



CUMULUS

**WIWF(FM), WMGL(FM), WSSX-FM, WWWZ(FM) and WTMA(AM)
EEO PUBLIC FILE REPORT
August 1, 2019 – July 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
Local & Digital Sales Assistant	1-10, 13,15-20, 23-24, 27-30, 32-38	36
Account Executive	1-10, 13,15-20, 23-24, 27-30, 32-38	30
Digital Account Executive	1-10, 13,15-20, 23-24, 27-30, 32-38	30

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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 Wider Opportunities for Women 1001 Connecticut Avenue, NW, Suite 930 Washington, DC 20036 202-464-1596 info@wowonline.org	N	0
2	Contact: Nakiya Lee National Council of Negro Women 633 Pennsylvania Ave NW Washington, DC 20004 202-737-0120 membership@ncnw.org	N	0
3	Contact: Dot Scott NAACP 93 Spring Street Charleston, SC 29403 843-805-8030 info@naacpcharlestonbranch.org	N	0
4	Contact: James McLawhorn Columbia Urban League 1400 Barnwell Street Columbia, SC 29201 803-799-8150 Info.cul@columbiaurbanleague.org	N	0
5	Contact: Thomas Halasz University of South Carolina Close Building, 6 th 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 South Carolina State University P.O. Box 7068 300 College Street Orangeburg, SC 29117 1-800-260-5956 careercenter@scsu.edu	N	0
7	Contact: Karen Rutherford Benedict College 1600 Harden Street Columbia, SC 29204 803-253-5153 rutherfordk@benedict.edu	N	0
8	Contact: Paula Beecher Clemson University 316 Hendrix Center Clemson, SC 29634 864-656-3311 Career.clemson.edu	N	0
9	Contact: James Johnson NAACP 2676 Tillman Street N. Charleston, SC 29405	N	0
10	Contact: Terika Brown-Redden Station Websites Postings www.95sx.com, www.magic1073fm.com, www.nashfm969.com, www.z93jamz.com, www.wtma.com, & cumulus.hrmdirect.com	N	0
11	Contact: Christie Savage NAACP of South Carolina 6111 Main Street Columbia, SC 29203 803-754-4584	N	0
12	Contact: Lonnie Randolph NAACP of Columbia 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 South Carolina Broadcasters Association One Harbison Way, Suite 112 Columbia, SC 29212 803-732-1186 jobbank@scba.net	N	0
14	Contact: Charleston Workforce Center South Carolina Employment Security Commission 176 Lockwood Dr Charleston, SC 29403 843-953-8400	N	0
15	Contact: Amanda Morgan Lander University 320 Stanley Avenue Greenwood, SC 29649 864-388-8000 asmorgan@lander.edu	N	0
16	Contact: Alzen Smith Allen University 1530 Harden Street Columbia, SC 29209 803-376-5706 asmith@allenuniversity.edu	N	0
17	Contact: Student Services Trident Technical College PO Box 118067 Charleston, SC 29423-8067 stuemploy@tridenttech.edu	N	0
18	Contact: Janice Smith Francis Marion University PO Box 100547 Florence, SC 29501 1-800-368-7551 jsmith@fmarion.edu	N	0
19	Contact: Hester Young Charleston Southern University 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 Winthrop University 701 Oakland Ave Rock Hill, SC 29733 803-323-2211 gildehausg@winthrop.edu	N	0
21	Contact: Ted Gladden Employment Security Commission P.O. Box 995 Columbia, SC 29202 803-737-2588	N	0
22	Contact: Felicia Maloney Columbia Housing Authority 1917 Harden Street Columbia, SC 29204 803-254-3886 cha@chasc.org	N	0
23	Contact: Lauren Thompson The Citadel 171 Moultrie St Charleston, SC 29409 843-225-3294 Lauren.thompson@citadel.edu	N	0
24	Contact: P. C. Jenkins Veterans Affairs – Vocational Rehabilitation & Employment 1801 Assembly Street Columbia SC, 29201 1-800-827-1000 va@oepp.sc.gov	N	0
25	Contact: Roberta Carver Columbia College 1301 Columbia College Drive Columbia, SC 29203 800-277-1301	N	0
26	College of Charleston Attn: Career Center 66 George Street Charleston, SC 29424-0001 843-953-5692	N	0
27	SEU Job Fairs (<i>see Section III</i>)	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	Word of Mouth/Internal Referral	N	0
29	Cumulus Business Managers BM@cumulus.com	N	0
30	Linked In Website www.linkedin.com	N	2
31	Walk-In/Self-Referral	N	0
32	SEU Facebook Pages	N	0
33	Glass Door (www.glassdoor.com)	N	0
34	Link Up (www.linkup.com)	N	0
35	Indeed (www.indeed.com)	N	5
36	Cumulus Website www.cumulus.hrmdirect.com	N	14
37	Zip Recruiter	N	0
38	Monster.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			21

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	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 South Carolina State University.</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>
2	Participate in Career Fair	<p>On August 23, 2019, our SEU’s Operations Manager participated in a career fair at Charleston Southern University The Operations Manager conducted on site interviews, accepted applications, and discussed with attendees career opportunities in radio broadcasting, including college internships.</p>
3	Participate in Career Fair	<p>On October 3, 2020, our SEU’s Operations Manager participated in a career fair at Charleston Southern University The Operations Manager conducted on site interviews, accepted applications, and discussed with attendees career opportunities in radio broadcasting, including college internships.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Participate in a Career Fair	On April 2, 2020, our SEU's Marketing Consultant and SEU's On Air Talent participated in a career fair at Ashley Ridge High School discussing with attendees career opportunities in radio broadcasting.
5	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	SEU's Operations Manager taught broadcasting classes at Trident Technical College between the dates of September and October 2019 and February 2020 through April 2020. In this educational setting he discussed and trained students on career opportunities in radio broadcasting.
6	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 24, 2020, the SEU's On Air Personality participated in a classroom forum at South Carolina State University to discuss career opportunities in radio broadcasting.
7	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On November 13, 2019, the SEU's On Air Personality participated in a career day at Crown Leadership Academy to discuss career opportunities in radio broadcasting.
8	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On November 13, 2019, the SEU's On Air Personality participated in a career day at Crown Leadership Academy to discuss career opportunities in radio broadcasting.
9	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 25, 2020, the SEU's On Air Personality participated in the Meeting Street Academy Career Day to discuss career opportunities in radio broadcasting.
10	Sponsor events in the community designed to inform and educate the public concerning employment opportunities in broadcasting	On November 21, 2019, the SEU's Promotions Assistant participated in the Deer Park Middle School Job/Health Fair to discuss career opportunities in radio broadcasting.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
11	Sponsor events in the community designed to inform and educate the public concerning employment opportunities in broadcasting	On February 14, 2020, the SEU's Marketing Director hosted two students attending St. George Middle School for a shadow day to highlight careers in radio broadcasting.
12	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On August 23, 2019, the SEU's Operation Manager attended an Advisory Committee Meeting at Trident Technical College to advise students on how to train and be educated for careers in radio broadcasting.
13	Participate in event sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	February 6, 2020 Two students from Ashley Ridge High School spent the day at the SEU's office building shadowing a Marketing Consultant and meeting with Programming and Promotions staff to learn about career opportunities in radio broadcasting.