

**WCTO (FM) and WLEV (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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sales Representative	2-5,7-8,11-23,25-29,32	19
Sales Representative	2-5,7-8,11-23,25-29,32	18
Sales Representative	2-5,7-8,11-23,25-29,32	18
Sales Representative	2-5,7-8,11-23,25-29,32	19
Morning Show Host	2,4-8,11-23,25-30	21

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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	All Access Website www.allaccess.com	No	0
2	Connecticut Broadcasting School 1 Mall Drive, Suite 203 Cherry Hill, NJ 08002 Attn: Tom DeFranco (856) 775-1200 csbcherryhill@gocsb.com jobs@gocsb.com	No	0
3	Indeed Website www.indeed.com	No	2
4	Lehigh University 621 Taylor Street Rauch Business Center, Room 484 Bethlehem, PA 18015 careerservices@lehigh.edu (610) 758-3710	No	1
5	Lehigh Carbon Community College 4525 Education Park Drive Schnecksville, PA 18078 (610) 799-2121 cmoyer@lccc.edu kclause@lccc.edu	No	0
6	The Morning Call (Print Ad) Lee Sanders lsanders@tribune.com (610) 770-3752	No	0
7	Northampton Community College 3835 Green Pond Road Bethlehem, PA 18020 careers@northampton.edu (610) 332-8662	No	0
8	Station Website Postings (both SEU stations) catcountry96.com & wlevradio.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Penn State Lehigh Valley 2809 Saucon Valley Road Center Valley, PA 18034 (610) 285-5027	No	0
10	Penn State University Career Services Attn: Colleen Monismith 777 West Harrisburg Pike Middletown, PA, 17057 (717) 948-6260	No	0
11	Pennsylvania Assoc. of Broadcasters 1406 Delaware Avenue Reading, PA 19610 gponti@pab.org (610) 373-4820	No	0
12	Casa Guadalype casa@casalv.org	No	0
13	Cedar Crest College career@cedarcrest.edu	No	0
14	Muhlenberg College careers@muhlenberg.edu	No	0
15	National Lesbian/Gay Journalist Association lspencer@nlgja.org	No	0
16	Vianet a.cox@vianet.org	No	0
17	League of Women Voters Northampton County lwnorco@yahoo.com	No	0
18	Cumulus Jobs www.cumulusjobs.com	No	9
19	Word-of-Mouth Referral	No	8
20	On-Air Announcements (both SEU stations)	No	0
21	Cumulus Business Managers bm@cumulus.com	No	1
22	Internal Posting (station bulletin board)	No	1
23	SEU Open House/Job Fairs (see Section III)	No	6
24	Internship Program (see Section III)	No	0
25	Albright College careercenter@alb.edu	No	0
26	DeSales University careerservices@desales.edu	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Moravian College the careercenter@moravian.edu	No	0
28	East Stroudsburg University www.collegecentral.com/eaststroudsburg	No	0
29	Pennsylvania Career Link LV (Lehigh Valley) samjones@state.pa.us	No	0
30	Career Builder Website www.careerbuilder.com	No	0
31	Internal Transfer / Promotion	No	0
32	LehighValleyHelpWanted.com	No	0
33	Glass Door www.glassdoor.com	No	0
34	Simply Hired www.simplyhired.com	No	0
35	Link Up www.linkup.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			28

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	<p>Between June 2016 and August 2016, our SEU hosted one (1) student intern from Penn State University and one (1) student intern from Temple University. These interns were supervised by our Promotions Director and learned about many aspects of broadcasting, including promotions, marketing, advertising, and bookkeeping by working closely with SEU personnel in each department. These student interns were also able to seek career advice from station personnel.</p> <p>Between January 2016 and May 2016 our SEU hosted one (1) student intern from Northampton Community College. This intern was supervised by our Promotions Director and learned about many aspects of broadcasting, including promotions, marketing, advertising, and bookkeeping by working closely with SEU personnel in each department. This student intern was also able to seek career advice from station personnel.</p>
2	Host Job Fair	<p>On July 26, 2016, our SEU hosted “Putting the Greater Lehigh Valley Back to Work” job fair at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 68 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Host Job Fair	<p>On October 25, 2016, our SEU hosted “Putting the Greater Lehigh Valley Back to Work” job fair at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 57 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event.</p>
4	Participate in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting	<p>On November 4, 2016, our Promotions Director was a guest speaker at DeSales University in Center Valley, Pennsylvania. He spoke to an Advertising and Promotions class. He talked with them about how radio stations operate as well as the opportunities available for a future career in broadcasting.</p>
5	Host Job Fair	<p>On January 24, 2017, our SEU hosted “Putting the Greater Lehigh Valley Back to Work” job fair at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 22 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Management Level Training	<p>All management level employees of Cumulus Media Inc, including those in the Employment Unit, attended an employment discrimination training session conducted by Cumulus’s Corporate VP General Counsel. The training session addressed compliance with the Americans with Disabilities Act (“ADA”), recognizing factors that contribute to a hostile work environment and other means of ensuring equal employment opportunity and preventing discrimination in the workplace. The Company’s CORE hiring practices, recognizing factors including defining hiring needs, defining a recruitment plan and complying with rules for job positing and EEO requirements were reviewed. The training session was conducted during an online webinar June 14, 2016, which was led out of Atlanta, Georgia.</p>
7	Host Job Fair	<p>On March 28, 2017, our SEU hosted “Putting the Greater Lehigh Valley Back to Work” job fair at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 28 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event.</p>