



**WKKO(FM), WTOD(FM), WRQN(FM),  
WXHR(FM), WQQO(FM), WMIM(FM)  
EEO PUBLIC FILE REPORT  
June 1, 2016 – May 31, 2017**

**RECRUITMENT SOURCE LIST (“MRSL”)**

|    | RS Information   | Source Entitled<br>to Vacancy<br>Notification?<br>(Yes/No) | No. of Interviewees<br>Referred by RS<br>over<br>reporting period |
|----|--|--|---|
| 1  | Zepf Center – Ohio Means Jobs/Lucas County<br><a href="mailto:awelch@zepfcenter.org">awelch@zepfcenter.org</a>   | N  | 0   |
| 2  | <b>Craigslist.com</b>  | N  | 1   |
| 3  | <b>Ohio Center for Broadcasting</b><br>9000 Sweet Valley Drive<br>Valley View, OH 44125<br><a href="mailto:gary@beonair.com">gary@beonair.com</a> ; <a href="mailto:wilson.t@beonair.com">wilson.t@beonair.com</a> | N  | 0   |
| 4  | <b>Toledo Blade/Monster.com</b><br>541 N. Superior St.<br>Toledo, OH 43660   | N  | 0   |
| 5  | <b>Ohio Association of Broadcasters</b><br><a href="mailto:oab@oab.org">oab@oab.org</a>  | N  | 0   |
| 6  | <b>Indeed.com</b>  | N  | 0   |
| 7  | <b>Monroe Community College</b><br><a href="mailto:workforce@monroeccc.edu">workforce@monroeccc.edu</a>  | N  | 0   |
| 8  | <b>College Central Network</b>   | N  | 0   |
| 9  | <b>Monroe Evening News</b>   | N  | 0   |
| 10 | <b>Society of Broadcast Engineers</b>  | N  | 0   |
| 11 | <b>Job Fair/Open House</b>   | N  | 0   |
| 12 | <a href="http://www.cumulusjobs.com">www.cumulusjobs.com</a> (corporate)   | N  | 1   |
| 13 | <b>Internal Transfer/Promotion</b>   | N  | 1   |
| 14 | <b>Facebook</b>  | N  | 0   |
| 15 | <b>allaccess.com</b>   | N  | 1   |
| 16 | <b>Cumulus Broadcasting Branch Offices</b>   | N  | 0   |
| 17 | <b>On-Air Announcements</b> (one or more SEU stations)   | N  | 0   |
| 18 | <b>Former Intern</b>   | N  | 0   |
| 19 | <b>Bowling Green State University</b><br><a href="mailto:careerservices@bgsu.edu">careerservices@bgsu.edu</a>  | N  | 0   |
| 20 | <b>Station Website Posting</b> (one or more SEU stations)  | N  | 0   |
| 21 | <b>Specs Howard School of Broadcasting</b><br><a href="mailto:randyZ@specshoward.ccsend.com">randyZ@specshoward.ccsend.com</a>   | N  | 0   |

**WKKO(FM), WTOD(FM), WRQN(FM),  
 WXKR(FM), WQOQ(FM), WMIM(FM)  
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|---|--|--|---|
| 22  | University of Toledo<br><a href="mailto:utoledo-csm@symplicity.com">utoledo-csm@symplicity.com</a> | N  | 0   |
| 23  | Personal/Corporate Recommendation  | N  | 2   |
| 24  | <a href="http://www.classifiedads.com">www.classifiedads.com</a>                                   | N  | 0   |
| 25  | Former Employee  | N  | 1   |
| 26  | Michigan Association of Broadcasters<br>mab@michmab.com  | N  | 0   |
| 27  | <a href="http://www.simplyhired.com">www.simplyhired.com</a>                                       | N  | 0   |
| 28  | <a href="http://www.glassdoor.com">www.glassdoor.com</a>   | N  | 0   |
| 29  | <a href="http://www.linkup.com">www.linkup.com</a>   | N  | 0   |
| 30  | LinkedIn   | N  | 1   |
| <b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b> |  |  | <b>8</b>  |

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**III. RECRUITMENT INITIATIVES FORM**

**June 1, 2016 – May 31, 2017**

|    | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b>   | <b>Date</b>    | <b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b><br><i>(where applicable, include job title(s) of station staff involved in the activity)</i>   |
|----|--|----------------|--|
| 1. | Provide training to management-level personnel concerning methods of ensuring equal employment opportunity and preventing discrimination | 6/14/16        | On June 14, 2016 this SEU participated in a training seminar for management-level personnel designed to ensure equal employment opportunity and prevent employment discrimination in the workplace. The seminar was conducted by Cumulus' Senior Vice President and General Counsel. The SEU's VP/Market Manager, Director of Sales, Sales Manager, and Business Manager were active.  |
| 2. | Internship Program   | 6/1/16-5/31/17 | 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  | 6/1/16-5/31/17 | 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. | Fall Job & Education Fair  | 10/26/16       | On Wednesday, October 26, 2016, the SEU participated in the Toledo Blade's Fall Job & Education Fair. This was an opportunity to recruit the best talent the area has to offer. It was a chance to meet and interview a vast pool of candidates in a single day, streamlining the recruiting process and vetting candidates on the spot. The SEU's Sales manager attended along with approximately 25 candidates.                        |
| 5. | Participate in job banks, Internet programs, and other programs designed to promote outreach generally                                   | 2/8/17         | On February 8, 2017, the SEU's Director of Sales participated in a webinar offered by the OAB, entitled "Why Can't We Find Sellers". This webinar addressed why hiring tactics need to change; the lack of response to ads, not having time to really conduct searches, hiring smarter and what the sales team of the future looks like.   |
| 6. | Participate in job banks, Internet programs, and other programs designed to promote outreach generally                                   | 4/12/17        | On April 12, 2017, the SEU's Director of Sales participated in a webinar offered by the OAB, entitled "Getting the Word Out". This webinar will provide stations the essentials of building a solid job description and then how to market open jobs using social media, live events and referral programs.  |