

WQSM(FM) / WRCQ(FM) / WMGU(FM) / WFNC(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
Account Executive	2, 4-29, 35,38-40, 42-46,56-57	42
Account Executive	2, 4-29, 35,38-40, 42-46,56-57	42
Account Executive	2, 4-29, 32, 35,38-40, 42-46,56-57	32

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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	All Access Music Group Website www.allaccess.com	N	0
2	Employment Security Commission 414 Ray Avenue Fayetteville, NC 28301	N	0
3	Fayetteville Observer 458 Whitfield Street Fayetteville, NC 28306	N	0
4	Fayetteville State University 2520 Murchison Road Fayetteville, NC 28301	N	0
5	Fayetteville Technical Community College 2201 Hull Road Fayetteville, NC 28303	N	0
6	Methodist University 5400 Ramsey Street Fayetteville, NC 28311	N	0
7	Troy State University 811 Stamper Road Fayetteville, NC 287303	N	0
8	University of North Carolina-Pembroke PO Box 1510 Pembroke, NC 28372	N	0
9	Ohio Center for Broadcasting 5330 E. Main Street, Suite 200 Columbus, OH 43213 Alvis Moore, Placement Director	N	0

RS #	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
10	North Carolina State University University Career Center 2100 Pullen Hall Raleigh, NC 27695	N	0
11	Campbell University Fort Bragg PO Box 567 Buies Creek, NC 27506	N	0
12	Employment Security Commission/Lumberton, NC Esc.jobs.lumberton@ncmail.net	N	0
13	Central Carolina Community College 1105 Kelly Drive Sanford, NC 27330	N	0
14	University of North Carolina-Chapel Hill CB 3665 Chapel Hill, NC 27599	N	0
15	Winston Salem State University 601 Martin Luther King Jr. Drive Winston Salem, NC 27110	N	0
16	Duke University PO Box 90950 Durham, NC 27708	N	0
17	Campbell University PO Box 70659 Fort Bragg, NC 28307	N	0
18	Lumbee Regional Development Association PO Box 68 Pembroke, NC 28372	N	0
19	Robeson Community College 5160 Fayetteville Road Lumberton, NC 28360	N	0
20	Campbell University PO Box 218 Buies Creek, NC 27506	N	0
21	North Carolina Central University PO Box 19585 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	Wake Forest University PO Box 7427 Winston Salem, NC 27109	N	0
23	Fayetteville NAACP PO Box 364 Fayetteville, NC 28302	N	0
24	Shaw University 118 E. South St. Raleigh, NC 27611	N	0
25	St. Augustine's University 1315 Oakwood Avenue Raleigh, NC 27610	N	0
26	North Carolina Association of Broadcasters PO Box 627 Raleigh, NC 27602	N	0
27	University of North Carolina School of Journalism CB 3365 Chapel Hill, NC 27599	N	0
28	Cumulus Media Business Managers BM@cumulus.com	N	0
29	Campbell University Career Advisor PO Box 218 Buies Creek, NC 27509	N	0
30	SEU Job Fair	N	0
31	Networking Referral	N	0
32	Employee Referral	N	1
33	Station Website Postings (all SEU stations) www.q98fm.com , www.rock103rocks.com , www.magic1069.com www.wfncam640.com	N	0
34	On-Air Announcements (all SEU stations)	N	0
35	Cumulus Corporate Website www.cumulus.com/careers	N	2
36	Inside Radio Website www.insideradio.com	N	0
37	SEU Open House	N	0

RS #	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
38	Internal Posting	N	0
39	Employment Security Commission/Dunn, NC esc.jobs.dunn@nccommerce.com	N	0
40	Employment Security Commission/Raeford, NC escjobs.raeford@nccommerce.com	N	0
41	Internal Transfer/Promotion	N	0
42	Indeed Website www.indeed.com	N	3
43	North Carolina Department of Commerce NCWorks Online www.ncworks.gov	N	0
44	Ziprecruiter www.ziprecruiter.com	N	0
45	Glass Door Website www.glassdoor.com	N	0
46	Link Up Website www.linkup.com	N	0
47	SEU Facebook pages	N	0
48	East Carolina University www.myinterfase.com/ecu	N	0
49	Soldiers for Life Transition Employment Liason Mark.r.adkins4.ctr@mail.mil	N	0
50	Linked In www.linkedin.com	N	0
51	Monster www.monster.com	N	0
Total Interviewees Over Reporting Period			6

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fairs (3)	<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 September 13, 2019, our SEU participated in a career fair at 71st High School in Fayetteville, NC. The Promotions Director met with students and potential candidates to talk about how radio stations operate and the opportunities available for a future career in broadcasting as well as job openings within our SEU.</p> <p>On February 3, 2020, our SEU participated in “Building Business Rally” hosted by the Fayetteville Public Works Commission. The event was held at the Fayetteville Ramada Inn from 11am to 1pm that day. The SEU was represented by the Local Sales Manager and Key Account Manager who spoke with attendees about career opportunities in broadcasting as well as job opening within the SEU. Approximate attendance was 500 people.</p>
2	Mentoring Program	<p>Our SEU’s Business Manager established mentoring program for two employees: one to learn the SEU’s accounting and company policies; and, the other instruction about business methodology to provide each employee an opportunity for advancement within the company. The Business Manager and these employees review and discuss accounting practices, accounts receivable, accounts payable, how to interact with Human Resources, and all other aspects of a business managers responsibilities on a daily basis to prepare them to eventually assume the position of business manager within the Company. These employees are also</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		taught how to use the Company’s software programs and learn how to: record Journal entries; work with Excel spreadsheets; handle trade and cash reconciliations; and prepare payroll and reports.
3	Internship Program	Our internship program gives a comprehensive look at the radio 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 the SEU’s internal operations and how all departments come together to create our product and services. During this reporting period, the SEU hosted one intern from Central Carolina Community College. This SEU’s Promotions Director supervised our intern and schedules the training with the other departments.
4	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market and Business Managers 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.
5	Training Program	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 & 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.