe the inner workings of a radio cluster and follow or “shadow” a member of our broadcast team as he/she goes about his/her duties. Additionally, participants are provided with information about the education and skills required for employment in the broadcast industry.</p> <p>During this reporting period, our SEU hosted two students. On November 29, 2016, students from Harleyville Elementary visited our facilities and “shadowed” one of our On-Air Personalities.</p>

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>3</b>	Host Job Fair	On June 22, 2017, our SEU hosted an open house at the SEU's studio facilities in North Charleston, South Carolina. SEU representatives spoke with attendees about career opportunities in Promotions, Digital Sales, Sales and On-Air Talent as well as internships within the SEU. The SEU participants included our Business Manager. This event was promoted on all SEU stations.
<b>4</b>	Participate in Career Fair	On February 28, 2017, our SEU participated in a career fair sponsored by Greg Mathis Charter High School located at 2872 Azalea Drive in Charleston. SEU representatives spoke with attendees about career opportunities in radio broadcasting as well as job openings and internships within the SEU. SEU participants included our Senior Marketing Consultant.
<b>5</b>	Participate in Career Fair	On March 16, 2017, the SEU participated in a college and career symposium sponsored by Garrett Academy of Technology held at 2731 Gordon Street in Charleston. An SEU representative spoke with attendees about career opportunities in radio broadcasting as well as the internship program within the SEU. SEU participants included the SEU's on-air talent.



	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	<p>On September 22, 2016, the SEU’s Senior Marketing Consultant and Program Director participated in the 2016 Trident School Counsel Training (Round Robin). They shared their career experiences, explained their daily work responsibilities within the SEU, and identified workforce needs including the necessary training and courses.</p> <p>On May 25, 2017, one of the SEU’s On-Air Personalities participated in the CE Williams Vehicle/Career Fair. The on-air personality drove an SEU vehicle to the school in order to explain and demonstrate how to use the equipment in the van.</p> <p>Similarly, on June 1, 2017, an SEU on-air personality participated in the Sander Clyde Creative Art School vehicle fair. He also drove an SEU vehicle to the school to explain and demonstrate how to use the equipment in the van. Additionally, he spoke to the students/attendees about the various career opportunities to consider in radio broadcasting.</p> <p>In March 2017, the SEU engaged in an in-kind donation of \$10,000 to the UNCF, which benefits over 8500 students attending UNCF member schools in South Carolina.</p>