

**W965-FM, WHGB-AM, WNNK-FM, WQXA-FM, WWKL-FM, WZCY-FM**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2016-March 31, 2017**

**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>
Digital Director	1-15	4
Sales Assistant	1-15	3
Sales Representative	1-15	8

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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>717Helpwanted.com</b> <a href="https://regionalhelpwanted.com/harrisburg-york-lancaster/harrisburg-pa-jobs/">https://regionalhelpwanted.com/harrisburg-york-lancaster/harrisburg-pa-jobs/</a>	N	0
2	<b>Central Penn College Business School</b> Attn: Steve Hassinger Campus of College Hill Summerdale, PA 17096 <a href="https://employers.optimalresume.com/employer/login.php">https://employers.optimalresume.com/employer/login.php</a>	N	0
3	<b>Clear Company</b> <a href="https://app.clearcompany.com/rd/recruiting/reqlist">https://app.clearcompany.com/rd/recruiting/reqlist</a>	N	0
4	<b>Cumulus Business Managers</b> <a href="mailto:BM@cumulus.com">BM@cumulus.com</a>	N	0
5	<b>Cumulus Media Website</b> <a href="http://www.cumulusradio.com/">http://www.cumulusradio.com/</a>	N	0
6	<b>Dickinson College Career Center</b> Attn: Tammy Heberlig P.O. Box 1773 Carlisle, PA 17013 Email: heberlig@dickinson.edu <a href="https://www.myinterface.com/dickensoncollege/employer">https://www.myinterface.com/dickensoncollege/employer</a>	N	0
7	<b>Elizabethtown College</b> Career Services One Alpha Drive Elizabethtown, PA 17022 Email: careerservices@etown.edu <a href="https://www.myinterface.com/etown/employer">https://www.myinterface.com/etown/employer</a>	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	<b>Gettysburg College</b> Attn: Sandy Buhrman Center for Career Development 300 North Washington Street Campus Box 425 Gettysburg, PA 17325 <a href="http://gettysburg-csm.symplifty.com/employers/">http://gettysburg-csm.symplifty.com/employers/</a>	N	0
9	<b>Harrisburg Area Community College</b> Attn: Cheryl Ditz One HACC Drive Harrisburg, PA 17110 <a href="https://www.collegecentral.com/hacc/">https://www.collegecentral.com/hacc/</a>	N	0
10	<b>Indeed Website</b> <a href="https://www.indeed.com/">https://www.indeed.com/</a>	N	1
11	<b>Internal Posting</b> ( <i>SEU Bulletin Board</i> )	N	2
12	<b>International Service Center</b> Attn: Jessica Thomas 21 South River Street Harrisburg, PA 17101	N	0
13	<b>ITT Technical Institute</b> Attn: Susan Mangus 449 Eisenhower Boulevard, Ste. 100 Harrisburg, PA 17111 Email: <a href="mailto:smangus@itt-tech.edu">smangus@itt-tech.edu</a>	N	0
14	<b>Lebanon Valley College</b> 101 N College Ave Annville, PA 17003 <a href="http://www.lvc.edu/">http://www.lvc.edu/</a>	N	0
15	<b>Linked In Website</b> <a href="https://www.linkedin.com">https://www.linkedin.com</a>	N	6

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	<b>Messiah College</b> Attn: Dwayne Keiffer Career Center P. O. Box 451, 1 College Avenue Mechanicsburg, PA 17055 Email: <a href="mailto:dkeiffer@messiah.edu">dkeiffer@messiah.edu</a> <a href="https://www.myinterface.com/messiah_careercenter/employer">https://www.myinterface.com/messiah_careercenter/employer</a>	N	0
17	<b>On-Air Announcements</b> ( <i>all SEU stations</i> )	N	0
18	<b>Penn State University</b> Attn: Colleen Guy W117 Olmsted 777 West Harrisburg Pike Middletown, PA 17057 <a href="http://psu-csm.symplicity.com/employers">http://psu-csm.symplicity.com/employers</a>	N	0
19	<b>Pennsylvania Assoc. of Broadcasters</b> 8501 Paxton Street Hummelstown, PA 17036 <a href="http://www.pab.org/jobpostingform.html">http://www.pab.org/jobpostingform.html</a>	N	0
20	<b>Potential Reentry Opportunities in Business Education</b> Attn: Selma West 900 Cumbler Street Steelton, PA 17036	N	0
21	<b>SEU Job Fairs</b> ( <i>see Section III</i> )	N	0
22	<b>Shippensburg University</b> Attn: Gloria Gardener Ceddia Union Building, Room 200 Shippensburg, PA 17257 <a href="https://shippensburg-csm.symplicity.com/employers/index.php">https://shippensburg-csm.symplicity.com/employers/index.php</a>	N	0
23	<b>Station Website Postings</b> ( <i>all SEU stations</i> )	N	2
24	<b>Word-of-Mouth Referral</b>	N	4
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			15

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Internship Program	Between April, 2016 and July, 2016, our SEU hosted one (2) student interns, one (1) from Clarion University and one (1) from Seton Hall. 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	Internship Program	Between August, 2016 and March, 2017, our SEU hosted one (2) student interns, one (1) from Central Dauphin High School and one (1) from Lebanon Valley College. 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.
3	Host Job Fair	On June 14, 2016, our SEU hosted a job fair at the Capital City Mall in Camp Hill, PA, that included 50 potential employers and was attended by approximately 750 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.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
4	Host Job Fair	On September 20, 2017, our SEU hosted a job fair at the Colonial Park Mall in Harrisburg, PA, that included 60 potential employers and was attended by approximately 750 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.
5	Host Job Fair	On March 20, 2017, our SEU hosted a job fair at the Colonial Park Mall in Harrisburg, PA, that included 44 potential employers and was attended by approximately 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.
6	Participate in Event/Program Sponsored By or on Behalf of an Educational Institution Relating to Broadcast Careers	On March 9, 2017, our SEU's Creative and Production Director spoke at Messiah College, Mechanicsburg, PA, to the Student-run Media Centers class, about internship opportunities and career paths in broadcasting.
7	Participate in Job Fair	On November 3, 2016, our SEU attended a job fair at Millersville University in Millersville, PA, that included over 100 potential employers and was attended by approximately 600 job seekers. Our SEU secured the exhibit space, and spoke to 45 interested attendees about careers opportunities in broadcasting and job openings and internships.
8	Participate in Job Fair	On March 6, 2017, our SEU attended a job fair at Harrisburg Area Community College, Harrisburg, PA that included over 60 potential employers and

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		was attended by approximately 300 job seekers. Our Promotions Director and several of our On-Air Personalities secured the exhibit space, and spoke to 35 interested attendees about careers opportunities in broadcasting and job openings and internships.
9	Participate in Career Fair	On March 28, 2017, our SEU attended a Career Fair at Temple University in Philadelphia, PA, that included over 75 potential employers and was attended by approximately 600 students. Our General Manager secured the exhibit space, and spoke 50 to interested attendees about careers opportunities in broadcasting and job openings and internships.