

**WKKO(FM), WTOD(FM), WRQN(FM),
WXKR(FM), WQOQ(FM), WMIM(FM)
EEO PUBLIC FILE REPORT**

June 1, 2018 – May 31, 2019

“Pursuant to a Facilities, Services and Personnel Agreement dated June 4, 2018, the SEU shares employees with The Mainstay Station Trust LLC, licensee of station WTOD(FM), Delta, Ohio (Facility ID 67275). Accordingly, the employment recruitment for WTOD is reflected herein.”

RECRUITMENT SOURCE LIST (“MRSL”)

	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	Owens Community College michael_sander@owens.edu	N	0
2	Ziprecruiter.com	N	0
3	Stautzenberger College	N	0
4	Toledo Blade/Monster.com 541 N. Superior St. Toledo, OH 43660	N	0
5	Ohio Association of Broadcasters oab@oab.org	N	0
6	Indeed.com	N	0
7	Monroe Community College www.collegecentral.com/monroeccc	N	0
8	Davis College dbrunner@daviscollege.edu	N	0
9	Country Link through Indeed.com	N	1
10	Society of Broadcast Engineers	N	0
11	Job Fair/Open House	N	0
12	<u>www.cumulusjobs.com</u> (corporate)	N	0
13	Internal Transfer/Promotion	N	0
14	Facebook	N	0
15	allaccess.com	N	2
16	Cumulus Broadcasting Branch Offices	N	0
17	On-Air Announcements (one or more SEU stations)	N	0
18	Former Intern	N	0
19	Bowling Green State University careerservices@bgsu.edu	N	0
20	Station Website Posting (one or more SEU stations)	N	0

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21	Specs Howard School of Broadcasting <u>randyZ@specsward.ccsend.com</u>	N	0
22	University of Toledo <u>utoledo-csm@symplicity.com</u>	N	0
23	Personal/Corporate Recommendation	N	0
24	College Central Network <u>www.collegecentral.com/o2yccsa</u>	N	0
25	Current/Former Employee	N	2
26	Michigan Association of Broadcasters mab@michmab.com	N	0
27	<u>Monster.com</u>	N	0
28	<u>www.glassdoor.com</u>	N	0
29	<u>www.linkup.com</u>	N	0
30	LinkedIn	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			5

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III. RECRUITMENT INITIATIVES FORM

June 1, 2018 – May 31, 2019

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Webinar series on how to attract an ideal candidate.	6/13/18 Part 1	On June 13, 2018, the SEU participated in a training webinar for management-level personnel designed to better understand how to attract the ideal candidates. Media Staffing Network presented "Positioning Your Opportunities" to help overcome the perceptions that we are always looking and that broadcast is old school, and how culture fits in the equation. The webinar also offered training concerning the methods of ensuring equal employment opportunity and preventing discrimination. The SEU's Director of Sales participated in the webinar.
2.	Internship Program	6/1/18- 5/31/19	During the reporting period, the SEU hosted student interns from, University of Dayton, University of Toledo, and Bowling Green State University. The interns worked in the SEU's Promotions Department and were supervised by the SEU's Promotions Director and the Assistant Promotions Director. The interns assisted with all aspects of promotions and typical assignments including attending live remotes and reviewing websites.
3.	Mentoring/Shadowing Program	6/1/18- 5/31/19	The Cumulus "New Seller Mentoring" program pairs seasoned and new account executives together to help build leadership skills. The more senior sellers provide a real world perspective to the formal skills being taught to the junior sellers. Each new Account Executive was assigned a primary mentor who is selected based on his/her strengths.
4.	Webinar series on how to find (and keep) those who will grow the company.	6/27/18 Part 2	On June 27, 2018, the SEU participated in a training webinar for management-level personnel designed to better understand how to market and attract the ideal candidates. Media Staffing Network presented "Interviewing for Better Hiring". The webinar taught tips and tactics, as well as specific questions and answers we should be looking for to enable the SEU is able to attract qualified job applicants resulting in a more diverse workforce. The SEU's Director of Sales participated in the webinar.
5.	Webinar series on how to find (and keep) those who will grow the company.	7/11/18 Part 3	On July 11, 2018, the SEU participated in a training webinar for management-level personnel designed to better understand how to market to attract the ideal candidates. Media Staffing Network presented "Compensation and Onboarding". They explained the different compensation models in and out of sales, as well as ideas to keep staff engaged. The SEU's Director of Sales participated in the webinar.