

**WKXS(FM), WAAV(AM), WMNX(FM), WGNI(FM) and WWQQ(FM)  
EEO PUBLIC FILE REPORT  
August 1, 2023 – July 31, 2024**

**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>
High Income Multi-Media Account Executive	1 – 29, 30, 32, 42 – 45, 47 – 48	1
High Income Multi-Media Account Executive	1 – 29, 30, 32, 42 – 45, 47 – 48	30

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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>Cumulus Careers Website</b> <a href="http://www.cumulusmedia.jobs.net/en-US/">www.cumulusmedia.jobs.net/en-US/</a>	N	1
2	<b>Adzuna Website</b> <a href="http://www.adzuna.com/">www.adzuna.com/</a>	N	0
3	<b>Job Is Job Website</b> <a href="http://www.jobisjob.com/">www.jobisjob.com/</a>	N	0
4	<b>MyJobHelper Website</b> <a href="http://www.myjobhelper.com/">www.myjobhelper.com/</a>	N	0
5	<b>Oodle Website</b> <a href="http://www.jobs.oodle.com/careers/careers/">www.jobs.oodle.com/careers/careers/</a>	N	0
6	<b>The Job Spider</b> <a href="http://www.jobspider.com/">www.jobspider.com/</a>	N	0
7	<b>Trovit Website</b> <a href="http://www.trovit.com/">www.trovit.com/</a>	N	0
8	<b>Indeed Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.indeed.com">www.indeed.com</a>	N	0
9	<b>Glassdoor Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.glassdoor.com/index.htm">www.glassdoor.com/index.htm</a>	N	0
10	<b>LinkedIn Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.linkedin.com/jobs/">www.linkedin.com/jobs/</a>	N	0
11	<b>Abilities in Jobs</b> <a href="http://www.abilitiesinjobs.com">www.abilitiesinjobs.com</a>	N	0
12	<b>Asian in Jobs</b> <a href="http://www.asianinjobs.com">www.asianinjobs.com</a>	N	0
13	<b>Black In Jobs</b> <a href="http://www.blackinjobs.com">www.blackinjobs.com</a>	N	0
14	<b>Hispanic In Jobs</b> <a href="http://www.hispanicinjobs.com">www.hispanicinjobs.com</a>	N	0
15	<b>LGBTQ In Jobs</b> <a href="http://www.lgbtqinjobs.com">www.lgbtqinjobs.com</a>	N	0
16	<b>Diversity in Jobs</b> <a href="http://www.diversityinjobs.com">www.diversityinjobs.com</a>	N	0

<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>
17	<b>Seniors in Jobs</b> <a href="http://www.seniorsinjobs.com">www.seniorsinjobs.com</a>	N	0
18	<b>Women in Jobs</b> <a href="http://www.womeninjobs.com">www.womeninjobs.com</a>	N	0
19	<b>Job Opportunities for Disabled Veterans</b> <a href="http://www.JOFDAV.com">www.JOFDAV.com</a>	N	0
20	<b>Disabled Person</b> <a href="http://www.disAbledperson.com">www.disAbledperson.com</a>	N	0
21	<b>Hire Black Now</b> <a href="http://www.hireblacknow.com">www.hireblacknow.com</a>	N	0
22	<b>Hispanic Job Exchange</b> <a href="http://www.hispanicjobexchange.com">www.hispanicjobexchange.com</a>	N	0
23	<b>African American Job Search</b> <a href="http://www.africanamericanjobsearch.com">www.africanamericanjobsearch.com</a>	N	0
24	<b>Asian Job Search</b> <a href="http://www.asianjobsearch.com">www.asianjobsearch.com</a>	N	0
25	<b>LGBT Job Search</b> <a href="http://www.lgbtjobsearch.com">www.lgbtjobsearch.com</a>	N	0
26	<b>Disabled Job Seekers</b> <a href="http://www.disabledjobseekers.com">www.disabledjobseekers.com</a>	N	0
27	<b>US Diversity Job Search</b> <a href="http://www.usdiversityjobsearch.com">www.usdiversityjobsearch.com</a>	N	0
28	<b>Veteran Job Center</b> <a href="http://www.veteranjobcenter.com">www.veteranjobcenter.com</a>	N	0
29	<b>Seniors to Work</b> <a href="http://www.seniorstowork.com">www.seniorstowork.com</a>	N	0
30	<b>Employee Referral</b>	N	2
31	<b>Internal Transfer/Promotion</b>	N	0
32	<b>NCWorks Career Center- Bladen County</b> 401 Mercer Mill Road Elizabethtown, NC 28337 910-862-3255 BladenCounty@NCWorks.gov leon.grimes@commerce.nc.gov	N	0
33	<b>Pender County Workforce Center</b> 904-A S. Walker Street Burgaw, NC 28425 910-259-0240 esc.jobs.burgaw@ncmail.net ncws.2200@nccommerce.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	<b>Division of Vocational Rehabilitation Services</b> 805 Ruggles Drive Raleigh, NC 27603 919-855-3553 kenny.gibbs@dhhs.nc.gov	N	0
35	<b>NAACP New Hanover Ranch #5424</b> P.O. Box 2199 Wilmington, NC (910) 392-6622 hbeatty1@bellsouth.net	N	0
36	<b>Wilmington Minority Professional Group</b> PO Box 15562 Wilmington, NC (910) 398-2811 shann.coleman@wmpng.com	N	0
37	<b>Good Shepard Ministries</b> 811 Martin Street Wilmington, NC 28401 (910) 763-4424 debbylk@bellsouth.net	N	0
38	<b>NC Division of Services for the Blind</b> 3240 Burnt Mill Drive Wilmington, NC 28403 pam.hayes@dhhs.nc.gov	N	0
39	<b>NC Division of Vocational Rehabilitation</b> 3340 Jaeckle Drive Wilmington, NC 28403 (910) 251-5710 jackie.radford@dhhs.nc.gov	N	0
40	<b>Wilmington Chamber of Commerce</b> 1 Estelle Lee Place Wilmington, NC 28401 (910) 762-2611 dunaway@wilmingtonchamber.org	N	0
41	<b>U.S. Department of Veteran Affairs</b> PO Box 8443 Camp Lejeune, NC 910-451-7917 shane.muravsky@va.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	<b>Cape Fear Disability Commission / The City of Wilmington</b> NC102 North Third Street Wilmington, NC 28401 910-202-2045 vlacer@wavetransit.com	N	0
43	<b>Coastal Enterprises of Wilmington</b> 1214 Kidder Street Wilmington, NC 28401 910-763-3424 samick@bizec.rr.com	N	0
44	<b>Disability Resource Center</b> 5041 New Centre Drive, Suite 210 Wilmington, NC 28403 910-815-6618 gloria.garton@drc-cil.org	N	0
45	<b>NCWorks Career Center- New Hanover County</b> 1994 S. 17th Street 910-945-6900 NewHanoverCounty@NCWorks.gov verna.jones@nccommerce.com	N	0
46	<b>Step Up Wilmington</b> 20 N 4th Street, Suite 430 Wilmington, NC 28401 757-879-9453 info@stepupwilmington.org	N	0
47	<b>UNC Wilmington Disability Resource Center</b> 601 South College Road Wilmington, NC 28403 910-962-7555 goldsteinj@uncw.edu	N	0
48	<b>On-Air Announcements</b> ( <i>all SEU stations</i> )	N	1
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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Management-level training regarding Diversity, Equity, and Inclusion	During the months of October and November 2023, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager and Operations Managers—as well as the entire staff were required to complete a Health & Safety Institute (HSI) on-line course entitled, <i>Privilege</i> . This training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concept of Privilege: what it is, scenarios where privilege is seen/experienced, and how to use privilege to advocate for diversity, equity, and inclusion.
2	Management-level training regarding Diversity, Equity, and Inclusion	On November 15, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Advocacy &amp; Allyship Leadership</i> . During this Roundtable, participants explored what it means to be an ally and how to advocate for others. The presentation also provided two important tools for interrupting bias in the moment and intervening after the moment.
3	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of March and April of 2024, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health & Safety Institute (HSI) entitled, <i>Understanding Harassment</i> and <i>Anti-Harassment – Managers</i> (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2024, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers as well as the entire staff were required to complete the Health & Safety Institute (HSI) on-line course presented in three segments entitled, <i>Isms: Avoiding Isms in the Workplace; Exploring Isms in the Workplace; and Overcoming Isms in the Workplace</i> . These segments defined Isms, explained how they originated, and provided methods to avoid and overcome the behaviors described.
5	Management-level training regarding Diversity, Equity, and Inclusion	During the last two weeks of April 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, <b>Managing through the Lens of Inclusion</b> . This session was designed as a Leadership Lab—a 60-minute session to briefly discuss the meaning of “managing through the lens of inclusion” and introduce tools, techniques, and methods associated with this topic. Specifically, this session focused on: assessing the culture of the organization/department/team; developing an appreciation of the differences among and between groups so we can value diversity; managing the dynamics of difference to learn to respond appropriately and effectively to the issues that arise in a diverse environment; changing and adopting new policies and practices that support diversity and inclusion; and institutionalizing cultural knowledge so we can drive the changes into the systems of the organization.
6	Management-level training regarding Diversity, Equity, and Inclusion	During the last two weeks of May 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a Check-In Discussion—a 90-minute session—related to the <b>Managing through the Lens of Inclusion</b> session attended in April 2024. In the Check-In Discussion, small groups met with a facilitator to delve into the applicability of the DEI-related techniques introduced in the April session to discuss which were tried, which worked well, and where adjustments could be made.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Management-level training regarding Diversity, Equity, and Inclusion	During the last half of July 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, <b>Empathetic Leadership</b> . This session was designed as a Leadership Lab—a 60-minute session to discuss the meaning of “ <b>Empathetic Leadership: Cultivating Trust &amp; Inclusion,</b> ” and introduce tools, techniques, and methods associated with this topic. Specifically, the session focused on equipping leaders with the skills and insights necessary to foster an inclusive and trusting organizational culture. Participants explored the core principles of empathetic leadership and its impact on team dynamics, inclusion, and overall organizational success. By understanding and valuing the perspectives and experiences of others, leaders can build stronger, more cohesive teams and drive positive change.
8	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On February 1, 2024, our SEU’s Program Director participated in the From Our Hands Black History Month Program at the Upperman African American Cultural Center on the University of North Carolina Wilmington, during which he spoke with African American Greek college students about his career as well as employment opportunities in radio broadcasting.
9	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On October 28, 2023, our SEU’s Program Director participated in a panel discussion at Snipes Academy Career Night in Wilmington, NC, during which he was interviewed by three classes of students and their parents about careers in radio and his personal experiences in radio.
10	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On May 10, 2024, our SEU’s Program Director participated in Career Day at College Park Elementary in Wilmington, NC, during which he spoke with students about his job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.
11	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On May 21, 2024, our SEU’s Program Director participated in Career Day at Myrtle Grove Middle School in Wilmington, NC, during which he spoke with students about his job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
12	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On June 20, 2024, our SEU's Program Director participated in the Williston Middle School Summer Career Accelerator Camp in Wilmington, NC, during which he spoke with 5 <sup>th</sup> and 6 <sup>th</sup> grade students about his job, what it is like to work at a radio station, and the other career opportunities in radio broadcasting.
13	Participate in program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	From August 1, 2023, through June 30, 2024, our SEU's Market Manager served on the University of North Carolina-Wilmington's Career Center Advisory Board. Through this partnership, Cumulus Media and members of our SEU specifically were able to provide guidance to students seeking employment in the radio broadcasting industry. Our SEU, supports the University's recruitment programs and events throughout the year.
14	Participate in program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	From August 1, 2023, through June 30, 2024, our SEU was a member of The University of North Carolina-Wilmington's (UNCW) Soaring Partners Program, which sponsors the UNCW Career Center. Cumulus-Wilmington was the exclusive media sponsor of the Career Center, which assists students and alumni in their pursuit of interesting career opportunities in the radio broadcasting industry. The logo of Cumulus Media is prominently displayed on the main wall in the Career Center office, a visible sign of its willingness to engage with students seeking career assistance.
15	Participate in activity reasonably calculated to further the goal of disseminating information about careers in broadcasting	From August 1, 2023, through July 30, 2024, all five SEU radio stations aired commercials inviting organizations to contact the SEU if they would like to be notified about our job openings.
16	Participate in activity reasonably calculated to further the goal of disseminating information about careers in broadcasting	From June 20, 2024, through July 31, 2024, all five SEU radio stations aired commercials to recruit for the SEU's sales force and provided instructions on how to apply.
17	Career Fair Participant and Media Sponsor	On September 27, 2023, our SEU participated in and was the exclusive media sponsor of the University of North Carolina-Wilmington's Fall Career & Internship Fair. All SEU stations aired radio commercials promoting this event and encouraging attendance. Our Program Director attended this event and spoke with students and other attendees about the company, career opportunities in radio, and job openings within the SEU and the company.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
18	Career Fair Participant and Media Sponsor	On October 19, 2023, our SEU participated in and was the exclusive media sponsor of the Miller-Motte College Career Fair. All SEU stations aired radio commercials promoting this event and encouraging attendance. Our Market Manager attended this event and spoke with students and other attendees about the company, career opportunities in radio, and job openings within the SEU and the company.
19	Career Fair Participant and Media Sponsor	On February 28, 2024, our SEU participated in and was the exclusive media sponsor of the University of North Carolina-Wilmington's Fall Career & Internship Fair. All SEU stations aired radio commercials promoting this event and encouraging attendance. Our Market Manager attended this event and spoke with students and other attendees about the company, career opportunities in radio, and job openings within the SEU and the company.
20	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 16, 2024, our VP/Market Manager led a presentation for the SEU's management team entitled, "Recruitment, EEO and Non-Discrimination Training". EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
21	Host Open House	On July 16, 2024, the SEU hosted an on-site Open House/Job Fair, which was promoted over the air on all SEU stations as well as on each Station's website and Facebook page. Our Market Manager, Sales Manager Operations Manager and Program Director welcomed visitors, shared information about Cumulus Media, conducted tours of the Wilmington facilities, and engaged with individuals interested in careers in radio broadcasting and job opportunities within our SEU.
22	Host Open House	On July 24, 2024, the SEU hosted an on-site Open House/Job Fair, which was promoted over the air on all SEU stations as well as on each Station's website and Facebook page. Our Market Manager, Sales Manager Operations Manager and Program Director welcomed visitors, shared information about Cumulus Media, conducted tours of the Wilmington facilities, and engaged with individuals interested in careers in radio broadcasting and job opportunities within our SEU.