

WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) & WWWX (FM)
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
Sales Assistant	1, 3-5, 6-8, 18, 20, 22, 33-36, 38, 42-45	6
Finance & Continuity Assistant	1, 3-5, 7-8, 17-18, 20, 22, 33-36, 38, 42-45	17
Finance & Continuity Assistant	1, 3-5, 7-8, 18, 20, 22, 24, 33-36, 38, 42-45	24

WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) & WWWX (FM)
EEO PUBLIC FILE REPORT
June 1 2019 – May 31, 2020

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	No	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	No	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 gjiacca@wisc.edu	No	0
4	University of Wisconsin – Whitewater Whitewater, WI 53190 Contact: Margaret O’Leary career@uww.edu	No	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	No	0
6	Wisconsin Workforce Development (Jobnet) 315 Algoma Boulevard Oshkosh, WI 54901 Online at: http://dws.dwd.state.wi.us/wjos/emp	No	1
7	Wisconsin Technical College System 1825 N Blue Mound Drive Appleton, WI 54913 Contact: Cindy Online at: www.FVTC.Edu \SES	No	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	No	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	No	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	No	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	No	0
12	Office of Multicultural Affairs Schofield Hall 225 Eau Claire, WI 54701 PH: (715) 836-3367, FAX: (715) 836-3499 snobl@uwec.edu	No	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	No	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	No	0
15	Ohio Center for Broadcasting Contact: Joe Kelly Placement.columbus@beonair.com	No	0
16	All-Access www.allaccess.com	No	0
17	SEU Job Fairs (see Section III)	No	1
18	Station On-Air Announcements (all SEU stations)	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Station Website Postings (<i>all SEU stations</i>)	No	0
20	Word-of-Mouth Referral	No	0
21	Internal Posting (<i>SEU bulletin board</i>)	No	0
22	Indeed Website www.indeed.com	No	6
23	The Ladders Website www.theladders.com	No	0
24	Career Builder Website www.careerbuilder.com	No	3
25	Inside Radio Website www.insideradio.com	No	0
26	Internal Transfer/Promotion	No	0
27	SBE – Society of Broadcast Engineers	No	0
28	Job Center of WI	No	0
29	TV & Radio Jobs	No	0
30	Fox 11 Job Finder	No	0
31	TDGA	No	0
32	Other Cumulus Markets	No	0
33	Job Center	No	0
34	Job Spider	No	0
35	Radio Online	No	0
36	WI Jobs for WI Grads (UW System)	No	0
37	Broadcast Employee Services / AMFMjobs.com	No	0
38	WI Private Colleges	No	0
39	Radio One Broadcast School	No	0
40	Cumulus Corporate Website http://www.cumulus.com/careers	No	0
41	Simply Hired www.simplyhired.com	No	0
42	Glass Door www.glassdoor.com	No	0
43	LinkUp www.linkup.com	No	0
44	ZipRecruiter www.ziprecruiter.com	No	1
45	Monster www.monster.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			12

WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) & WWWX (FM)
EEO PUBLIC FILE REPORT
June 1, 2019 – May 31, 2020

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by an educational institutions relating to career opportunities in broadcasting	<p>On October, 8, 2019, the University of Wisconsin Oshkosh hosted the “Dining with Professionals” networking event, which was attended by our SEU’s Market Manager. This gathering was designed to provide instruction about the fundamentals of networking to the eighty-nine (89) students in attendance from a keynote speaker and representatives of twenty-two (22) local businesses. The Students were divided into groups and each group was assigned to a specific business representative. Students were required to dress in business attire, bring business cards and updated resumes, and greet the business leaders with a prepared “elevator pitch.” The speaker described the elements of a proper business dinner and shared tips about interviewing in today’s market. Further, presentations about appropriate dinner conversation and dining etiquette, which included the do’s and don’ts when attending a formal business dinner were introduced. Throughout the event the business representatives interacted with the students and provided valuable guidance and helpful pointers about business networking based on their professional experiences.</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	<p>On October 16, 2019, our SEU's Promotions and Market Managers conducted mock interviews with seventy-two (72) students on the campus of the University of Wisconsin-Oshkosh. These mock interviews help students understand the art of the interview—not only its structure but the questions one should anticipate. Prior to each mock interview, the students were asked to research Cumulus and its current job openings and be prepared to ask questions related to these openings. Following each interview the student received feedback (first impressions, hand shake, resume, body language, eye contact, communication skills, dress, etc.) Finally, the performance of each student was evaluated.</p>
3	Participate in Job Fair	<p>On January 30, 2020 our SEU 's Operations, Market, Sales, and Promotions Managers as well as members of our On-Air and Sales staff participated in the Oshkosh Business Expo sponsored by The Oshkosh Chamber of Commerce. Our SEU representatives occupied a Cumulus Media booth, answering questions and educating attendees about our stations and career opportunities in radio as well as job openings and internships within our SEU. Since Cumulus was one of forty three (43) businesses in attendance, our staff took this rare opportunity to interact with representatives of these participating Oshkosh businesses to strengthen our connections with the local business community.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions	During this reporting period, all SEU employees received Online Security Training, which was designed to prevent hackers from accessing our systems. Each employee learned about security in an online world as well as how to identify fake sites or suspicious emails that could harm our company. Training consisted of two video sessions, followed by a question-and-answer test. If a certain grade was not attained, the test had to be re-taken.
5	Scholarship Program	Our SEU was an active participant in the Wisconsin Broadcasters Association (WBA) Scholarship Program. The SEU not only promoted this Program over the air, provided applications forms upon request, and entertained questions from the listening public about the Program and the application process, but also assisted with the evaluation of scholarship candidates for the WBA Scholarship Committee.
6	Internship Program	During this reporting period, our SEU hosted four (4) student interns from University of Wisconsin-Oshkosh from July through September, 2019. The 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
7	Participate in event/program sponsored by or on behalf of an educational institution regarding careers in broadcasting	<p>On February, 6 2020, our SEU hosted a student from Oshkosh West High School for a unique opportunity to “job shadow” our Market Manager and experience what it is like to work at a radio station. They had a private meeting during which our Market Manager shared advice about how to prepare for a job search in this industry. Our Programing, Promotions, and Sales Managers, each met with the student to explain their contributions to the day-to-day operation of this radio cluster. Our Operations Manager, aftering describing his role, took the time to teach the student how to operate the board. Further, after explaining what an air check is and how to create one, the student created one, after which the Operations Manager suggested how to improve it for future use if/when seeking a job in broadcasting.</p>
8	Participate in event/program sponsored by or on behalf of an educational institution regarding careers in broadcasting	<p>On March 7, 2020, our Market and Operations Managers attended the Wisconsin Association of Broadcasters Student Seminar in Madison, Wisconsin. Our Operations Manager participated on a panel addressing students from area Wisconsin colleges about careers in radio broadcasting. Topics included resume preparation, interviewing skills, how to network, and interviewing Faux Pas. Afterwards, the student were encouraged to meet one-on-one with the panelists to gain greater insight about the business of radio broadcasting. The second half of this Seminar, called “Speed Networking,” involved interction between our Market and Operations Managers and over 80 students in 5-minute interviewing blocks. The students were asked to prepare an “elevator pitch”, dress for success, and research the companies in attendance. Both the Market and Operations Managers continue to maintain contact with students who graduated from college to try to help them secure a job in the industry.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
9	Management level training regarding equal employment opportunity and preventing discrimination	On July 22, 2020, our Market Manager 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.