

**WCTO (FM), WLEV (FM), WODE (FM), WWYY (FM), WEEX (AM),  
WTKZ (AM)**

**EEO PUBLIC FILE REPORT**

**April 1, 2019 – March 31, 2020**

**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>
Sales Representative	2-3,8, 11-12, 18-24, 31, 33-39, 42-48	23
Sales Assistant	2-4, 8,11-14 18-25, 27, 31-38, 40-41	31
Sales Assistant	3-4, 8, 11-14, 18-27, 31, 33-38, 40-41	31
Morning Show Co-Host	3,8,18-19,20-24,31,33-39	31
Continuity Coordinator	3,8,13,18-19,20-24,27,31-38, 40-41	31

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	<b>Station Website Postings</b> ( <i>all SEU stations</i> ) catcountry96.com, wlevradio.com, 999thehawk.com, lvfoxsports.com	No	0
9	<b>Penn State Lehigh Valley</b> 2809 Saucon Valley Road Center Valley, PA 18034 (610) 285-5027	No	0
10	<b>Penn State University Career Services</b> <b>Attn: Colleen Monismith</b> 777 West Harrisburg Pike Middletown, PA, 17057 (717) 948-6260	No	0
11	<b>Pennsylvania Assoc. of Broadcasters</b> 1406 Delaware Avenue Reading, PA 19610 gponti@pab.org (610) 373-4820	No	0
12	<b>Casa Guadalupe</b> casa@casalv.org	No	0
13	<b>Cedar Crest College</b> career@cedarcrest.edu	No	0
14	<b>Muhlenberg College</b> careers@muhlenberg.edu	No	0
15	<b>National Lesbian/Gay Journalist Association</b> lspencer@nlgja.org	No	0
16	<b>Vianet</b> a.cox@vianet.org	No	0
17	<b>League of Women Voters Northampton County</b> lwvnrco@yahoo.com	No	0
18	<b>Cumulus Jobs</b> www.cumulusjobs.com	No	2
19	<b>Word-of-Mouth Referral</b>	No	1
20	<b>On-Air Announcements</b> ( <i>both SEU stations</i> )	No	0
21	<b>Cumulus Business Managers</b> bm@cumulus.com	No	0
22	<b>Internal Posting</b> ( <i>station bulletin board</i> )	No	3
23	<b>SEU Open House/Job Fairs</b> ( <i>see Section III</i> )	No	10
24	<b>Internship Program</b> ( <i>see Section III</i> )	No	0
25	<b>Albright College</b> careercenter@alb.edu	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>DeSales University</b> careerservices@desales.edu	No	0
27	<b>Moravian College</b> the careercenter@moravian.edu	No	0
28	<b>East Stroudsburg University</b> www.collegecentral.com/eaststroudsburg	No	0
29	<b>Pennsylvania Career Link LV (Lehigh Valley)</b> samjones@state.pa.us	No	0
30	<b>Career Builder Website</b> www.careerbuilder.com	No	0
31	<b>Internal Transfer / Promotion</b>	No	4
32	<b>LehighValleyHelpWanted.com</b>	No	0
33	<b>Glass Door</b> <a href="http://www.glassdoor.com">www.glassdoor.com</a>	No	0
34	<b>Simply Hired</b> <a href="http://www.simplyhired.com">www.simplyhired.com</a>	No	0
35	<b>Link Up</b> <a href="http://www.linkup.com">www.linkup.com</a>	No	0
36	<b>ZipRecruiter</b> <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	No	0
37	<b>Monster</b> <a href="http://www.monster.com">www.monster.com</a>	No	0
38	<b>Simply Hired</b> <a href="http://www.simplyhired.com">www.simplyhired.com</a>	No	0
39	<b>Linked In</b> <a href="http://www.linkedin.com">www.linkedin.com</a>	No	0
40	<b>Marywood University</b> <a href="http://www.handshake.com">www.handshake.com</a>	No	0
41	<b>The University of Scranton</b> <a href="http://www.handshake.com">www.handshake.com</a>	No	0
42	<b>Adzuna</b> <a href="http://www.adzuna.com">www.adzuna.com</a>	No	0
43	<b>Job is Job</b> <a href="http://www.jobisjob.com">www.jobisjob.com</a>	No	0
44	<b>MyJobHelper</b> <a href="http://www.myjobhelper.com">www.myjobhelper.com</a>	No	0
45	<b>Oodle</b> <a href="http://www.jobs.oodle.com">www.jobs.oodle.com</a>	No	0
46	<b>The Job Spider</b> <a href="http://www.jobspider.com">www.jobspider.com</a>	No	0
47	<b>Trovit</b> <a href="http://www.job.trovit.com">www.job.trovit.com</a>	No	0
48	<b>Facebook</b> <a href="http://www.facebook.com">www.facebook.com</a>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			20

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Internship Program	Between June 2019 and August 2019, our SEU hosted one (1) student intern from East Stroudsburg University and one (1) student intern from Rutgers University. These interns were supervised by our Promotions Director and learned about many aspects of broadcasting, including promotions, marketing, advertising, engineering, and bookkeeping by working closely with SEU personnel in each department. These student interns were also able to seek career advice from station personnel.
<b>2</b>	Host Job Fair	On July 30, 2019, our SEU hosted “The Lehigh Valley Mall 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 41 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 all SEU stations and, the day of the job fair, live broadcasts were conducted from the event. Additionally, the event was promoted on Facebook, Twitter and LinkedIn.
<b>3</b>	Host Job Fair	On October 29, 2019, our SEU hosted “The Lehigh Valley 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 51 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 all SEU stations and, the day of the job fair, live broadcasts were conducted from the event. Additionally, the event

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		was promoted on Facebook, Twitter and LinkedIn.
4	Host Job Fair	<p>On January 22, 2020, our SEU hosted “The Lehigh Valley Job Fair” at The Lehigh Valley Mall in 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 35 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions 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 all SEU stations and, the day of the job fair, live broadcasts were conducted from the event. Additionally, the event was promoted on Facebook, Twitter and LinkedIn.</p>
5	Host Online Job Fair	<p>An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus Promoted a ten day event from June 19, 2019 through June 28, 2019. Seven (7) employer recruiters, including Cumulus participated in the June 2019 program which was promoted on air for a period of two weeks.</p>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
6	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of April 2019, this SEU participated in harassment prevention training. All SEU employees were required to complete a course prepared by ThinkHR entitled, "Workplace Harassment Prevention," designed to address sexual harassment with a focus on the forms of harassment prohibited by federal law. The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. The course for managers was more extensive than the course for staff members. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.