

WMGU(FM), WQSM(FM), WRCQ(FM), WFNC(AM)
EEO PUBLIC FILE REPORT
August 1, 2021 – July 31, 2022

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
Regional Digital Sales Manager	1-30, 32-59	10
Multi-Media Account Executive	1-59	1
Digital Account Executive	1-30, 32-59	1

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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	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	N	6
2	Adzuna Website www.adzuna.com/	N	0
3	Job Is Job Website www.jobisjob.com/	N	0
4	MyJobHelper Website www.myjobhelper.com/	N	0
5	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
6	The Job Spider www.jobspider.com/	N	0
7	Trovit Website www.trovit.com/	N	0
8	Indeed Website <i>(not directly contacted by SEU)</i> www.indeed.com	N	0
9	Glassdoor Website <i>(not directly contacted by SEU)</i> www.glassdoor.com/index.htm	N	0
10	LinkedIn Website <i>(not directly contacted by SEU)</i> www.linkedin.com/jobs/	N	3
11	Abilities in Jobs www.abilitiesinjobs.com	N	0
12	Asian in Jobs www.asianinjobs.com	N	0
13	Black In Jobs www.blackinjobs.com	N	0
14	Hispanic In Jobs www.hispanicinjobs.com	N	0
15	LGBTQ In Jobs www.lgbtqinjobs.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Diversity in Jobs www.diversityinjobs.com	N	0
17	Seniors in Jobs www.seniorsinjobs.com	N	0
18	Women in Jobs www.womeninjobs.com	N	0
19	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
20	Disabled Person www.disAbledperson.com	N	0
21	Hire Black Now www.hireblacknow.com	N	0
22	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
23	African American Job Search www.africanamericanjobsearch.com	N	0
24	Asian Job Search www.asianjobsearch.com	N	0
25	LGBT Job Search www.lgbtjobsearch.com	N	0
26	Disabled Job Seekers www.disabledjobseekers.com	N	0
27	US Diversity Job Search www.usdiversityjobsearch.com	N	0
28	Veteran Career Center www.veterancareercenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Employee Referral	N	3
31	Internal Candidate	N	1
32	Transition Employment Liaison (TEL) Fort Bragg, NC 910-908-4834 mark.r.adkins4.ctr@mail.mil	N	0
33	Veterans Administration P.O. Box 71258 Fort Bragg, NC 28310 greggrey.flood2@va.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	WCHS Cornerstone 220 Snow Ave Raleigh, NC 27603 919-508-0720 michael.yonk@wakegov.com	N	0
35	Division of Vocational Rehabilitation Services 805 Ruggles Drive Raleigh, NC 27603 919-855-3553 kenny.gibbs@dhhs.nc.gov	N	0
36	Hoke County NCWorksCareer Center 304 Birch Street Raeford, NC 28376 james.parker@nccommerce.com	N	0
37	Sampson County NCWorks Career Center 115 North Blvd. Clinton, NC 28328 910-592-5756 peggy.h.davis@ncmail.net renee.deramus@nccommerce.com	N	0
38	Lee County NCWorks Career Center 1909 Lee Avenue Sanford, NC 27330 919-775-2241 esc.jobs.sanford@nccommerce.com kevin.hunt@nccommerce.com	N	0
39	Cumberland County Workforce Career Center 414 Ray Avenue Fayetteville, NC 28301 910-486-1010 Adrian.Lowery@lumberrivercog.org andrea.quirindongo@ncmail.net	N	0
40	Bladen County NCWorks Career Center 401 Mercer Mill Road Elizabethtown, NC 28337 910-862-3255 eric.redrick@nccommerce.com gabrilla.garrett@nccommerce.com	N	0
41	Hartnett County Workforce Center 214 W Edgerton St Lillington, NC 27546	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	Fayetteville State University 2520 Murchison Road Fayetteville, NC 28301	N	0
43	Fayetteville Technical Community College 2201 Hull Road Fayetteville, NC 28303	N	0
44	Methodist University 5400 Ramsey Street Fayetteville, NC 28311	N	0
45	Troy State University 811 Stamper Road Fayetteville, NC 287303	N	0
46	University of North Carolina- Pembroke PO Box 1510 Pembroke, NC 28372	N	0
47	Ohio Center for Broadcasting 5330 E. Main Street, Suite 200 Columbus, OH 43213 Alvis Moore, Placement Director	N	0
48	Campbell University Fort Bragg PO Box 567 Buies Creek, NC 27506	N	0
49	Central Carolina Community College 1105 Kelly Drive Sanford, NC 27330	N	0
50	Winston Salem State University 601 Martin Luther King Jr. Drive Winston Salem, NC 27110	N	0
51	Lumbee Regional Development Association PO Box 68 Pembroke, NC 28372	N	0
52	Robeson Community College 5160 Fayetteville Road Lumberton, NC 28360	N	0
53	Fayetteville NAACP PO Box 364 Fayetteville, NC 28302	N	0
54	North Carolina Association of Broadcasters PO Box 627 Raleigh, NC 27602	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
55	University of North Carolina School of Journalism CB 3365 Chapel Hill, NC 27599	N	0
56	Station Website Postings (<i>all SEU stations</i>) www.q98fm.com , www.rock103rocks.com , www.magic1069.com , www.wfncam640.com	N	0
57	On-Air Announcements (<i>all SEU stations</i>)	N	0
58	Wounded Warrior Project 4200 Morganton Rd., Ste. 300 Fayetteville, NC 28314	N	0
59	SEU Facebook Pages	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			13

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of December 2021, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a course prepared by Mineral entitled, “Harassment Prevention.” The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. In order to obtain a certificate of participation, managers were required to take a quiz following their completion of the tutorial.
2	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete courses on-line using ThinkZoom. Participants viewed five segments entitled “Working Well With Others,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.
3	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 11, 2021, our SEU’s Market Manager participated in a presentation conducted by Merging Path Coaching entitled, <i>Managing Unconscious Bias</i> . This session focused on managing teams without a bias.
4	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On May 24, 2022, our Market and Business Managers as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.’s Executive Vice President and General Counsel as well as its Vice President, Human Resources entitled, “The FCC’s Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers, Business Managers & HR Business Partners.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Management-level training regarding Diversity, Equity, and Inclusion	During the months of April and May of 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete courses on-line using ThinkZoom. Participants viewed three segments entitled “Unconscious Bias,” which addressed the meaning of Unconscious Bias – what it is, the types of Unconscious Bias, and how to overcome it.
6	Mentoring Program	Our SEU’s Business Manager established a mentoring program for one employee, our Sales Assistant, to teach her the SEU’s accounting and company policies and impart other instructions about business methodology to provide the mentee an opportunity for advancement within the company. The Business Manager and the Sales Assistant reviewed and discussed accounting practices, accounts receivable, accounts payable, how to interact with Human Resources, and all other aspects of a business manager’s responsibilities on a daily basis to prepare her to eventually assume a business manager position within the Company. The Sales Assistant was taught how to use the Company’s software programs as well as how to: record journal entries; work with Excel spreadsheets; handle trade and cash reconciliations; and, prepare payroll and reports.
7	Training Program	During this SEU’s reporting period, the Sales department received weekly training on a variety of topics to better prepare each member for advancement within the company. Training was conducted by our Local Sales Manager, Digital Sales Manager, Market Manager as well as various trainers through our corporate sales and outside vendors on various topics. Each week’s training topic covered the importance of a client’s online presence and how our BOOST program benefits our clients, the various digital tactics provided by our vendors Infinite Digital and AffinityX, the best way to present Base Buy & Why, the sponsorship opportunities for our NTR Events, how to properly enter orders into WideOrbit, and Insights from our research team. All of our Account Executives are now Range Masters with Simpli.fi.