

**WKXS-FM, WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2022 – July 31, 2023**

**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>
High Income Media Sales Executive	1 - 29, 32 - 47	1
Account Executive	1 - 30, 32 - 47	30

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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	<b>Cumulus Careers Website</b> <a href="http://www.cumulusmedia.jobs.net/en-US/">www.cumulusmedia.jobs.net/en-US/</a>	N	6
2	<b>Adzuna Website</b> <a href="http://www.adzuna.com/">www.adzuna.com/</a>	N	0
3	<b>Job Is Job Website</b> <a href="http://www.jobisjob.com/">www.jobisjob.com/</a>	N	0
4	<b>MyJobHelper Website</b> <a href="http://www.myjobhelper.com/">www.myjobhelper.com/</a>	N	0
5	<b>Oodle Website</b> <a href="http://www.jobs.oodle.com/careers/careers/">www.jobs.oodle.com/careers/careers/</a>	N	0
6	<b>The Job Spider</b> <a href="http://www.jobspider.com/">www.jobspider.com/</a>	N	0
7	<b>Trovit Website</b> <a href="http://www.trovit.com/">www.trovit.com/</a>	N	0
8	<b>Indeed Website</b> ( <i>not directly contacted by SEU</i> ) <a href="http://www.indeed.com">www.indeed.com</a>	N	3
9	<b>Glassdoor Website</b> ( <i>not directly contacted by SEU</i> ) <a href="http://www.glassdoor.com/index.htm">www.glassdoor.com/index.htm</a>	N	0
10	<b>LinkedIn Website</b> ( <i>not directly contacted by SEU</i> ) <a href="http://www.linkedin.com/jobs/">www.linkedin.com/jobs/</a>	N	1
11	<b>Abilities in Jobs</b> <a href="http://www.abilitiesinjobs.com">www.abilitiesinjobs.com</a>	N	0
12	<b>Asian in Jobs</b> <a href="http://www.asianinjobs.com">www.asianinjobs.com</a>	N	0
13	<b>Black In Jobs</b> <a href="http://www.blackinjobs.com">www.blackinjobs.com</a>	N	0
14	<b>Hispanic In Jobs</b> <a href="http://www.hispanicinjobs.com">www.hispanicinjobs.com</a>	N	0
15	<b>LGBTQ In Jobs</b> <a href="http://www.lgbtqinjobs.com">www.lgbtqinjobs.com</a>	N	0

<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>
16	<b>Diversity in Jobs</b> <a href="http://www.diversityinjobs.com">www.diversityinjobs.com</a>	N	0
17	<b>Seniors in Jobs</b> <a href="http://www.seniorsinjobs.com">www.seniorsinjobs.com</a>	N	0
18	<b>Women in Jobs</b> <a href="http://www.womeninjobs.com">www.womeninjobs.com</a>	N	0
19	<b>Job Opportunities for Disabled Veterans</b> <a href="http://www.JOFDAV.com">www.JOFDAV.com</a>	N	0
20	<b>Disabled Person</b> <a href="http://www.disAbledperson.com">www.disAbledperson.com</a>	N	0
21	<b>Hire Black Now</b> <a href="http://www.hireblacknow.com">www.hireblacknow.com</a>	N	0
22	<b>Hispanic Job Exchange</b> <a href="http://www.hispanicjobexchange.com">www.hispanicjobexchange.com</a>	N	0
23	<b>African American Job Search</b> <a href="http://www.africanamericanjobsearch.com">www.africanamericanjobsearch.com</a>	N	0
24	<b>Asian Job Search</b> <a href="http://www.asianjobsearch.com">www.asianjobsearch.com</a>	N	0
25	<b>LGBT Job Search</b> <a href="http://www.lgbtjobsearch.com">www.lgbtjobsearch.com</a>	N	0
26	<b>Disabled Job Seekers</b> <a href="http://www.disabledjobseekers.com">www.disabledjobseekers.com</a>	N	0
27	<b>US Diversity Job Search</b> <a href="http://www.usdiversityjobsearch.com">www.usdiversityjobsearch.com</a>	N	0
28	<b>Veteran Career Center</b> <a href="http://www.veterancareercenter.com">www.veterancareercenter.com</a>	N	0
29	<b>Seniors to Work</b> <a href="http://www.seniorstowork.com">www.seniorstowork.com</a>	N	0
30	<b>Word-of-Mouth Referral</b>	N	5
31	<b>Internal Transfer/Promotion</b>	N	0
32	<b>Bladen County NCWorks Career Center</b> 401 Mercer Mill Road Elizabethtown, NC 28337 910-862-3255 eric.redrick@nccommerce.com gabrilla.garrett@nccommerce.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	<b>Pender County Workforce Center</b> 904-A S. Walker Street Burgaw, NC 28425 910-259-0240 esc.jobs.burgaw@ncmail.net ncws.2200@nccommerce.com	N	0
34	<b>Division of Vocational Rehabilitation Services</b> 805 Ruggles Drive Raleigh, NC 27603 919-855-3553 kenny.gibbs@dhhs.nc.gov	N	0
35	<b>NAACP New Hanover Ranch #5424</b> P.O. Box 2199 Wilmington, NC (910) 392-6622 hbeatty1@bellsouth.net	N	0
36	<b>Wilmington Minority Professional Group</b> PO Box 15562 Wilmington, NC (910) 398-2811 shann.coleman@wmpng.com	N	0
37	<b>Good Shepard Ministries</b> 811 Martin Street Wilmington, NC 28401 (910) 763-4424 debbylk@bellsouth.net	N	0
38	<b>NC Division of Services for the Blind</b> 3240 Burnt Mill Drive Wilmington, NC 28403 pam.hayes@dhhs.nc.gov	N	0
39	<b>NC Division of Vocational Rehabilitation</b> 3340 Jaeckle Drive Wilmington, NC 28403 (910) 251-5710 jackie.radford@dhhs.nc.gov	N	0
40	<b>Wilmington Chamber of Commerce</b> 1 Estelle Lee Place Wilmington, NC 28401 (910) 762-2611 dunaway@wilmingtonchamber.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
41	<b>U.S. Department of Veteran Affairs</b> PO Box 8443 Camp Lejeune, NC 910-451-7917 shane.muravsky@va.gov	N	0
42	<b>Cape Fear Disability Commission / The City of Wilmington</b> NC102 North Third Street Wilmington, NC 28401 910-202-2045 vlacer@wavetransit.com	N	0
43	<b>Coastal Enterprises of Wilmington</b> 1214 Kidder Street Wilmington, NC 28401 910-763-3424 samick@bizec.rr.com	N	0
44	<b>Disability Resource Center</b> 5041 New Centre Drive, Suite 210 Wilmington, NC 28403 910-815-6618 gloria.garton@drc-cil.org	N	0
45	<b>New Hanover County Workforce Center</b> 717 Market Street Wilmington, NC 28401 910-251-5777 carolyn.moss@ncommerce.com dan.peninger@ncommerce.com	N	0
46	<b>Step Up Wilmington</b> 20 N 4th Street, Suite 430 Wilmington, NC 28401 757-879-9453 info@stepupwilmington.org	N	0
47	<b>UNC Wilmington Disability Resource Center</b> 601 South College Road Wilmington, NC 28403 910-962-7555 goldsteinj@uncw.edu	N	0
48	<b>On-Air Announcements</b> (all SEU stations)	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			15

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Management-level training regarding Diversity, Equity, and Inclusion	During the month of August 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a ThinkZoom course online which included five separate segments dealing with Anti-Racism entitled: the Anti-Racism Continuum; Color-Blindness and Why it Doesn't Work; Calling In vs. Calling Out People; Learning to Listen and Listening to Learn; and, Keeping the Momentum going. Each session is designed to offer specific ways every individual can contribute to the ongoing fight against racism.
2	Management-level training regarding Diversity, Equity, and Inclusion	During the months of November/December 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a Think Mineral course on-line titled: <i>Your Role in Workplace Diversity</i> . The training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concepts of allyship and how to advocate for diversity, equity, and inclusion.
3	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On January 25, 2023, our SEU's Market Manager participated in a facilitated session and presentation conducted by the Diversity, Equity, and Inclusion ("DEI") advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session was a refresher which reinforced and built upon the concepts of what Diversity, Equity, and Inclusion are as well as a re-cap regarding Anti-Racism and Bias & Microaggressions, which were addressed through our initial facilitated sessions and our subsequent video trainings.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of March and April of 2023, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health & Safety Institute (HIS) entitled, “Understanding Harassment” and “Anti-Harassment – Managers” (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session.
5	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2023, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete the Health & Safety Institute (HIS) online course presented in two segments entitled, “Microaggressions” and “Tokenism.” The segments defined these terms, explained how they originated, and provided methods to overcome these behaviors.
6	Management-level training regarding Diversity, Equity, and Inclusion	On April 11, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session included group discussions, activities, new tools/techniques for everyday interpersonal behaviors that support DEI, and a “DEI Practice Lab” that focused on Bias and Barriers.
7	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 20, 2023 our VP/Market Manager as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.’s Executive Vice President and General Counsel as well as its Director of Centralized HR Operations & Talent Acquisition entitled, “The FCC’s Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers & HR Business Partners.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>8</b>	Management-level training regarding Diversity, Equity, and Inclusion	On July 28, 2023, our SEU's Market Manager participated in a facilitated session and presentation conducted by the Diversity, Equity, and Inclusion ("DEI") advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions: Q3</i> . This session included a group discussion, activities, new tools/techniques, and a "DEI Practice Lab" around Privilege and Access.
<b>9</b>	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 23, 2023, our SEU's Program Director participated in the Black History Month Career Day at DC Virgo Preparatory School in Wilmington, NC, during which he spoke with students about his career as well as employment opportunities in radio broadcasting.
<b>10</b>	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 24, 2023, our SEU's Program Director participated in the Black History Month Career Day and Celebration at Hoggard High School in Wilmington, NC, during which he spoke with students about his career as well as employment opportunities in radio broadcasting.
<b>11</b>	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 24, 2023, our SEU's On-Air Talent participated in Career Day at Malpass Corner School in Burgaw, NC, during which she spoke with students about her job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.
<b>12</b>	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 27, 2023, our SEU's Program Director participated in Black History Career Day at Castle Hayne Elementary School in Castle Hayne, NC, during which he spoke with students about his job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.
<b>13</b>	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On March 1, 2023, our SEU's Program Director participated in the Black History Student Networking event at New Hanover High School in Wilmington, NC, during which he spoke with students about his job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.
<b>14</b>	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On March 8, 2023, our SEU's Program Director participated in Career Day at DC Virgo Preparatory School in Wilmington, NC, during which he spoke with students about his job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.



	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
15	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On April 15, 2023, our SEU's Program Director participated in the Career Expo/Leadership Bootcamp at the University of North Carolina-Wilmington's Upperman African American Cultural Center, during which participants spoke with students from the Center about people of color in communications, what it is like to work at a radio station, and the variety of career opportunities available in radio broadcasting.
16	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On June 5, 2023, our SEU's Program Director participated in the Hip-Hop 101 Collective Showcase at DC Virgo Preparatory School in Wilmington, NC, during which he spoke with students about his job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.
17	Participate in program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	From August 1, 2022, through June 30, 2023, our SEU's Market Manager served on the University of North Carolina-Wilmington's Career Center Advisory Board. Through this partnership Cumulus Media and members of our SEU specifically were able to provide guidance to students seeking employment in the radio broadcasting industry. Our SEU, supports the University's recruitment programs and events throughout the year.
18	Participate in program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	From August 1, 2022, through June 30, 2023, our SEU was a member of The University of North Carolina-Wilmington's (UNCW) Soaring Partners Program, which sponsors the UNCW Career Center. Cumulus-Wilmington was the exclusive media sponsor of the Career Center, which assists students and alumni in their pursuit of interesting career opportunities in the radio broadcasting industry. The logo of Cumulus Media is prominently displayed on the main wall in the Career Center office, a visible sign of its willingness to engage with students seeking career assistance.
19	Participate in activity reasonably calculated to further the goal of disseminating information about careers in broadcasting	From August 1, 2022, through June 30, 2023, all five SEU radio stations aired commercials inviting organizations to contact the SEU if they would like to be notified about our job openings.
20	Participate in Career Fair	On September 28, 2022, our SEU participated in the University of North Carolina-Wilmington's Fall Career & Internship Fair, which took place on its campus. Our Market Manager occupied the Cumulus booth, engaged with interested students about the company, careers in radio broadcasting, and job opportunities within our SEU.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
21	Participate in Career Fair	On February 22, 2023, our SEU participated in the University of North Carolina-Wilmington's Career & Internship Fair, which took place on its campus. Our Market Manager occupied the Cumulus booth, engaged with interested students about the company, careers in radio broadcasting, and job opportunities within our SEU.
22	Career Fair Participant and Media Sponsor	On September 28, 2022, our SEU participated in and was the exclusive media sponsor of the University of North Carolina-Wilmington's Fall Career & Internship Fair. All SEU stations aired radio commercials promoting this event and encouraging attendance. Our Market Manager attended this event and spoke with students and other attendees about the company, career opportunities in radio, and job openings within the SEU and the company.
23	Career Fair Participant and Media Sponsor	On February 22, 2023, our SEU participated in and was the exclusive media sponsor of the University of North Carolina-Wilmington's Fall Career & Internship Fair. All SEU stations aired radio commercials promoting this event and encouraging attendance. Our Market Manager attended this event and spoke with students and other attendees about the company, career opportunities in radio, and job openings within the SEU and the company.
24	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On November 15, 2022, our SEU's Market Manager participated in the University of North Carolina-Wilmington's campus event, <i>Pathway-Palooza</i> , during which he talked about careers in radio/media and shared information about the education/skill sets necessary for success in the radio business, emphasizing the ever-increasing role technology plays in the industry.
25	Host Open House	On July 27, 2023, the SEU hosted an on-site Open House/Job Fair, which was promoted over the air on all SEU stations as well as on each Station's website and Facebook page. Our Market Manager welcomed visitors, shared information about Cumulus Media, conducted tours of the Wilmington facilities, and engaged with individuals interested in careers in radio broadcasting and job opportunities within our SEU.