

WSKZ(FM), WGOW(AM), WGOW-FM & WOGT(FM)
EEO PUBLIC FILE REPORT
April 1, 2018 - March 31, 2019¹

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
Digital Sales Manager	1-19	13
Account Executive	1-19	13
Sales Administration	1-19	13

¹ This Report was revised in March 2020 to address formatting and reporting issues.

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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 Tennessee at Chattanooga Julia Cronin 615 McCallie Avenue, Chattanooga, TN 37403 (423) 425-5360	No	0
2	Chattanooga State Technical Community College Career Opportunities 4501 Amnicola Highway, Chattanooga, TN 37403 (423) 697-4400	No	0
3	Southern Adventist University Janita Herod, jrherod@southern.edu School of Journalism and Communication PO Box 370 Collegedale, TN 37315	No	0
4	NAACP – Chattanooga/Hamilton Career Placement Center P.O. Box 3226 , 601 East M. L. King Blvd., Chattanooga, TN 37403 (423) 267-5637	No	0
5	Chattanooga African-American Chamber of Commerce Jamie Hancock 1001 Market Street, Chattanooga, TN 37402 (423) 265-0021	No	0
6	All Access Joel Denver www.AllAccess.com (310) 457-6616	No	0
7	Cumulus Radio Advertising , DeAnna Roberts P.O. Box 11202, Chattanooga, TN 37401 (423) 756-6141	No	0
8	Cumulus Website Advertising , DeAnna Roberts www.wksz.com www.wgow.com www.wogt.com P.O. Box 11202, Chattanooga, TN 37401 (423) 756-6141	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Indeed.com Indeed Inc. 7501 N. Capital of Texas Hwy., Building B Austin, TX 78731	No	25
10	Internal Referrals 821 Pineville Road Chattanooga, TN 37405	No	6
11	Cumulus Business Managers BM@cumulus.com ; BM2@cumulus.com	No	0
12	Online Job Recruitment (i.e. LinkedIn.com)	No	0
13	Cumulus Job Board (Cumulus.hrmdirect.com)	No	31
14	Zip Recruiter www.ziprecruiter.com	No	13
15	Glass Door (www.glassdoor.com)	No	2
16	Link Up (www.linkup.com)	No	1
17	University of Tennessee 915 Volunteer Boulevard, Knoxville, TN 37996-4010 (865) 974-1000	No	0
18	Monster www.monster.com	No	1
19	SEU Facebook Pages	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			78

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Our SEU offers internships to area college students to earn required credits in the broadcasting/communications, marketing, and journalism curriculums. These students gain hands-on experience as they learn the skills that will complete their majors and prepare them for a career in the broadcast industry. During this reporting period, Station WGOW-FM hosted two student interns—both from the University of Tennessee at Chattanooga. These interns were supervised by our Afternoon Show Host and assisted our Programming department with preparation for the Afternoon Show and joined on-air hosts in the studio to observe during broadcasts.
2	Co-Sponsor Job Fair	On March 20, 2019, our SEU co-sponsored the 2019 Small Business Expo with the Chattanooga Chamber of Commerce, which took place at the Chattanooga Convention Center. As a participant as well as a co-sponsor, our Director of Sales, Programming Director, and Account Executives occupied a booth and answered questions from interested attendees about employment opportunities in the radio industry. They also discussed and distributed information about the company. This event was promoted on all SEU stations.
3	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination	On February 19, 2019, our Assistant Business Manager conducted a training session for all Department Managers using materials provided by the Cumulus corporate office, which addressed compliance with the Americans with Disabilities Act as well as factors that contribute to a hostile work environment. Methods of preventing discrimination in the workplace were also reviewed. An open discussion about the information communicated followed the presentation.
4	Host event/program for educational institutions relating to careers in broadcasting	Our SEU hosts an ongoing job-shadowing program for high school and college students. Department managers in sales, marketing, news, and programming arrange for students to visit our Stations, interact with account executives, on-air talent, and promotions staff and observe them at work to gain insight about careers in the broadcasting industry.