

Outreach Efforts

Stations licensed to subsidiaries of Cumulus Media Inc. (“Cumulus”) engage in a variety of activities designed to achieve broad and inclusive outreach. Examples of the efforts made by the stations in this employment unit (“EU”) before the advent of the COVID-19 pandemic include hosting job fairs and collaborating with educational institutions to teach students about careers in broadcasting. Since the pandemic, this EU’s efforts include hosting virtual job fairs and continuing to collaborate with educational institutions to teach students about careers in broadcasting. It should be noted, however, that the pandemic caused a number of the initiatives this SEU expected to host or participate in between March 2020 and January 2021 to be postponed or cancelled.

Additional information concerning the outreach efforts undertaken by the stations in the employment unit are reflected in the EEO Public File Reports attached to this FCC Form 2100, Schedule 396, EEO Program Report.

During the period covered by the EEO Public File Reports – and since the reorganized Cumulus entity acquired control of the stations which comprise the station employment unit beginning on June 4, 2018 – the employment unit has not experienced any notable difficulties in its outreach efforts.