

WHGB(AM), WNNK-FM, WQXA-FM, WWKL(FM), WZCY-FM
EEO PUBLIC FILE REPORT
April 1, 2014-March 31, 2015

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
Sales Representative	1-29	18
Sales Representative	1-29	10
Sales Representative	1-29	25
Promotions Director	1-29	18

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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	Capitol Region Job Center 349 Wiconisco Street Harrisburg, PA 17110 (717)783-3270	N	0
2	Central Penn College Business School Attn: Steve Hassinger Campus of College Hill Summerdale, PA 17096 stevehassinger@centralpenn.edu (717)732-0702	N	0
3	Cumulus Business Managers BM@cumulus.com	N	0
4	Dickinson College Career Center Attn: Tammy Herberlig College & Louther Street Carlisle, PA 17013 herberlig@dickinson.edu https://www.myinterface.com/dickensoncollege/employer (717)245-1740	N	0
5	Elizabethtown College Career Services One Alpha Drive Elizabethtown, PA 17022 careerservices@etown.edu https://www.myinterface.com/etown/employer (717)361-1206	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Gettysburg College Attn: Sandy Buhrman Center for Career Development 300 North Washington Street Campus Box 425 Gettysburg, PA 17325 https://gettysburg-csm.symplicity.com/employers	N	0
7	Harrisburg Area Community College Attn: Cheryl Ditz One HACC Drive Harrisburg, PA 17110 http://www.collegecentral.com/hacc	N	0
8	Harrisburg Young Professionals P.O. Box 11851 Harrisburg, PA 17108 http://hyp.org/classifieds	N	0
9	Cumulus Media Website www.cumulusradio.com	N	0
10	Indeed Website www.indeed.com	N	16
11	Internal Posting (<i>SEU Bulletin Board</i>)	N	0
12	International Service Center Attn: Jessica Thomas 21 South River Street Harrisburg, PA 17101 (717)236-9401	N	0
13	ITT Technical Institute Attn: Susan Mangus 449 Eisenhower Boulevard, Ste. 100 Harrisburg, PA 17111 smangus@itt-tech.edu (717)565-1731	N	0
14	SEU Job Fairs (<i>see Section III</i>)	N	3
15	Linked In Website www.linkedin.com	N	6

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Messiah College Attn: Dwayne Keiffer Career Center P. O. Box 451, One College Avenue Grantham, PA 17027 dkeiffer@messiah.edu https://www.myinterface.com/messiah_careercenter/employer	N	0
17	Ohio Center for Broadcasting Attn: Gary James 5330 E. Main Street, Ste. 200 Columbus, OH 43213 gary@beonair.com (614)245-0555	N	0
18	On-Air Announcements (<i>all SEU stations</i>)	N	10
19	SEU Open Houses (<i>see Section III</i>)	N	0
20	The Patriot-News 812 Market Street Harrisburg, PA (717)255-8100	N	0
21	Penn State University Attn: Colleen Guy W117 Olmsted 777 West Harrisburg Pike Middletown, PA 17057 http://psu-csm.symplicity.com/employers	N	0
22	Penn Live Website www.pennlive.com	N	0
23	Pennsylvania Assoc. of Broadcasters 1406 Delaware Avenue Reading, PA 19610 http://www.pab.org/jobpostingform.html	N	0
24	Potential Reentry Opportunities in Business Education Attn: Selma West 900 Cumbler Street Steelton, PA 17036 (717)939-2260	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Word-of-Mouth Referral	N	13
26	Shippensburg University Attn: Gloria Gardener Ceddia Union Building, Room 200 Shippensburg, PA 17257 https://shippensburg-csm.symplicity.com/employers/index.php (717)477-1484	N	0
27	Station Website Postings (<i>all SEU stations</i>)	N	0
28	Zip Recruiter Website www.ziprecruiter.com <i>(Internet-based job board and secondary posting service to more than 25 additional on-line job banks, eg. diversityjobs.com, monster.com and topusajobs.com)</i>	N	0
29	Campus Special Website www.campusspecial.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			48

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Between October, 2014 and March, 2015, our SEU hosted one (1) student intern from Central Dauphin High School. This intern was supervised by our Promotions Director and learned about many aspects of broadcasting, including promotions, marketing, and advertising by working closely with SEU personnel in each department. The student was also able to seek career advice from station personnel.
2	Host Job Fair	On December 9, 2014, our SEU hosted an open house at our Giant Foods Store in Harrisburg, PA, to recruit Account Executives. Our Market Manager gave a presentation, which included a video about Cumulus Media Inc. as well as an explanation about the job responsibilities of an Account Executive. SEU participants included our Market and Sales Managers as well as our Account Executives.
3	Host Job Fair	On June 24, 2014, our SEU hosted a job fair at the Park Inn in Mechanicsburg, PA, that included 45 potential employers and was attended by approximately 1,000 job seekers. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Sales Managers, Promotions Directors, Sales Assistant and an intern occupied the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on all SEU stations.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Host Job Fair	<p>On September 23, 2014, our SEU hosted a job fair at the Colonial Park Mall in Harrisburg, PA, that included 50 potential employers and was attended by approximately 1,500 job seekers. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Sales Managers, Promotions Directors, Sales Assistant and an intern occupied the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on all SEU stations.</p>
5	Host Job Fair	<p>On March 10, 2015, our SEU hosted a job fair at the Colonial Park Mall in Harrisburg, PA, that included 65 potential employers and was attended by approximately 1,000 job seekers. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event as well as participating as an exhibitor. Our Sales Managers, Promotions Directors, Sales Assistant and an intern occupied the Cumulus booth and spoke to interested attendees about careers opportunities in broadcasting and job openings and internships within the SEU. This event was promoted on all SEU stations.</p>