

**WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) & WWWX (FM)  
EEO PUBLIC FILE REPORT  
August 1, 2018 – July 31, 2019**

**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>
Traffic Assistant	1,3,4,5,7,8,18,20,22,33,34,35,36,38,42,43,44,45	20
Morning Show Host	1,3,4,5,7,8,18,20,22,33,34,35,36,38,42,43,44,45	16
Afternoon Host	1,3,4,5,7,8,18,20,22,33,34,35,36,38,42,43,44,45	22
Business Manager	1,3,4,5,7,8,18,20,22,33,34,35,36,38,42,43,44,45	24
Sales Representative	1,3,4,5,7,8,18,20,22,33,34,35,36,38,42,43,44,45	18
Sales Representative	1,3,4,5,7,8,18,20,22,33,34,35,36,38,42,43,44,45	22
Sales Representative	1,3,4,5,7,8,18,20,22,33,34,35,36,38,42,43,44,45	22

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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	<b>University of Wisconsin – Green Bay</b> 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	<b>Brown College</b> 1440 Northland Drive Mendota Heights, MN 55120 Contact: Karol Baumeister PH: (800) 627-6966, FAX: (651) 905-3555 kbaumeister@browncollege.edu	N	0
3	<b>University of Wisconsin – Madison</b> 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	<b>University of Wisconsin – Whitewater</b> Whitewater, WI 53190 Contact: Margaret O’Leary career@uww.edu	N	0
5	<b>Wisconsin Broadcasters Association</b> 44 E. Mifflin Street; Ste. 900 Madison, WI 53703 Contact: Kristen Bergmann PH: 800-236-1922, FAX: 608-256-3986 Online at: <a href="http://www.wi-broadcasters.org">www.wi-broadcasters.org</a>	N	0
6	<b>Wisconsin Workforce Development (Jobnet)</b> 315 Algoma Boulevard Oshkosh, WI 54901 Online at: <a href="http://dws.dwd.state.wi.us/wjos/emp">http://dws.dwd.state.wi.us/wjos/emp</a>	N	0
7	<b>Wisconsin Technical College System</b> 1825 N Blue Mound Drive Appleton, WI 54913 Contact: Cindy Online at: <a href="http://www.FVTC.Edu">www.FVTC.Edu</a> \SES	N	0

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

<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>
20	<b>Word-of-Mouth Referral</b>	N	9
21	<b>Internal Posting</b> ( <i>SEU bulletin board</i> )	N	0
22	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	16
23	<b>The Ladders Website</b> <a href="http://www.theladders.com">www.theladders.com</a>	N	0
24	<b>Career Builder Website</b> <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	3
25	<b>Inside Radio Website</b> <a href="http://www.insideradio.com">www.insideradio.com</a>	N	0
26	<b>Internal Transfer/Promotion</b>	N	1
27	<b>SBE – Society of Broadcast Engineers</b>	N	0
28	<b>Job Center of WI</b>	N	0
29	<b>TV &amp; Radio Jobs</b>	N	0
30	<b>Fox 11 Job Finder</b>	N	0
31	<b>TDGA</b>	N	0
32	<b>Other Cumulus Markets</b>	N	0
33	<b>Job Center</b>	N	0
34	<b>Job Spider</b>	N	0
35	<b>Radio Online</b>	N	0
36	<b>WI Jobs for WI Grads (UW System)</b>	N	0
37	<b>Broadcast Employee Services / AMFMjobs.com</b>	N	3
38	<b>WI Private Colleges</b>	N	0
39	<b>Radio One Broadcast School</b>	N	0
40	<b>Cumulus Corporate Website</b> <a href="http://www.cumulus.com/careers">http://www.cumulus.com/careers</a>	N	0
41	<b>Simply Hired</b> <a href="http://www.simplyhired.com">www.simplyhired.com</a>	N	0
42	<b>Glass Door</b> <a href="http://www.glassdoor.com">www.glassdoor.com</a>	N	0
43	<b>LinkUp</b> <a href="http://www.linkup.com">www.linkup.com</a>	N	0
44	<b>Zip Recruiter</b> <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	N	0
45	<b>Monster</b> <a href="http://www.monster.com">www.monster.com</a>	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>36</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>	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting (2)	<p>On both October 9, 2018 and November 8, 2018, the University of Wisconsin – Oshkosh (“UWO”) hosted a networking event referred to as “Dining with Professionals” which was attended by the SEU’s Promotions Manager and Market Manager. Students attended the event to learn the basic fundamentals of networking, dinner conversations and what was deemed to be proper dining etiquette. Thirty (30) area businesses attended the event to reach students, provide valuable business interactions and assist in networking. An overview of the program is set forth below:</p> <ul style="list-style-type: none"> <li>• UWO hosts the event and is responsible for securing the restaurant &amp; businesses.</li> <li>• Students are required to dress in business attire, have business cards, and greet each attending business leader.</li> <li>• UWO provides a PowerPoint presentation concerning what is deemed to be appropriate dining etiquette. The presentation focuses on the do's and don'ts when attending a business dinner.</li> <li>• 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.</li> <li>• Each student prepares an "elevator pitch" designed specifically to their course of study and future business aspirations. Students are broken up into groups, assigned to an attending business, and receive course credit for attending the program.</li> <li>• A networking session after dinner provides each student with an opportunity to learn about Cumulus and our current employment opportunities.</li> </ul>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
2	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting	On both November 17, 2018 and October 30, 2018, the SEU's Promotions Manager and Market Manager conducted mock interviews with 92 students at the University of Wisconsin – Oshkosh. The discussions concerned a variety of matters, including employment opportunities at Cumulus, the student's career interests and goals, and an engaged interview in which students had an opportunity to ask questions. The Market Manager provided each student with feedback on their performance during their interview as well as advice concerning their resume, dress, posture, eye contact and vocational skills (as appropriate).
3	Participate in Job Fair	On January 31, 2019, our SEU sales staff, Promotions Manager, and Market Manager participated in the Oshkosh Business Expo held at the Oshkosh Convention Center. Our sales staff occupied the Cumulus booth and answered questions from attendees about radio, our stations, job openings and internships within the SEU.
4	Internship Program	During this reporting period, our SEU hosted ten (10) 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 interns were supervised by the SEU's Promotions Director who provided feedback to each intern as well as their course professor.
5	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting	Market Manager John Rowe met with 39 TV and Radio Broadcasting and Communication students during a Communications Social at the University of Wisconsin – Oshkosh on February 18, 2019. The program enables juniors and seniors develop their business skills in a social setting with area professionals. Each student was asked to research the 12 companies

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		attending the program and provide an updated resume. Cumulus was discussed among the student attendees in a broad sense, with respect to the five (5) stations in the SEU, and opportunities within the company overall. Each student prepared a “60 elevator pitch” about themselves and their recruitment goals.
6	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting (3)	On February 28, 2019 and March 19, 2019, the SEU’s Market Manager and Operations Manager conducted mock interviews with 32 students and 98 students, respectively, at the University of Wisconsin – Oshkosh. 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 the students were given an opportunity to ask questions. The Market Manager and Operations 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). Written feedback was provided to each student and submitted to their course professor.
7	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting (3)	On March 6, 2019, the SEU's Operations Manager & Promotions Manager attended the “Your Future LIVE Career Expo” at the Fox Cities Exhibition Center in Appleton, Wisconsin, which was presented by the Fox Cities Chamber. The Expo was attended by over 2,000 8th grade students, who had the opportunity to speak with Cumulus representatives concerning their roles within the company and their careers in broadcasting generally. Prior to the event, students were informed that there would be over 70 businesses attending the Expo with whom they would be able to visit. Businesses were encouraged to update their online portfolio through the Fox Cities Chamber so that students would be able to learn more about their local business.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
8	Participation in Program Sponsored by Educational Institutions relating to Career Opportunities in Broadcasting	On the following day, March 7, 2019, the SEU's Operations Manager & Promotions Manager attended the “Your Future LIVE Career Expo” at the Fox Cities Exhibition Center in Appleton, Wisconsin presented by the Fox Cities Chamber. Over 2,000 high school students were provided with the experience of attending a conference enabling them to make connections with local employers through career exploration (via job shadowing, informational interviews and business hosted events), or career path opportunities such as internships, youth apprenticeships or employment (including both part-time and full-time). SEU representatives David Wettroth, Emily Laue and Rachel Ryan (a spring intern) spoke with students about their respective roles within the SEU and a career in broadcasting generally.
9	Participation in Program Sponsored by Educational Institutions relating to Career Opportunities in Broadcasting	On April 9, 2019, the SEU's Promotions Manager attended the Creating Connections event at the University of Wisconsin – Oshkosh. The event was designed to introduce students to networking, learn more about career opportunities and to better explore their options, and introduce them to professionals. The event was attended by students from all classes and majors. The University estimated that over 150 students attended this event.