

**WOSH(AM), WNAM(AM), WVBO(FM), WPKR(FM) WWWX (FM)**  
**EEO PUBLIC FILE REPORT**  
August 1, 2016 – July 31, 2017

**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>

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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	<b>University of Wisconsin-Oshkosh</b> 800 Algoma Boulevard Oshkosh WI 54901 Online @ Titanjobs.com	N	0
9	<b>Hmong Mutual Assistance Association</b> 2613 George Street La Crosse, WI 54603 Contact: Allen Yang PH: (608) 781-5744, FAX: (608) 781-5011 admin@hamaa.org	N	0
10	<b>La Casa de Esperanza, Inc.</b> 410 Arcadian Avenue Waukesha, WI 53103 Contact: Veronica Davis-Quiroz PH: (262) 547-0887, FAX: (262) 547-0735 info@lacasadeesperanza.org	N	0
11	<b>National Organization for Women – Wisconsin Chapter</b> 122 State Street #403 Madison, WI 53703 Contact: Tizzy Hyatt PH: (608) 255-3911 admin@winow.com	N	0
12	<b>Office of Multicultural Affairs</b> Schofield Hall 225 Eau Claire, WI 54701 PH: (715) 836-3367, FAX: (715) 836-3499 snobl@uwec.edu	N	0
13	<b>Oneida Tribe of Indians</b> 2630 W Mason Street Green Bay, WI 54303 PH: (800) 236-7050, FAX: (920) 869-2194 hrddept@oneidanation.org	N	0
14	<b>Women’s Center, Inc./Employment Program</b> 425 North East Avenue Waukesha, WI 53154 PH: (262) 544-7690, FAX: (262) 574-3640 mail@twcwaukesha.org	N	0
15	<b>Ohio Center for Broadcasting</b> Contact: Joe Kelly <a href="mailto:Placement.columbus@beonair.com">Placement.columbus@beonair.com</a>	N	0
16	<b>All-Access</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	N	2
17	<b>SEU Job Fairs</b> (see Section III)	N	0
18	<b>Station On-Air Announcements</b> (all SEU stations)	N	4
19	<b>Station Website Postings</b> (all SEU stations)	N	5

<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>
20	<b>Word-of-Mouth Referral</b>	N	3
21	<b>Internal Posting</b> ( <i>SEU bulletin board</i> )	N	1
22	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	5
23	<b>The Ladders Website</b> <a href="http://www.theladders.com">www.theladders.com</a>	N	0
24	<b>Career Builder Website</b> <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	0
25	<b>Inside Radio Website</b> <a href="http://www.insideradio.com">www.insideradio.com</a>	N	0
26	<b>Internal Transfer/Promotion</b>	N	4
27	<b>SBE – Society of Broadcast Engineers</b>	N	0
28	<b>Job Center of WI</b>	N	0
29	<b>TV &amp; Radio Jobs</b>	N	0
30	<b>Fox 11 Job Finder</b>	N	1
31	<b>TDGA</b>	N	0
32	<b>Other Cumulus Markets</b>	N	0
33	<b>Job Center</b>	N	0
34	<b>Job Spider</b>	N	2
35	<b>Radio Online</b>	N	4
36	<b>WI Jobs for WI Grads (UW System)</b>	N	2
37	<b>Broadcast Employee Services / AMFMjobs.com</b>	N	1
38	<b>WI Private Colleges</b>	N	1
39	<b>Radio One Broadcast School</b>	N	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			46

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	WBA Student Scholarship Program	<p>The WBA offers four scholarships – two \$2000 scholarships and two \$1000 scholarships to assist students enrolled in broadcasting related education programs. Students who meet eligibility requirements are encouraged to apply for these scholarships through radio announcements. The two highest ranked applicants by the WBA Foundation Board will receive the \$2000 scholarships and the next two highest ranked will receive \$1000 scholarships.</p> <p>Four students returned their applications. Applications were then rated by Lori Fink, EEO Coordinator and sent to Linda Braun, WBA Vice President before deadline of October 14, 2016.</p>
<b>2</b>	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting (3)	<p>The SEU's Promotions Director conducted mock interviews with students at the University of Wisconsin Oshkosh on October 18, 2016, November 10, 2016, and February 20, 2017. The discussions concerned a variety of matters, including the employment opportunities at Cumulus, the student's career interests and goals, and an engaged interview in which both individuals had an opportunity to ask questions. The Promotions Director provided each student with feedback on their performance during the interview as well as advice concerning their resume, dress, posture, eye contact and vocational skills (as appropriate).</p>
<b>3</b>	Participation in Program Sponsored by Educational Institutions relating to Career Opportunities in Broadcasting	<p>November 20, 2016 John Rowe, Appleton/Oshkosh Market Manager presented Cumulus and position internship opportunities at Reeve Union on the University of Wisconsin Oshkosh campus to 160 students/20 area businesses. The SEU's Market Manager hosted 2 round table panels where elevator pitches were discussed and pitched. At dinner, the</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		market manager hosted 8 students and worked through dinner etiquette. Four intern students expressed an interest in the spring internship program.
4	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting	Promotions Director Dominic Amato met with 28 Communication students at UW Oshkosh. All anticipated graduating in December 2016. Cumulus was discussed in a broad sense, the 5 stations in our local market, opportunities within the company, and their interest after graduation.
5	Participate in Job Fair	January 23, 2017, our SEU Sales Staff 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, job openings and internships within the SEU. On air and sales staff interacted with Oshkosh businesses while strengthening our business contacts.
6	Participate in Events or Programs sponsored by Educational Institutions relating to career opportunities in Broadcasting	March 4, 2017 John Rowe attended a Student Seminar hosted by the WBA in Madison. 38 stations were set up from all walks of broadcasting. Students graduating with a broadcasting degree met with each station in a fun “speed networking” exercise. In six minutes they had to share individual attributes on their goals to secure employment and articulate why they would be the right candidate to hire. Afterwards we had additional time to interact with the perspective candidate and learn more about them. I was able to connect with 8 individuals and will begin networking with them for potential opportunities in the future.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Internship Program	<p>During this reporting period, our SEU hosted nine (9) student interns from University of Wisconsin Oshkosh and one (1) student intern from Fox Valley Technical College. These interns worked 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. The SEU's Promotions Director supervised these interns.</p>