

**WQSM(FM) / WRCQ(FM) / WMGU(FM) / WFNC(AM)**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2018 – July 31, 2019**

**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> |
|----------------------|--|---------------------------|
| Business Manager     | 2,4-29,31,35,38-40,43-54,56-57                       | 28                        |
| Sales Assistant      | 2,4-29,31,35,38-40,43-54,56-57                       | 38                        |
| Sales Representative | 2,4-29,31,35,38-40,43-54,56-57                       | 43                        |

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

| RS # | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over Reporting Period |
|------|--|---|--|
| 1    | <b>All Access Music Group Website</b><br><a href="http://www.allaccess.com">www.allaccess.com</a>  | N   | 0  |
| 2    | <b>Employment Security Commission</b><br>414 Ray Avenue<br>Fayetteville, NC 28301  | N   | 0  |
| 3    | <b>Fayetteville Observer</b><br>458 Whitfield Street<br>Fayetteville, NC 28306   | N   | 0  |
| 4    | <b>Fayetteville State University</b><br>2520 Murchison Road<br>Fayetteville, NC 28301  | N   | 0  |
| 5    | <b>Fayetteville Technical Community College</b><br>2201 Hull Road<br>Fayetteville, NC 28303  | N   | 0  |
| 6    | <b>Methodist University</b><br>5400 Ramsey Street<br>Fayetteville, NC 28311  | N   | 0  |
| 7    | <b>Troy State University</b><br>811 Stamper Road<br>Fayetteville, NC 287303  | N   | 0  |
| 8    | <b>University of North Carolina-Pembroke</b><br>PO Box 1510<br>Pembroke, NC 28372  | N   | 0  |
| 9    | <b>Ohio Center for Broadcasting</b><br>5330 E. Main Street, Suite 200<br>Columbus, OH 43213<br>Alvis Moore, Placement Director<br><a href="mailto:amoore@beonair.com">amoore@beonair.com</a> | N   | 0  |

| RS # | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over Reporting Period |
|------|---|---|--|
| 10   | <b>North Carolina State University</b><br>University Career Center<br>2100 Pullen Hall<br>Raleigh, NC 27695                             | N   | 0  |
| 11   | <b>Campbell University Fort Bragg</b><br>PO Box 567<br>Buies Creek, NC 27506  | N   | 0  |
| 12   | <b>Employment Security Commission/Lumberton, NC</b><br><a href="mailto:Esc.jobs.lumberton@ncmail.net">Esc.jobs.lumberton@ncmail.net</a> | N   | 0  |
| 13   | <b>Central Carolina Community College</b><br>1105 Kelly Drive<br>Sanford, NC 27330  | N   | 0  |
| 14   | <b>University of North Carolina-Chapel Hill</b><br>CB 3665<br>Chapel Hill, NC 27599   | N   | 0  |
| 15   | <b>Winston Salem State University</b><br>601 Martin Luther King Jr. Drive<br>Winston Salem, NC 27110                                    | N   | 0  |
| 16   | <b>Duke University</b><br>PO Box 90950<br>Durham, NC 27708  | N   | 0  |
| 17   | <b>Campbell University</b><br>PO Box 70659<br>Fort Bragg, NC 28307  | N   | 0  |
| 18   | <b>Lumbee Regional Development Association</b><br>PO Box 68<br>Pembroke, NC 28372   | N   | 0  |
| 19   | <b>Robeson Community College</b><br>5160 Fayetteville Road<br>Lumberton, NC 28360   | N   | 0  |
| 20   | <b>Campbell University</b><br>PO Box 218<br>Buies Creek, NC 27506   | N   | 0  |
| 21   | <b>North Carolina Central University</b><br>PO Box 19585<br>Durham, NC 27797  | N   | 0  |

| RS # | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over Reporting Period |
|------|---|---|--|
| 22   | <b>Wake Forest University</b><br>PO Box 7427<br>Winston Salem, NC 27109   | N   | 0  |
| 23   | <b>Fayetteville NAACP</b><br>PO Box 364<br>Fayetteville, NC 28302   | N   | 0  |
| 24   | <b>Shaw University</b><br>118 E. South St.<br>Raleigh, NC 27611   | N   | 0  |
| 25   | <b>St. Augustine's University</b><br>1315 Oakwood Avenue<br>Raleigh, NC 27610   | N   | 0  |
| 26   | <b>North Carolina Association of Broadcasters</b><br>PO Box 627<br>Raleigh, NC 27602  | N   | 0  |
| 27   | <b>University of North Carolina School of Journalism</b><br>CB 3365<br>Chapel Hill, NC 27599  | N   | 0  |
| 28   | <b>Cumulus Media Business Managers</b><br><a href="mailto:BM@cumulus.com">BM@cumulus.com</a>  | N   | 1  |
| 29   | <b>Campbell University Career Advisor</b><br>PO Box 218<br>Buies Creek, NC 27509  | N   | 0  |
| 30   | <b>SEU Job Fair</b>   | N   | 0  |
| 31   | <b>Word-of-Mouth Referral</b>   | N   | 0  |
| 32   | <b>Walk In/Self-Referral</b>  | N   | 0  |
| 33   | <b>Station Website Postings (all SEU stations)</b><br><a href="http://www.q98fm.com">www.q98fm.com</a> , <a href="http://www.rock103rocks.com">www.rock103rocks.com</a> ,<br><a href="http://www.magic1069.com">www.magic1069.com</a><br><a href="http://www.wfncam640.com">www.wfncam640.com</a> | N   | 0  |
| 34   | <b>On-Air Announcements (all SEU stations)</b>  | N   | 0  |
| 35   | <b>Cumulus Corporate Website</b><br><a href="http://www.cumulus.com/careers">www.cumulus.com/careers</a>  | N   | 3  |
| 36   | <b>Inside Radio Website</b><br><a href="http://www.insideradio.com">www.insideradio.com</a>   | N   | 0  |
| 37   | <b>SEU Open House</b>   | N   | 0  |

| RS # | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over Reporting Period |
|------|--|---|--|
| 38   | <b>Internal Posting</b>  | N   | 1  |
| 39   | <b>Employment Security Commission/Dunn, NC</b><br><a href="mailto:esc.jobs.dunn@nccommerce.com">esc.jobs.dunn@nccommerce.com</a>         | N   | 0  |
| 40   | <b>Employment Security Commission/Raeford, NC</b><br><a href="mailto:escjobs.raeford@nccommerce.com">escjobs.raeford@nccommerce.com</a>  | N   | 0  |
| 41   | <b>Craig's List</b><br><a href="http://fayetteville.craigslist.org">http://fayetteville.craigslist.org</a>                               | N   | 0  |
| 42   | <b>Internal Transfer/Promotion</b>   | N   | 0  |
| 43   | <b>Indeed Website</b><br><a href="http://www.indeed.com">www.indeed.com</a>  | N   | 13   |
| 44   | <b>Career Builder Website</b><br><a href="http://www.careerbuilder.com">www.careerbuilder.com</a>  | N   | 0  |
| 45   | North Carolina Department of Commerce<br><b>NCWorks Online</b><br><a href="http://www.ncworks.gov">www.ncworks.gov</a>                   | N   | 0  |
| 46   | <b>The Ladders Website</b><br><a href="http://www.TheLadders.com">www.TheLadders.com</a>   | N   | 0  |
| 47   | <b>Job Spider Website</b><br><a href="http://www.jobspider.com">www.jobspider.com</a>  | N   | 0  |
| 48   | <b>Snag a Job Website</b><br><a href="http://www.snagajob.com">www.snagajob.com</a>  | N   | 0  |
| 49   | <b>Ziprecruiter</b><br><a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>  | N   | 0  |
| 50   | <b>Glass Door Website</b><br><a href="http://www.glassdoor.com">www.glassdoor.com</a>  | N   | 0  |
| 51   | <b>Link Up Website</b><br><a href="http://www.linkup.com">www.linkup.com</a>   | N   | 0  |
| 52   | <b>SEU Facebook pages</b>  | N   | 0  |
| 53   | <b>East Carolina University</b><br><a href="http://www.myinterfase.com/ecu">www.myinterfase.com/ecu</a>                                  | N   | 0  |
| 54   | <b>Soldiers for Life</b><br>Transition Employment Liason<br><a href="mailto:Mark.r.adkins4.ctr@mail.mil">Mark.r.adkins4.ctr@mail.mil</a> | N   | 0  |
| 55   | <b>FMQB</b><br><a href="http://www.fmqb.com">www.fmqb.com</a>  | N   | 0  |

| RS #  | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over Reporting Period |
|---|--|---|--|
| 56  | <b>Linked In</b><br><a href="http://www.linkedin.com">www.linkedin.com</a> | N   | 0  |
| 57  | <b>Monster</b><br><a href="http://www.monster.com">www.monster.com</a>     | N   | 0  |
| <b>Total Interviewees Over Reporting Period</b> |  |   | 18   |

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**III. RECRUITMENT INITIATIVES**

|          | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b> | <b>Brief Description of Activity</b>  |
|----------|--|---|
| <b>1</b> | Participate in Job Fair                                    | <p>On August 7, 2019, our SEU participated in a dual location National Night out event in Fayetteville, NC and Hope Mills, NC. This community event promoted police and community partnerships plus also station personnel were on-hand speaking on behalf of the SEU and career opportunities within. Attendance at each event was 500+.</p> <p>On January 31, 2019, our SEU participated in “Let’s Grow the Career Center of the Triad” Job Fair in Hope Mills, NC. The SEU was represented by the Promotions Director who spoke with attendees about career opportunities in broadcasting as well as job opening within the SEU. Approximate attendance was 500 people.</p> <p>On March 20, 2019 our SEU participated in a “March To Work” job fair sponsored by Cumberland County Department of Social Services in Fayetteville, NC. SEU representatives spoke with attendees about career opportunities in broadcasting as well as job openings within the SEU. During this event, interviews were scheduled with interested candidates. SEU participants included Sales Representatives, Local Sales Manager and Market Manager. Estimated attendance was 800.</p> <p>On May 4, 2019, the SEU participated in the Cumberland County Schools Human Resource Department Job Fair. The event took place at Gray’s Creek High School. SEU representatives spoke with attendees about career opportunities in broadcasting as well as job openings within the SEU. SEU participants included the Promotions Director and Program Director.</p> |
| <b>2</b> | Establish a Mentoring Program for SEU Personnel            | <p>The new Business Manager has instituted a mentoring program for two employees to train them in the SEU’s accounting and company policies to provide an opportunity for advancement within the company. The Business Manager works daily with these two employees</p>   |

|   | Type of Recruitment Initiative<br>(Menu Selection) | Brief Description of Activity   |
|---|--|---|
|   |  | <p>on accounting practices, accounts receivable, accounts payable, Human Resources, and all other aspects of working in that position to prepare them to take on a more involved role within the business department. The skills sets include working with Journal entries, excel spreadsheets, trade and cash reconciliations, payroll and reports and integration through a variety of software programs utilized by the SEU.</p>   |
| 3 | Internship Program                                 | <p>Our internship program gives a comprehensive look at our industry through hands on experience. Our project handbook gives each intern a chance to interface with key managers and employees to gain an understanding of our internal operations and how all departments come together to create our product and services. During this reporting period, the SEU hosted an intern from Central Carolina Community College. This SEU's Promotions Director supervised our intern and schedules the training with the other departments.</p>  |
| 4 | Employee Training Program                          | <p>During this SEU's reporting period, the sales department is provided with weekly training on a variety of topics to better prepare them for advancement within the company. Training is conducted by our Local Sales Manager, Digital Sales Manager, Market Manager and various trainers through our corporate sales and outside program sales teams. Each week is a version of EPiC, Base Buy &amp; Why, Demand for Your Brand, Google Certification, NTR Events, WideOrbit or Digital with Affinity X or the SEU Digital Sales Manager. All of the SEU's account executives are now Range Masters with Simpli.fi.</p> <p>All managers in the SEU participated in EEO training in April 2019. This training was provided by Think HR and required each manager to participate in a minimum two hours of training on maintaining EEO standards within the SEU. Each manager was tested and had to pass the examinations in order to receive certification.</p> |