

WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) & WWWX (FM)
EEO PUBLIC FILE REPORT
August 1, 2018 – July 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
Traffic Assistant	1, 3-5, 7-8, 18, 20, 22, 33-36, 38, 42-45	20
Morning Show Host	1, 3-5, 7-8, 16, 18, 20, 22, 33-36, 38, 42-45	16
Afternoon Host	1,3-5, 7-8, 18, 20, 22, 33-36, 38, 42-45	22
Business Manager	1, 3-5, 7-8, 18, 20, 22, 24, 33-36, 38, 42-45	24
Sales Representative	1, 3-5, 7-8, 18, 20, 22, 33-36, 38 ,42-45	18
Sales Representative	1, 3-5, 7-8, 18, 20, 22, 33-36, 38 ,42-45	22
Sales Representative	1, 3-5, 7-8, 18, 20, 22, 33-36, 38 ,42-45	22

¹ This Report was revised in July 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 Wisconsin – Green Bay 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	Brown College 1440 Northland Drive Mendota Heights, MN 55120 Contact: Karol Baumeister PH: (800) 627-6966, FAX: (651) 905-3555 kbaumeister@browncollege.edu	N	0
3	University of Wisconsin – Madison 1305 Linden Drive; 205 Middleton Building Madison, WI 53706-1523 Contact: Greg Iaccarino PH:(608) 265-9205, FAX: (608) 262-3922 gjiaccar@wisc.edu	N	0
4	University of Wisconsin – Whitewater Whitewater, WI 53190 Contact: Margaret O’Leary career@uww.edu	N	0
5	Wisconsin Broadcasters Association 44 E. Mifflin Street; Ste. 900 Madison, WI 53703 Contact: Kristen Bergmann PH:800-236-1922, FAX: 608-256-3986 Online at: www.wi-broadcasters.org	N	0
6	Wisconsin Workforce Development (Jobnet) 315 Algoma Boulevard Oshkosh, WI 54901 Online at: http://dws.dwd.state.wi.us/wjos/emp	N	0
7	Wisconsin Technical College System 1825 N Blue Mound Drive Appleton, WI 54913 Contact: Cindy Online at: www.FVTC.Edu/SES	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	University of Wisconsin-Oshkosh 800 Algoma Boulevard Oshkosh WI 54901 Online @ Titanjobs.com	N	0
9	Hmong Mutual Assistance Association 2613 George Street La Crosse, WI 54603 Contact: Allen Yang PH: (608) 781-5744, FAX: (608) 781-5011 admin@hamaa.org	N	0
10	La Casa de Esperanza, Inc. 410 Arcadian Avenue Waukesha, WI 53103 Contact: Veronica Davis-Quiroz PH: (262) 547-0887, FAX: (262) 547-0735 info@lacasadeesperanza.org	N	0
11	National Organization for Women – Wisconsin Chapter 122 State Street #403 Madison, WI 53703 Contact: Tizzy Hyatt PH: (608) 255-3911 admin@winow.com	N	0
12	Office of Multicultural Affairs Schofield Hall 225 Eau Claire, WI 54701 PH: (715) 836-3367, FAX: (715) 836-3499 snoblrc@uwec.edu	N	0
13	Oneida Tribe of Indians 2630 W Mason Street Green Bay, WI 54303 PH: (800) 236-7050, FAX: (920) 869-2194 hrddept@oneidanation.org	N	0
14	Women’s Center, Inc./Employment Program 425 North East Avenue Waukesha, WI 53154 PH: (262) 544-7690, FAX: (262) 574-3640 mail@twcwaukesha.org	N	0
15	Ohio Center for Broadcasting Contact: Joe Kelly Placement.columbus@beonair.com	N	0
16	All-Access www.allaccess.com	N	4
17	SEU Job Fairs (<i>see Section III</i>)	N	0
18	Station On-Air Announcements (<i>all SEU stations</i>)	N	1
19	Station Website Postings (<i>all SEU stations</i>)	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Word-of-Mouth Referral	N	9
21	Internal Posting (<i>SEU bulletin board</i>)	N	0
22	Indeed Website www.indeed.com	N	16
23	The Ladders Website www.theladders.com	N	0
24	Career Builder Website www.careerbuilder.com	N	3
25	Inside Radio Website www.insideradio.com	N	0
26	Internal Transfer/Promotion	N	0
27	SBE – Society of Broadcast Engineers	N	0
28	Job Center of WI	N	0
29	TV & Radio Jobs	N	0
30	Fox 11 Job Finder	N	0
31	TDGA	N	0
32	Other Cumulus Markets	N	0
33	Job Center	N	0
34	Job Spider	N	0
35	Radio Online	N	0
36	WI Jobs for WI Grads (UW System)	N	0
37	Broadcast Employee Services / AMFMjobs.com	N	3
38	WI Private Colleges	N	0
39	Radio One Broadcast School	N	0
40	Cumulus Corporate Website http://www.cumulus.com/careers	N	0
41	Simply Hired, www.simplyhired.com	N	0
42	Glassdoor, www.glassdoor.com	N	0
43	LinkUp, www.linkup.com	N	0
44	ZipRecruiter, www.ziprecruiter.com	N	0
45	Monster, www.monster.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			36

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting (2)	<p>The University of Wisconsin-Oshkosh hosted a networking event on 10/9/2018 and 11/8/2018 called Dining with Professionals which was attended by our SEU's Promotions and Market Managers. Students attend to learn the basic fundamentals of networking, dinner conversations and proper dining etiquette. 30 area businesses attend to reach students and provide valuable business interactions and networking advice. Here is an overview of the program:</p> <p style="padding-left: 40px;">University of Wisconsin puts on the event. UWO is responsible for securing the restaurant & businesses;</p> <p style="padding-left: 40px;">Students are required to dress in business attire, have business cards, and greet each attending business leader;</p> <p style="padding-left: 40px;">UWO provides a PowerPoint presentation on the dining etiquette. The presentation focuses on the do's and don'ts when attending a business dinner;</p> <p style="padding-left: 40px;">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;</p> <p style="padding-left: 40px;">Students prepare an "elevator pitch" designed specifically for their course of study and future business aspirations. Students are broken up into groups and assigned to an attending business;</p> <p style="padding-left: 40px;">Students receive course credit for attending;</p> <p style="padding-left: 40px;">The networking session after dinner provides each student with an opportunity to learn about Cumulus and our current job and internship opportunities.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
2	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting (2)	Our SEU's Promotions and Market Managers conducted mock interviews with 92 University of Wisconsin-Oshkosh students on October 30, 2018 and November 17, 2018. During every meeting the student was asked about specific career interests and goals. An engaged, mock interview followed, during which the student was encouraged to ask questions. The Market and Promotions Managers provided each student with feedback about their performance during the interview as well as advice concerning their resume, dress, posture, eye contact and vocational skills (as appropriate). Before concluding each session, employment and internship opportunities with Cumulus were discussed. Written feedback was provided to each student and submitted to professors.
3	Participate in Job Fair	On January 31, 2019, our SEU's Sales staff as well as our Promotions and Market Managers participated in the Oshkosh Business Expo held at the Oshkosh Convention Center. Our Sales staff occupied the Cumulus booth answering questions and educating attendees about radio, our stations, and job openings and internships within the SEU. Members of our staff interacted with representatives from the Oshkosh businesses to strengthen our business contacts.
4	Internship Program	During this reporting period, our SEU hosted ten (10) student interns from the University of Wisconsin-Oshkosh. These interns were supervised by our Promotions Director and spent the majority of their time 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. Feedback was provided to each intern and submitted to their professors.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On February 18, 2019, our Market Manager met with a group of TV and Radio Broadcasting and Communications students during a Communications Social at the University of Wisconsin-Oshkosh. This event helps Juniors and Seniors develop their business skills with area professionals in a social setting. Each students was asked to research the twelve (12) companies invited to attend and come prepared with an updated resume. Cumulus Media was discussed in a broad sense as were the five stations in the local market and the opportunities available within the company. Each student prepared a “60 second elevator pitch” about themselves and their recruitment goals.
6	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting (2)	Our SEU’s Market and Operations Managers conducted mock interviews with 32 students at the University of Wisconsin-Oshkosh on February 28, 2019 and 98 students on March 19, 2019. During every meeting the student was asked about specific career interests and goals. An engaged, mock interview followed, during which the student was encouraged to ask questions. The Market and Operations Managers provided each student with feedback about their performance during the interview as well as advice concerning their resume, dress, posture, eye contact and vocational skills (as appropriate). Before concluding each session, employment and internship opportunities with Cumulus were discussed. Before concluding each session, employment and internship opportunities with Cumulus were discussed. Written feedback was provided to each student and submitted to professors.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On March 6, 2019, our SEU's Operations and Promotions Managers attended the Your Future LIVE Career Expo sponsored by the Fox Cities Chamber. This event took place at the Fox Cities Exhibition Center in Appleton, Wisconsin. Over 2,000 8th grade students had the opportunity to visit with and engage in conversations with Cumulus Media representatives about their various roles in the company as well as what a career in broadcasting is like. Students were informed about the 70+ businesses they would be able to interact with prior to the event. Businesses were encouraged to update their online portfolios through the Fox Cities Chamber so that students could review them to learn more about these local businesses.
8	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On March 7, 2019, our SEU's Operations and Promotions Managers attended the Your Future LIVE Career Expo sponsored by the Fox Cities Chamber. This event took place at the Fox Cities Exhibition Center in Appleton, Wisconsin. According to the Chamber, "Over 2,000 9th–12th grade students will experience a conference format that focuses on students making connections with local employers through Career Exploration through job shadows / informational interviews and business-hosted events, Career Path opportunities such as internships or youth apprenticeships or employment – part-time or direct entry full-time." Three of our Spring student interns were available to talk with attendees about their various roles in the company as well as what a career in broadcasting is like. Students were informed about the 70+ businesses they would be able to interact with prior to the event. Businesses were encouraged to update their online portfolios through the Fox Cities Chamber so that students could review them to learn more about these local businesses.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
9	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting	On April 9, 2019, our SEU's Promotions Manager attended the "Creating Connections" event at the University of Wisconsin-Oshkosh. This event was designed to introduce students to networking help them to explore career options and opportunities, and meet local business professionals. There were approximately 150+ students in attendance.
10	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of April, 2019, our SEU participated in harassment prevention training. All SEU employees were required to complete a course prepared by ThinkHR entitled, "Workplace Harassment Prevention," designed to address sexual harassment with a focus on the forms of harassment prohibited by federal law. The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. The course for managers was more extensive than the course for staff members. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.