

**WSYN(FM), WSEA(FM), WDAI(FM), WLFF(FM) and WAYS(AM)  
EEO PUBLIC FILE REPORT  
August 1, 2019 – July 31, 2020**

**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>
Account Executive	1-2, 6-11, 14, 16-21, 25-36	8
Account Executive	1-2, 7-12, 14, 16-22, 25-36	9

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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>Coastal Carolina University</b> PO Box 261954 Conway, SC 29528 Contact: Lib Jackson, Career Services Center	No	0
2	<b>Horry-Georgetown Technical College</b> 2050 Highway 501 East Conway, South Carolina 29528-6066	No	0
3	<b>Word-of-Mouth Referral</b>	No	0
4	<b>Internal Transfer/Promotion</b>	No	0
5	<b>SEU Job Fair</b>	No	0
6	<b>SEU Open House</b>	No	1
7	<b>Intercompany Posting</b> BM@cumulus.com	No	0
8	<b>Cumulus Media Website/HRM</b> <a href="http://www.cumulus.com/careers">www.cumulus.com/careers</a>	No	4
9	<b>Indeed</b> <a href="http://www.indeed.com">www.indeed.com</a>	No	3
10	<b>Glassdoor</b> <a href="http://www.glassdoor.com">www.glassdoor.com</a>	No	0
11	<b>Linked In</b> <a href="http://www.linkedin.com">www.linkedin.com</a>	No	0
12	<b>ZipRecruiter</b> <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	No	0
13	<b>Station On Air Announcements</b>	No	0
14	<b>Station Internal Posting</b>	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
15	<b>SEU Facebook pages</b>	No	0
16	<b>Link Up Website</b> <a href="http://www.linkup.com">www.linkup.com</a>	No	0
17	<b>SC Association of Broadcasters</b> <b>One Harbison Way, Suite 112</b> <b>Columbia, SC 29212</b> <b>Scba.net/jobbank</b>	No	0
18	<b>Myrtle Beach NAACP</b> <b>PO Box 3112</b> <b>Myrtle Beach, SC 29578</b>	No	0
19	<b>College of Charleston</b> <b>Career Center</b> <b>160 Calhoun St-Lightsey Center Room 116</b> <b>Charleston, SC 29464</b>	No	0
20	<b>USC College of Information and Communications</b> <b>800 Sumter St</b> <b>Columbia, SC 29208</b>	No	0
21	<b>Ohio Center of Broadcasting—Cincinnati Campus</b> <b>Career Services</b> <b>4411 Montgomery Rd-Ste 200</b> <b>Norwood OH 45212</b>	No	0
22	<b>2020 MLK Job Fair 01/22/20</b> <b>HGTC Conference Center</b> <b>950 Crabtree Lane</b> <b>Myrtle Beach, SC 29577</b>	No	0
23	<b>Cumulus Myrtle Beach and Florence Online Job Fair</b> <b>April 21, 2020 and April 23, 2020 (See Section III)</b>	No	0
24	<b>SEU Station Websites</b>	No	0
25	<b>Broadcasters Mentoring Group</b> <b>22603 Pacific Coast Hwy – Ste 201</b> <b>Malibu CA 90265</b>	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
26	<b>SC Department of Employment</b> <b>polnpro@dew.sc.gov</b> <b><a href="http://www.sconestop.org">www.sconestop.org</a></b>	No	0
27	<b>Waccamaw High Schools Career Fair</b> <b>2412 Kings River Road</b> <b>Pawleys Island, SC 29585</b> <b>March 6, 2020</b>	No	0
28	<b>Conway NAACP</b> <b>PO Box 4197</b> <b>Conway, SC 29502</b>	No	0
29	<b>Clemson University</b> <b>109 Riggs Hall</b> <b>Clemson, SC 29634</b>	No	0
30	<b>Coker College</b> <b>300 E. College Ave</b> <b>Hartsville, SC 29550</b>	No	0
31	<b>Francis Marion University</b> <b>4822 E Palmetto St</b> <b>Florence, SC 29508</b>	No	0
32	<b>Furman University</b> <b>3300 Poinsett Highway</b> <b>Greenville, SC 29613</b>	No	0
33	<b>SC State University</b> <b>300 College S NE</b> <b>Orangeburg SC 29117</b>	No	0
34	<b>Troy University</b> <b>1322 Green St</b> <b>Columbia, SC 29208</b>	No	0
35	<b>University of South Carolina</b> <b>Thomas Cooper Library – Level 5</b> <b>Columbia, SC 29208</b>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	<b>Wofford College</b> <b>427 N. Church St.</b> <b>Spartanburg, SC 29303</b>	No	0
37	<b>All Access Music Group</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	No	0
38	<b>Monster</b> <a href="http://www.monster.com">www.monster.com</a>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			8

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
1	Host Open House	<p>On October 17, 2019, our SEU hosted an Open House at its general offices at Murrells Inlet, SC. Attendees were given a tour of our facilities, during which they had the opportunity to interact with members of our staff. The SEU’s Director of Sales and Operations Manager were present to talk about the Company, the exciting career opportunities available in radio broadcasting and job openings within our SEU. Resumes and applications from interested attendees were accepted and our Director of Sales conducted a number of interviews.</p>
2	Participate in Job Fairs (2)	<p>On January 22, 2020, our SEU participated in the “2020 MLK Job Fair” in Myrtle Beach, SC (estimated attendance 500+). The SEU was represented by the Director of Sales and Operations Manager who met with potential candidates about career opportunities in broadcasting as well as job openings within the SEU.</p> <p>On March 6, 2020, our SEU participated in the Waccamaw High School’s Career Fair (estimated attendance was 200+). The SEU was represented by a WDAI-FM manager who met with students and potential candidates to talk about how radio stations operate and the opportunities available for a future career in broadcasting as well as job openings within our SEU.</p>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
3	Host and Participate in Online Job Fair	On April 21, 2020 <u>and</u> April 23, 2020, our SEU hosted and participated in an online Job Fair powered through Infinite. The SEU solicited the participation of local employers, and organized all logistical aspects of the event and also participated as an exhibitor. Our Digital Sales Manager was directly involved in this event. Following the job fair, our SEU broadcast promotions from May through June 2020 for the employers seeking to hire.
4	Mentoring Program	Our SEU’s Business Manager established mentoring program for two employees: one to learn the SEU’s accounting and company policies; and, the other instruction about business methodology to provide each employee an opportunity for advancement within the company. The Business Manager and these employees review and discuss accounting practices, accounts receivable, accounts payable, how to interact with Human Resources, and all other aspects of a business managers responsibilities on a daily basis to prepare them to eventually assume the position of business manager within the Company. These employees are also taught how to use the Company’s software programs and learn how to: record Journal entries; work with Excel spreadsheets; handle trade and cash reconciliations; and prepare payroll and reports.
5	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market and Business Managers participated in a presentation conducted by the Executive Vice President and General Counsel of Cumulus Media Inc. entitled, “The FCC’s Equal Employment Opportunity Rules, Your Guide to Compliance.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Training Program	<p>During this reporting period, members of our Sales staff received weekly training conducted by our SEU's Digital Sales Manager as well as various corporate trainers, to prepare them for advancement within the Company. Each week instruction about a variety of programs used in radio sales, included but not limited to, Digital, WideOrbit, Simpli.fi, Google Certification, and Radio Marketing Professional was provided.</p>