

WQSM(FM) / WRCQ(FM) / WMGU(FM) / WFNC(AM)
EEO PUBLIC FILE REPORT
August 1, 2020 – July 31, 2021

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	1-4, 6-23, 25-31	25

WQSM(FM) / WRCQ(FM) / WMGU(FM) / WFNC(AM)
EEO PUBLIC FILE REPORT
August 1, 2020 – July 31, 2021

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	Hoke County NCWorksCareer Center 304 Birch St Raeford, NC 28346	N	0
2	Hartnett County Workforce Center 214 W Edgerton St Lillington, NC 27546	N	0
3	Fayetteville State University 2520 Murchison Road Fayetteville, NC 28301	N	0
4	Fayetteville Technical Community College 2201 Hull Road Fayetteville, NC 28303	N	0
5	Methodist University 5400 Ramsey Street Fayetteville, NC 28311	N	0
6	Troy State University 811 Stamper Road Fayetteville, NC 287303	N	0
7	University of North Carolina-Pembroke PO Box 1510 Pembroke, NC 28372	N	0
8	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
9	Sampson County NCWorks Career Center 115 North Blvd Clinton, NC 28328	N	0
10	Campbell University Fort Bragg PO Box 567 Buies Creek, NC 27506	N	0
11	Central Carolina Community College 1105 Kelly Drive Sanford, NC 27330	N	0
12	Winston Salem State University 601 Martin Luther King Jr. Drive Winston Salem, NC 27110	N	0
13	Lumbee Regional Development Association PO Box 68 Pembroke, NC 28372	N	0
14	Robeson Community College 5160 Fayetteville Road Lumberton, NC 28360	N	0
15	Lee County NCWorks Career Center 1909 Lee Avenue Sanford, NC 27330	N	0
16	Fayetteville NAACP PO Box 364 Fayetteville, NC 28302	N	0
17	North Carolina Association of Broadcasters PO Box 627 Raleigh, NC 27602	N	0
18	University of North Carolina School of Journalism CB 3365 Chapel Hill, NC 27599	N	0
19	Cumulus Media Business Managers BM@cumulus.com	N	0

RS #	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
20	SEU Job Fair	N	0
21	Networking Referral	N	0
22	Employee Referral	N	0
23	Station Website Postings (<i>all SEU stations</i>) www.q98fm.com , www.rock103rocks.com , www.magic1069.com www.wfncam640.com	N	0
24	On-Air Announcements (<i>all SEU stations</i>)	N	0
25	Cumulus Corporate Website www.cumulus.com/careers	N	3
26	DOD – Transition Assistance Program – Soldier Support Veterans Center	N	0
27	Transition Employment Liason (TEL)	N	0
28	Wounded Warrior Project 4200 Morganton Rd-Ste300 Fayetteville, NC 28314	N	0
29	Veteran’s Administration PO Box 71258	N	0
30	SEU Facebook pages	N	0
31	East Carolina University www.myinterfase.com/ecu	N	0
32	Linked In www.linkedin.com	N	0
Total Interviewees Over Reporting Period			3

WQSM(FM) / WRCQ(FM) / WMGU(FM) / WFNC(AM)
EEO PUBLIC FILE REPORT
August 1, 2020 – July 31, 2021

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fairs (1)	On March 10, 2021 our SEU participated in the “March Into Work” Job Fair with approximately 200+ attendees. The local Business Manager attended and met with 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.
2	Mentoring Program	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 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	Online Job Fair	From November 16, 2020 through November 20, 2020, our SEU hosted and participated in an online Job Fair powered through Insyto. The SEU solicited the participation of local employers, and organized all logistical aspects of the event and also participated as an exhibitor. Our Local Sales Manager was directly involved in this event including planning and execution.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 29, 2021, our SEU's Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race & Allyship in the Workplace</i> . During his presentation Mr. Scott emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged the Managers to hire, promote and acknowledge people who don't look, think, act, and problem solve like them.
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.