

**WCTO(FM), WLEV(FM), WODE-FM, WWYY(FM), WEEX(AM), and
WTKZ(AM)**

EEO PUBLIC FILE REPORT

April 1, 2020 – March 31, 2021

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
Sales Representative	2, 4, 8, 11, 13-14, 17-23, 27, 29, 31, 33, 42-47, 49-50	19
Program Director	1, 18-23, 31, 33, 42-43, 45-47	31

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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	All Access Website www.allaccess.com	No	0
2	Connecticut Broadcasting School 1 Mall Drive, Suite 203 Cherry Hill, NJ 08002 Attn: Tom DeFranco (856) 775-1200 csbcherryhill@gocsb.com jobs@gocsb.com	No	0
3	Indeed Website www.indeed.com	No	0
4	Lehigh University 621 Taylor Street Rauch Business Center, Room 484 Bethlehem, PA 18015 careerservices@lehigh.edu (610) 758-3710	No	0
5	Lehigh Carbon Community College 4525 Education Park Drive Schnecksville, PA 18078 (610) 799-2121 cmoyer@lccc.edu kclause@lccc.edu	No	0
6	The Morning Call (Print Ad) Lee Sanders lsanders@tribune.com (610) 770-3752	No	0
7	Northampton Community College 3835 Green Pond Road Bethlehem, PA 18020 careers@northampton.edu (610) 332-8662	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Station Website Postings (<i>all SEU stations</i>) catcountry96.com, wlevradio.com, 999thehawk.com, lvfoxsports.com	No	0
9	Penn State Lehigh Valley 2809 Saucon Valley Road Center Valley, PA 18034 (610) 285-5027	No	0
10	Penn State University Career Services Attn: Colleen Monismith 777 West Harrisburg Pike Middletown, PA, 17057 (717) 948-6260	No	0
11	Pennsylvania Assoc. of Broadcasters 1406 Delaware Avenue Reading, PA 19610 gponti@pab.org (610) 373-4820	No	0
12	Casa Guadalupe casa@casalv.org	No	0
13	Cedar Crest College career@cedarcrest.edu	No	0
14	Muhlenberg College careers@muhlenberg.edu	No	0
15	National Lesbian/Gay Journalist Association lspencer@nljja.org	No	0
16	Vianet a.cox@vianet.org	No	0
17	League of Women Voters Northampton County lwvnrco@yahoo.com	No	0
18	Cumulus Jobs www.cumulusjobs.com	No	0
19	Word-of-Mouth Referral	No	4
20	On-Air Announcements (<i>both SEU stations</i>)	No	0
21	Cumulus Business Managers bm@cumulus.com	No	0
22	Internal Posting (<i>station bulletin board</i>)	No	1
23	SEU Open House/Job Fairs (<i>see Section III</i>)	No	0
24	Internship Program (<i>see Section III</i>)	No	0
25	Albright College careercenter@alb.edu	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	DeSales University careerservices@desales.edu	No	0
27	Moravian College the careercenter@moravian.edu	No	0
28	East Stroudsburg University www.collegecentral.com/eaststroudsburg	No	0
29	Pennsylvania Career Link LV (Lehigh Valley) samjones@state.pa.us	No	0
30	CareerBuilder www.careerbuilder.com	No	0
31	Internal Transfer / Promotion	No	1
32	LehighValleyHelpWanted.com	No	0
33	Glassdoor www.glassdoor.com	No	0
34	SimplyHired www.simplyhired.com	No	0
35	LinkUp www.linkup.com	No	0
36	ZipRecruiter www.ziprecruiter.com	No	0
37	Monster www.monster.com	No	0
38	Simply Hired www.simplyhired.com	No	0
39	LinkedIn www.linkedin.com	No	0
40	Marywood University www.handshake.com	No	0
41	The University of Scranton www.handshake.com	No	0
42	Adzuna www.adzuna.com	No	0
43	Job is Job www.jobisjob.com	No	0
44	MyJobHelper www.myjobhelper.com	No	0
45	Oodle www.jobs.oodle.com	No	0
46	The Job Spider www.jobspider.com	No	0
47	Trovit www.job.trovit.com	No	0
48	Facebook www.facebook.com	No	0
49	Marywood University www.handshake.com	No	0
50	The University of Scranton www.handshake.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			6

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Host Online Job Fair	<p>An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Our SEU promoted a four month ‘Social Distancing Job Fair’ event from April 2020 through July, 2020. Seven (7) employer recruiters, including Cumulus, participated in the five month program which was promoted on air, live streams, social media, and LinkedIn for a period of five months.</p> <p>Our SEU solicited the participation of local employers, and organized all logistical aspects of the event. Our Digital Sales Manager and Digital Director/Promotions were directly involved in the job fair.</p>
2	Host Online Job Fair	<p>An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus promoted a five month ‘Lehigh Valley Online Job Fair’ event from August 2020 through December, 2020. Seven (7) employer recruiters, including Cumulus, participated in the five month program which was promoted on air, live streams, social media, and LinkedIn for a period of five months.</p> <p>Our SEU solicited the participation of local employers, and organized all logistical aspects of the event. Our Digital Sales Manager and Digital Director/Promotions were directly involved in the job fair.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Host Online Job Fair	<p>An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus promoted a nineteen (19) day event from January 13, 2021 through January 31, 2021. Nine (9) employer recruiters, including Cumulus, participated in the January 2021 program which was promoted on air, live streams, social media, and LinkedIn for a period of one week.</p> <p>Our SEU solicited the participation of local employers, and organized all logistical aspects of the event. Our Digital Sales Manager and Digital Director/Promotions were directly involved in the job fair.</p>
4	Host Online Job Fair	<p>An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus promoted a twenty-six (26) day event from February 3, 2021 through February 28, 2021. Nine (9) employer recruiters, including Cumulus, participated in the February 2021 program which was promoted on air, live streams, social media, and LinkedIn for a period of four weeks.</p> <p>Our SEU solicited the participation of local employers, and organized all logistical aspects of the event. Our Digital Sales Manager and Digital Director/Promotions were directly involved in the job fair.</p>
5	Host Online Job Fair	<p>An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus Promoted a twenty-nine (29) day event from March 3, 2021 through March 31, 2021. Nine (9) employer recruiters, including Cumulus participated in the March 2021 program which was promoted on air, live streams, social media, and LinkedIn for a period of four weeks.</p> <p>Our SEU solicited the participation of local employers, and organized all logistical aspects of the event. Our Digital Sales Manager and Digital Director/Promotions were directly involved in the job fair.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	On July 22, 2020, Market Manager and Business Manager participated in a presentation conducted by the Cumulus Media Inc. Executive VP and General Counsel, entitle, ‘The FCC’s Equal Employment Opportunity Rules, Your Guide to Compliance.’ The FCC’s EEO recruitment, recordkeeping and reporting requirements were examined and enforced. Questions were also discussed after the training.
7	Training Program	During this SEU’s reporting period, our Sales Representatives received weekly training on a variety of topics to better prepare them for advancement within the company. Training was conducted by our General Sales, Digital Sales, and Market Managers as well as various trainers from our corporate sales and outside sales teams. Instruction included how to use EPiC, Base Buy & Why, Demand for Your Brand, Google Certification, Wide Orbit and Digital by Bridge People Based Marketing. Each of our SEU’s Sales Representatives are now Range Masters with Simplifi.
8	Training Program	During this reporting period, members of our Sales staff received weekly training conducted by Radio Advertising Bureau trainers in conjunction with various corporate trainers to prepare them for advancement within the company. Each week, instruction included, but was not limited to, understanding and utilizing Client Relationship Management (CRM) tools, Microsoft Outlook, Excel, Outbound Digital Marketing, Radio Marketing Professional certification among others. Sales employees are now certified RMPs.
9	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On March 24, 2021, our Market and Business Managers virtually attended the "Staying on Top of Your Broadcast FCC EEO Obligations" training webinar, hosted by the Pennsylvania Association of Broadcasters. This webinar reviewed the FCC’s EEO rules and addressed topics such as the importance of widely disseminating information about job openings, educating the public about career opportunities in broadcasting, and training current employees for advancement, even while social distancing