

**WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) WWWX (FM)
EEO PUBLIC FILE REPORT
August 1, 2017 – July 31, 2018**

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
Traffic Assistant	1,3,4,5,7,8,18,20,22,33,34,35,36,38,41,42,43,44,45	20
Sales Assistant/Receptionist	1,3,4,5,7,8,18,20,22,33,34,35,36,38,41,42,43,44,45	20
Operations Manager	20,22,26,41,42,43,44,45	26
Sales Representative	1,3,4,5,7,8,18,20,22,33,34,35,36,38,41,42,43,44,45	18

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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	University of Wisconsin – Green Bay 2420 Nicolet Drive; Student Services 1600 Green Bay, WI 54311-7001 Contact: Karla Miller PH: (920) 465-2163, FAX: (920) 465-2920 millerk@uwgb.edu	N	0
2	Brown College 1440 Northland Drive Mendota Heights, MN 55120 Contact: Karol Baumeister PH: (800) 627-6966, FAX: (651) 905-3555 kbaumeister@browncollege.edu	N	0
3	University of Wisconsin – Madison 1305 Linden Drive; 205 Middleton Building Madison, WI 53706-1523 Contact: Greg Iaccarino PH: (608) 265-9205, FAX: (608) 262-3922 gjiacca@wisc.edu	N	0
4	University of Wisconsin – Whitewater Whitewater, WI 53190 Contact: Margaret O’Leary career@uww.edu	N	0
5	Wisconsin Broadcasters Association 44 E. Mifflin Street; Ste. 900 Madison, WI 53703 Contact: Kristen Bergmann PH: 800-236-1922, FAX: 608-256-3986 Online at: www.wi-broadcasters.org	N	5
6	Wisconsin Workforce Development (Jobnet) 315 Algoma Boulevard Oshkosh, WI 54901 Online at: http://dws.dwd.state.wi.us/wjos/emp	N	0
7	Wisconsin Technical College System 1825 N Blue Mound Drive Appleton, WI 54913 Contact: Cindy Online at: www.FVTC.Edu \SES	N	5

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	University of Wisconsin-Oshkosh 800 Algoma Boulevard Oshkosh WI 54901 Online @ Titanjobs.com	N	0
9	Hmong Mutual Assistance Association 2613 George Street La Crosse, WI 54603 Contact: Allen Yang PH: (608) 781-5744, FAX: (608) 781-5011 admin@hamaa.org	N	0
10	La Casa de Esperanza, Inc. 410 Arcadian Avenue Waukesha, WI 53103 Contact: Veronica Davis-Quiroz PH: (262) 547-0887, FAX: (262) 547-0735 info@lacasadeesperanza.org	N	0
11	National Organization for Women – Wisconsin Chapter 122 State Street #403 Madison, WI 53703 Contact: Tizzy Hyatt PH: (608) 255-3911 admin@winow.com	N	0
12	Office of Multicultural Affairs Schofield Hall 225 Eau Claire, WI 54701 PH: (715) 836-3367, FAX: (715) 836-3499 snobl@uwec.edu	N	0
13	Oneida Tribe of Indians 2630 W Mason Street Green Bay, WI 54303 PH: (800) 236-7050, FAX: (920) 869-2194 hrddept@oneidanation.org	N	0
14	Women’s Center, Inc./Employment Program 425 North East Avenue Waukesha, WI 53154 PH: (262) 544-7690, FAX: (262) 574-3640 mail@twcwaukesha.org	N	0
15	Ohio Center for Broadcasting Contact: Joe Kelly Placement.columbus@beonair.com	N	0
16	All-Access www.allaccess.com	N	2
17	SEU Job Fairs (see Section III)	N	0
18	Station On-Air Announcements (all SEU stations)	N	4
19	Station Website Postings (all SEU stations)	N	5

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Word-of-Mouth Referral	N	3
21	Internal Posting (<i>SEU bulletin board</i>)	N	1
22	Indeed Website www.indeed.com	N	5
23	The Ladders Website www.theladders.com	N	0
24	Career Builder Website www.careerbuilder.com	N	0
25	Inside Radio Website www.insideradio.com	N	0
26	Internal Transfer/Promotion	N	4
27	SBE – Society of Broadcast Engineers	N	0
28	Job Center of WI	N	0
29	TV & Radio Jobs	N	0
30	Fox 11 Job Finder	N	1
31	TDGA	N	0
32	Other Cumulus Markets	N	0
33	Job Center	N	0
34	Job Spider	N	2
35	Radio Online	N	4
36	WI Jobs for WI Grads (UW System)	N	2
37	Broadcast Employee Services / AMFMjobs.com	N	1
38	WI Private Colleges	N	1
39	Radio One Broadcast School	N	1
40	Cumulus Corporate Website http://www.cumulus.com/careers	N	0
41	Simply Hired www.simplyhired.com	N	0
42	Glass Door www.glassdoor.com	N	0
43	LinkUp www.linkup.com	N	0
44	Zip Recruiter www.ziprecruiter.com	N	0
45	Monster www.monster.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			52

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting (2) 10/2/2017 and 10/18/2017	<p>The University of Wisconsin Oshkosh hosted a networking event on 10/2/2017 and 10/18/2017 called Dining with Professionals which was attended by SEU's Promotions Manager and Market Manager. Students attend to learn the basic fundamentals of networking, dinner conversations and proper dining etiquette. 30 area businesses attend to reach students and provide valuable business interactions and help in networking. Here is an overview of the program:</p> <p style="padding-left: 40px;">University of Wisconsin puts on the event. UWO is responsible for securing the restaurant & businesses</p> <p style="padding-left: 40px;">Students are required to dress in business attire, have business cards, and greet each attending business leader</p> <p style="padding-left: 40px;">UWO provides a PowerPoint presentation on the dining etiquette. The presentation focuses on the do's and don'ts when attending a business dinner</p> <p style="padding-left: 40px;">UWO provides a key note speaker that helps each student understand the elements of a business dinner and shares relevant interviewing skills in today's job market</p> <p style="padding-left: 40px;">Students prepare an "elevator pitch" designed specially to their course of study and future business aspirations. Students are broken up into groups and assigned to an attending business</p> <p style="padding-left: 40px;">Students receive course credit for attending</p> <p style="padding-left: 40px;">Networking session after dinner provides each student with an opportunity to learn about Cumulus and our current opportunities</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
2	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting	The SEU’s Promotions Manager and Market Manager conducted mock interviews with 92 students at the University of Wisconsin – Oshkosh on November 9, 2017. The discussions concerned a variety of matters, including the employment opportunities at Cumulus, the student’s career interests and goals, and an engaged interview in which individuals had an opportunity to ask questions. The Promotions Manager provided each student with feedback on their performance during the interview as well as advice concerning their resume, dress, posture, eye contact and vocational skills (as appropriate).
3	Participate in Job Fair	On January 28, 2018, our SEU Sales Staff participated in the Oshkosh Business Expo held at the Oshkosh Convention Center. Our sales staff occupied the Cumulus booth answering questions and educating attendees about radio, our stations, job openings and internships within the SEU. On air and sales staff interacted with Oshkosh businesses while strengthening our business contacts.
4	Internship Program	During this reporting period, our SEU hosted nine (9) student interns from University of Wisconsin Oshkosh and one (1) student intern from Fox Valley Technical College. These interns worked in the Promotions Department, where they were encouraged to participate in a diverse array of promotions related activities, such as preparing for remote events, maintaining the SEU’s prize closet, and proposing future promotions activities. The SEU’s Promotions Director supervised these interns.
5	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting	On November 1, 2017 our SEU’s WOSH Program/Sports Director Jonathan Krause attended a Career in Sports Forum hosted by the University of Wisconsin-Oshkosh. Approximately 25 students attended the event – along with four other sports related employers. The format was “speed dating” as groups of

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<p>three of four students went from table to table meeting with the company representatives. Topics covered included: making a good first impression, internships and learning opportunities, roadblocks to entering the industry and resume boosting. Jonathan provided all of the participants with his business card and contact information. He also accepted a number of resumes from attendees.</p>
6	<p>Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting</p>	<p>WPKR Program Director Eddie Ybarra & Market Manager John Rowe met with 45 Communication students at UW Oshkosh on February 19, 2018. The program helps Juniors and Seniors develop their business skills in a social setting with area professionals. Cumulus was discussed in a broad sense, the 5 stations in our local market, and opportunities within the company. Each student prepared a “60 elevator pitch” about themselves and their recruitment goals.</p>
7	<p>Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting</p>	<p>On February 22, 2018 SEU’s WOSH Program/Sports Director Jonathan Krause presented to 20 UWO Broadcasting students who attended a Station Management session. This session was designed to inform students on how a radio station operates and what elements go into running a successful operation. Jonathan shared the inner workings of WOSH and the Cumulus Appleton/Oshkosh cluster and presented an opportunity to work at the station. Jonathan shared the part time news position on WOSH that will be opening up, the ability to learn how a News Talk Station operates, and where a student could gain valuable experience in broadcasting.</p>
8	<p>Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting (3)</p>	<p>The SEU’s Promotions Manager & Market Manager conducted mock interviews with 89 students at the University of Wisconsin Oshkosh on March 13, 2018. The discussions concerned a variety of matters, including the employment opportunities at Cumulus, the student’s career interests and goals, and an engaged interview in which individuals had an</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		opportunity to ask questions. The Promotions Manager & Market Manager provided each student with feedback on their performance during the interview as well as advice concerning their resume, dress, posture, eye contact and vocational skills (as appropriate).
9	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting (3)	The SEU's Promotions Manager & Market Manager conducted mock interviews with 89 students at the University of Wisconsin Oshkosh on March 28, 2018. The discussions concerned a variety of matters, including the employment opportunities at Cumulus, the student's career interests and goals, and an engaged interview in which individuals had an opportunity to ask questions. The Promotions Manager & Market Manager provided each student with feedback on their performance during the interview as well as advice concerning their resume, dress, posture, eye contact and vocational skills (as appropriate).
10	Participation in Program Sponsored by Educational Institutions relating to Career Opportunities in Broadcasting	April 24, 2018 John Rowe, Appleton/Oshkosh Market Manager and David Wettroth, Promotions Manager presented Cumulus and position internship opportunities at Reeve Union on the University of Wisconsin Oshkosh campus to 93 students. The SEU's Market Manager & Promotions Manger hosted round table panels where elevator pitches were discussed and pitched. At dinner, the market manager & promotions manager hosted 8 students and worked through dinner etiquette. Five intern students expressed an interest in the spring internship program.
11	Internship Program	During this reporting period, our SEU hosted four (4) student interns from the University of Wisconsin Oshkosh. These interns worked in the Promotions Department, where they were encouraged to participate in a diverse array of promotions related activities, such as preparing for remote events, maintaining the SEU's prize closet, and proposing future promotions activities. The SEU's Promotions Director supervised these interns.