

**WARM(AM), WBSX(FM), WMGS(FM), WSJR(FM),
WBHT(FM) and WBHD(FM)
EEO PUBLIC FILE REPORT
April 1, 2020 – March 31, 2021¹**

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
Chief Engineer	4-10, 13-18, 20-31	10

¹ This Report was revised in September 2021 to address 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	On-Air Announcements (<i>all SEU stations</i>)	No	0
2	Station Website Postings (<i>all SEU stations</i>) www.magic93fm.com/www.warm590.com/www.jr937.us /www.97bht.com/www.979x.com	No	0
3	Word-of- Mouth Referral	No	0
4	Job Center Human Resources 32 East Union Street Wilkes-Barre, PA 18701 570-826-2401	No	0
5	Employment Opportunity & Training Center Contact: Roy McLewee 135 Franklin Avenue Scranton, PA 18501 570-963-4671	No	0
6	Career Tech Center Career Planning 3201 Rockwell Avenue Scranton, PA 18508-1475 570-346-4264	No	0
7	N.A.A.C.P. Human Resources 205 Park Avenue Wilkes-Barre, PA 18702	No	0
8	University of Scranton Contact: Paul Perchach 800 Linden Street Scranton, PA 18510 570-941-7400/570-941-7400	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Wilkes University Career Services P. O. Box 111 Wilkes-Barre, PA 18766 570-408-4060	No	0
10	Indeed Website (<i>not directly contacted by SEU</i>) www.indeed.com	No	5
11	All Access Website www.allaccess.com	No	0
12	<i>Intentionally Omitted</i>	--	--
13	Bloomsburg University Career Development Placement Bloomsburg, PA 17815 570-389-2079	No	0
14	College Misericordia Career Development 301 Lake Street Dallas, PA 18612 570-674-6400	No	0
15	Keystone College Career Action Center One College Green La Plume, PA 18440 570-945-6755	No	0
16	King's College Career Planning 133 North River Street Wilkes Barre, PA 18711 570-826-5900	No	0
17	Catholic Social Services Career Planning 33 East Northampton Street Wilkes Barre, PA 18701 570-822-7118	No	0
18	Cumulus Careers Website www.cumulusmedia.jobs.net	No	0
19	<i>Intentionally Omitted</i>	--	--
20	LinkedIn www.linkedin.com	No	0
21	Glassdoor (www.glassdoor.com)	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	Society of Broadcast Engineers	No	0
23	Adzuna (www.adzuna.com)	No	0
24	Job Is Job (www.jobisjob.com)	No	0
25	The Job Spider (www.jobspider.com)	No	0
26	My Job Helper (www.myjobhelper.com)	No	0
27	Oodle (www.oodle.com)	No	0
28	Trovit (www.trovit.com)	No	0
29	SEU Job Fairs (<i>see Section III</i>)	No	0
30	Cumulus Business Managers BM @cumulus.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			5

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market and Business Managers participated in a presentation conducted by the Executive Vice President and General Counsel of Cumulus Media Inc. entitled, “The FCC’s Equal Employment Opportunity Rules, Your Guide to Compliance.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
2	Host Job Fair	An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Our SEU hosted such an event after securing the website, soliciting local employers, and organizing all logistical aspects of the event, from August 1, 2020 through December 10, 2020. Six recruiters, including Cumulus participated in the Fair, which was promoted on all SEU stations.
3	Host Job Fair	An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Our SEU hosted such an event after securing the website, soliciting local employers, and organizing all logistical aspects of the event, from March 7, 2021 through March 28, 2021. Seven employer recruiters, including Cumulus participated in the Fair, which was promoted on all SEU stations.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in event/program sponsored by a community organization related to careers in broadcasting	Our SEU participated in a live “Zoom” class with the Northwest School District, Shickshinny, Pennsylvania on April 2, 2020. One of our On-Air Personalities discussed radio from an on-air perspective and provided an overall view of what it is like to work at a cluster of radio stations, while working remotely. Afterwards, the students participated in a question-and-answer session.
5	Participate in Job Fair	On March 24, 2021, our SEU participated in the Times Leader career expo for Northeastern Pennsylvania. This event took place virtually at the Times Leader’s online platform, designed to match interviewers with qualified candidates. SEU representatives spoke with attendees about career opportunities in broadcasting as well as job openings within the SEU. SEU participants included our Market Manager and Sales Manager.
6	Training Program	During this SEU’s reporting period, the sales department was provided with weekly training on a variety of topics to better prepare them for advancement within the company. Training is conducted by our General Sales Manager, Digital sales Manager, Market Manager and various trainers through our corporate sales and outside program sales teams. Each week a version of EPiC, Base Buy & Why, Demand for Your Brand, Google Certification, Wide Orbit and Digital by Bridge People Based Marketing training occurred. Each of the SEU AEs are now Range Masters with Simpli fi.
7	Training Program	During this reporting period, members of our Sales Staff received weekly training conducted by the Radio Advertising Bureau trainers in conjunction with various corporate trainers to prepare them for advancement within the company. Each week, instruction included but was not limited to understanding, utilization and comprehension of Client Relationship Management (CRM) tools, Microsoft Outlook, Excel, Outbound Digital Marketing, Radio Marketing Professional certification among others. Sales employees are now certified RMPs.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
8	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On March 24, 2021, our Market and Business Managers participated in a presentation conducted by a representative from the Washington DC law firm Wilkinson Barker Knauer, entitled, "Staying on Top of Your Broadcast FCC EEO Obligations." The FCC's EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.