

WGKX(FM), WRBO(FM), WXMN(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
Program Director	2-14, 18	4

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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	Glassdoor www.glassdoor.com	No	0
4	Cumulus Career Website www.cumulusmedia.com/work-here/	No	7
5	Adzuna www.adzuna.com	No	0
6	Indeed www.indeed.com	No	0
7	Job is Job www.jobisjob.com	No	0
8	Job Spider www.jobspider.com	No	0
9	My Job Helper www.myjobhelper.com	No	0
10	Oodle www.jobs.oodle.com/careers	No	0
11	Trovit www.trovit.com	No	0
12	Cumulus Facebook	No	0
13	Cumulus Business Managers BM@cumulus.com	No	0
14	Inside Radio www.insideradio.com	No	0
15	University of Memphis Career & Development Office www.memphis.edu/careerservices/contact.php	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Southwest Tennessee Community College 737 Union Ave, Memphis, TN 38103 901.333.5000	No	0
17	Rust College 150 Rust Avenue, Holly Springs, MS 38635 662. 252.8000	No	0
18	Word-of-Mouth Referral	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			7

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market and Business Managers participated in a presentation conducted by the Executive Vice President and General Counsel of Cumulus Media Inc. entitled, “The FCC’s Equal Employment Opportunity Rules, Your Guide to Compliance.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
2	Co-Host Virtual Job Fair	<p>From June 12, through July 12, 2020, Cumulus-Memphis co-hosted the 2020 TN Virtual Job Fair, in conjunction with the four other Cumulus Tennessee markets, via the website www.tnjobfair.com. This job fair was designed to encourage businesses across the State to participate and assist them with the process. Cumulus-Memphis participated as an employer, and advertised all available positions within its station employment unit (“SEU”). Job seekers were provided an opportunity to contact potential Tennessee employers via the website throughout this time period.</p> <p>The Cumulus Tennessee SEUs solicited the participation of employers, organized all logistical aspects of the event, and heavily promoted the virtual job fair over the air. They also displayed digital banner advertisements on station websites and on local digital advertising banners. Our VP/Market, General Sales, and Digital Sales Managers were directly involved in the job fair.</p>
3	Participate in Virtual Job Fair	From September 14 through 18, 2020, our SEU participated in the Tennessee Association of Broadcasters Virtual Job Fair. This event was promoted on all SEU stations, and candidates interested in positions within our SEU were able to apply online.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in other activity reasonably calculated to disseminate information about careers in broadcasting	<p>Our SEU is proud of its special relationship with JA Biz Town (“JA”)—Junior Achievement of Memphis and the Mid South. This is a unique program for 4th through 6th grade students that combines them with in-class/day-long visits to interactive, simulated town facilities. This innovative program helps students connect what they learn in school with the real world and business.</p> <p>Our Market Manager holds a position on JA’s Joint Advisory Board. He also volunteers his time to teach JA staff members about radio broadcasting, which includes how to sell advertising as well as how to write, produce and broadcast commercials from the broadcast studio maintained “in the town.” This provides JA staff members with the knowledge and skills necessary to instruct the students. This aspect of the students’ learning experience continues to be quite popular.</p>
5	Co-Host Virtual Job Fair	<p>From October 12, through October 31, 2020, Cumulus-Memphis co-hosted the 2020 TN Virtual Job Fair, in conjunction with the four other Cumulus Tennessee markets, via the website www.tnjobfair.com. This job fair was designed to encourage businesses across the State to participate and assist them with the process. Cumulus-Memphis participated as an employer, and advertised all available positions within its station employment unit (“SEU”). Job seekers were provided an opportunity to contact potential Tennessee employers via the website throughout this time period.</p> <p>The Cumulus Tennessee SEUs solicited the participation of employers, organized all logistical aspects of the event, and heavily promoted the virtual job fair over the air. They also displayed digital banner advertisements on station websites and on local digital advertising banners. Our VP/Market, General Sales, and Digital Sales Managers were directly involved in the job fair.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Co-Host Virtual Job Fair	<p>From February 1, through February 28, 2021, Cumulus-Memphis co-hosted the 2021 TN Virtual Job Fair, in conjunction with the four other Cumulus Tennessee markets, via the website www.tnjobfair.com. This job fair was designed to encourage businesses across the State to participate and assist them with the process. Cumulus-Memphis participated as an employer, and advertised all available positions within its station employment unit ("SEU"). Job seekers were provided an opportunity to contact potential Tennessee employers via the website throughout this time period.</p> <p>The Cumulus Tennessee SEUs solicited the participation of employers, organized all logistical aspects of the event, and heavily promoted the virtual job fair over the air. They also displayed digital banner advertisements on station websites and on local digital advertising banners. Our VP/Market, General Sales, and Digital Sales Managers were directly involved in the job fair.</p>
7	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	<p>Our SEU's Market and Business Managers attended a webinar hosted by the Pennsylvania Association of Broadcasters on March 24, 2021. The webinar consisted of a review of the obligations of the SEU to maintain EEO rules and a discussion of how to disseminate information about job openings, as well as how to train employees for job advancement when job openings are not available - all in order to stay within the obligations of the FCC's EEO guidelines.</p>