

**WGNI-FM, WWQQ-FM, WMNX-FM, WKXS-FM and WAAV-AM EEO PUBLIC FILE
REPORT**

August 1, 2019-July 31, 2020

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
Production & Continuity Director	1-3, 5-15, 17-20, 24, 27, 29-32	15
Sales Representative	1-3, 5-15, 17-20, 27-32	3

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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 North Carolina-Wilmington 601 S. College Road Wilmington, NC 28403 910- 962-3755	N	0
2	Station On-Air Announcements (<i>all SEU stations</i>)	N	0
3	SEU Job Fairs (<i>see Section III</i>)	N	1
4	All Access Music Group Website allaccess.com	N	0
5	NCWorks (formerly Employment Security Com.) 717 Market Street Wilmington, NC 28401 www.NCWorksOnline.com	N	0
6	Junior League of Wilmington Downing Branch Offices 3803 Wrightsville Avenue Wilmington, NC 28403	N	0
7	New Hanover County Black Leadership Caucus PO Box 7213 Wilmington, NC 28403	N	0
8	Vocational Rehabilitation Services Career Services 3340 Jaeckle Drive, Suite 201 Wilmington, NC 28403	N	0
9	Cape Fear Community College 411 N. Front Street Wilmington, NC 28401 910- 862-7043	N	0
10	Southeastern North Carolina Black Chamber of Commerce 509 Cornelius-Harnett Drive Wilmington, NC 28403	N	0
11	Station Website Postings (<i>one or more SEU stations</i>)	N	0
12	Shaw University Placement Office 118 E. South Street Raleigh, NC 27611	N	0

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13	Zip Recruiter Website www.ziprecruiter.com <i>(Internet-based job board and secondary posting service to more than 25 additional on-line job banks, eg. diversityjobs.com, monster.com and topusajobs.com)</i>	N	1
14	Internal Posting	N	1
15	HRM Direct Cumulus.com	N	12
16	Walk-In/Self-Referral	N	0
17	Miller Motte Business College Career Services 5000 Market Street Wilmington, NC 28403	N	0
18	Miller Motte Business College Jacksonville, NC Career Services alethia.gambrell@miller-motte.edu	N	0
19	Brunswick Community College PO Box 30 Supply, NC 28462 910- 754-6900	N	0
20	Bladen Community College Career Services PO Box 266 Dublin, NC 28332	N	0
21	Wilmington Star News www.starnewsonline.com	N	0
22	Craig's List www.wilmington.craigslist.org	N	0
23	Urban Insite Website www.uUrbaninsite.com	N	0
24	Ohio Center for Broadcasting-Columbus 5330 E. Main Street, Suite 200 Columbus, OH 43213 614-245-0555 Email: Placement.columbus@beonair.com Alvis Moore, Placement Director amoore@beonair.com	N	0
25	Employee Referral	N	0
26	Inside Radio Website www.insideradio.com	N	0
27	Indeed Website www.indeed.com	N	5
28	Internal Transfer/Promotion	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	Linked In Website www.linkedin.com	N	0
30	Southeastern Community College 4564 Chadbourne Hwy Whiteville, NC 28472 910-642-7141 Tiffany.price@scnc.edu	N	0
31	Glass Door www.glassdoor.com	N	0
32	Link Up www.linkup.com	N	0
33	Society of Broadcast Engineers www.sbe.org	N	0
34	Monster www.monster.com	N	0
35	Facebook www.facebook.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			20

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On September 18, 2019, this SEU participated in University of North Carolina at Wilmington Career & Internship Fair, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager, Local Sales Manager, Operations Manager and Promotions Director.
2	Participate in Job Fair	On February 19, 2020, this SEU participated in University of North Carolina at Wilmington Spring Career & Internship Fair, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager, Local Sales Manager and Promotions Director.
3	Participate in Job Fair	On February 26, 2020, this SEU participated in University of North Carolina at Wilmington Career Fest, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Promotions Director.
4	Co-Sponsor Job Fair	On September 18, 2019, this SEU Co-Sponsored the University of North Carolina at Wilmington Career & Internship Fair, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager, Local Sales Manager, Operations Manager and

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		Promotions Director.
5	Co-Sponsor Job Fair	On January 13, 2020, this SEU Co-sponsored the Martin Luther King Celebration Committee and Cumulus Media 2020 Career Fair and Business Expo. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings within the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager.
6	Co-Sponsor Job Fair	On February 19, this SEU Co-Sponsored the University of North Carolina at Wilmington Spring Career & Internship Fair, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager, Local Sales Manager and Promotions Director.
7	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination.	On July 7, 2020, the SEU's management team participated in an Employment Training seminar on Recruitment, EEO & Non-Discrimination, and laws relating to best hiring practices. Each manager left the session with a copy of the presentation to review and refer to as needed.
8	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination.	On July 22, 2020, our Market and Business Managers and six other staff members 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.
9	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On November 14, 2019, one of our SEU's Program Directors and On-air Personality participated in Career Day at Leland Middle School, in Leland, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting.

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10	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On January 3, 2020, one of our SEU's Program Directors and On-air Personality participated in Career Day at Myrtle Grove Middle School, in Wilmington, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting.
11	Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	On January 9, 2020, one of our SEU's Program Director and On-air Personality participated in Career Day at Snipes Academy in Wilmington, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting.
12	Participate in other activities designed by the station to further the goal of disseminating information concerning employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	July 1, 2019 – June 30, 2020, SEU was the exclusive Wilmington Media University of North Carolina Wilmington (UNCW) Soaring Partners Program. Through this partnership, the SEU and UNCW connect and assist students in obtaining employment in the radio broadcast industry.
13	Participate in other activities designed by the station to further the goal of disseminating information concerning employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	August 1, 2019 - July 31, 2020, SEU broadcast Cumulus Media is Hiring Radio Advertising Campaign, on all 5 stations educating our local community about the employment opportunities currently available with Cumulus Media, and how to find more information and apply. This recruitment commercial was recorded by SEU Market Manager and produced by SEU Production Director.