

**WAEB, WAEB-FM, WSAN, WZZO**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2020 - March 31, 2021**

**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>
Outside Account Executive (Allentown)	1-17	12

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<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>
1	Cedar Crest College 100 College Dr. Allentown, Pennsylvania 18104 Phone : 800-360-1222 Email : lbgarbac@cedarcrest.edu Career Services	N	0
2	Connecticut School of Broadcasting 535 Route 38 East Ste. 230 Cherry Hill, New Jersey 08002 Phone : 856-330-4701 Email : csbcherryhill@gocsb.com Brian Fish	N	0
3	DeSales University 2755 Station Ave. Center Valley, Pennsylvania 18034 Phone : 610-282-1100 Email : hr@desales.edu Career Services	N	0
4	East Stroudsburg University 200 Prospect St. East Stroudsburg, Pennsylvania 18301 Phone : 570-422-3211 Email : humanresources@esu.edu Career Services	N	0
5	Employee Referral	N	3
6	Hispanic American Organization 462 Walnut St. Allentown, Pennsylvania 18102 Phone : 610-435-5334 Url : www.hao-lv.org Fax : 1-610-435-2131 Career Services	N	0
7	iHeartMedia.dejobs.org 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.dejobs.org Talent Acquisition Coordinator Manual Posting	N	0

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8	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : <a href="http://www.iheartmediacareers.com">http://www.iheartmediacareers.com</a> Talent Acquisition Coordinator Manual Posting	N	0
9	Kutztown University P.O. Box 730 Kutztown, Pennsylvania 19530 Phone : 610-683-4000 Email : <a href="mailto:humanresources@kutztown.edu">humanresources@kutztown.edu</a> Career Services	N	0
10	Lehigh County Community College 718 Hamilton Mall Allentown, Pennsylvania 18101 Email : <a href="mailto:hroffice@lccc.edu">hroffice@lccc.edu</a> Career Services	N	0
11	Lehigh University 27 Memorial Dr. West Bethlehem, Pennsylvania 18015 Phone : 610-758-3000 Email : <a href="mailto:inhro@lehigh.edu">inhro@lehigh.edu</a> Career Services	N	0
12	LinkedIn - Not directly contacted by SEU	N	2
13	On Air Announcements (one or more SEU stations) 1541 Alta Drive Pennsylvania 18052 Phone : 610-841-7211 Matthew Gruppo Manual Posting	N	0
14	PA CareerLink - Lehigh Valley P.O. Box 20490 Lehigh Valley, Pennsylvania 18002 Phone : 610-437-5627 Fax : 1-610-434-4122 Career Services	N	0
15	Unknown (source not adequately identified upon inquiry by SEU)	N	2

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16	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
17	ZipRecruiter-Not directly contacted by SEU	N	1
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>8</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	4/15/2020	Participation in Job Fairs	On April 15, 2020, our SEU participated in a job fair hosted by Shippensburg University. SEU participants included our Sales Manager, who spoke with students about career opportunities at iHeartMedia and answered questions regarding careers in broadcasting. Attendees were encouraged to submit their resumes for open positions at our SEU.	1	Sales Manager
2	10/24/2020	Participation in events or programs sponsored by educational institutions	On October 24, 2020, our SEU's VP of Programming participated in an Alumni association fall conference at Syracuse University in Syracuse, NY to speak with attendees about topics such as podcasting, on-air careers, and questions related to careers in broadcasting.	1	VP of programming
3	2/19/2021	Participation in Job Fairs	On February 19, 2021, our SEU participated in the Penn State University virtual job fair. Our Market President participated in a live chat event where he promoted information on where to find jobs posted for iHeartMedia and how to get started in a broadcasting career.	1	Market President
4	2/24/2021	Provision of training to management	On February 24, 2021, one of our SEU managers took the Valuing Diversity training course provided by iHeartMedia Learning Center. The online course emphasized the many ways in which a diverse workforce and a culture of inclusion are a source of strength for an organization.	1	Market president
5	3/10/2021	Participation in Job Fairs	On March 10, 2021 our SEU participated in the virtual 2021 Klein Career & Internship Fair at Temple University in Phila, PA. Our Market President discussed careers in radio with interested attendees and employment opportunities at iHeartMedia.	1	Market President

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6	3/30/2021	Establishment of a mentoring program	From January through March 2021, our SEU's Market President and Sales Manager mentored and trained two Account Executives in the skills needed to qualify for a promotion to a sales manager position. The mentorship program took place weekly and covered a range of topics, including how to lead a sales team, how to use advanced sales software, new digital sales techniques, how to run sales meetings, and how to run and analyze sales reports and data. As a result of this training and mentorship, one of the Account Executives was promoted to a sales manager position.	1	Market president