

WDAI (FM), WLFF (FM), WSYN (FM), WSEA (FM) & WAYS (AM)
EEO PUBLIC FILE REPORT
August 1, 2023 – July 31, 2024

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
Digital Account Executive	1 – 29, 32 – 42	1
High Income Multi-Media Account Executive	1 – 30, 32 – 42	8
High Income Multi-Media Account Executive	1 – 30, 32 – 35, 42	4

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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	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	N	10
2	Adzuna Website www.adzuna.com/	N	0
3	Job Is Job Website www.jobisjob.com/	N	0
4	MyJobHelper Website www.myjobhelper.com/	N	1
5	Oodle Website www.jobs.oodle.com/careers/careers/	N	0
6	The Job Spider www.jobspider.com/	N	0
7	Trovit Website www.trovit.com/	N	0
8	Indeed Website <i>(not directly contacted by SEU)</i> www.indeed.com	N	4
9	Glassdoor Website <i>(not directly contacted by SEU)</i> www.glassdoor.com/index.htm	N	0
10	LinkedIn Website <i>(not directly contacted by SEU)</i> www.linkedin.com/jobs/	N	0
11	Abilities in Jobs www.abilitiesinjobs.com	N	0
12	Asian in Jobs www.asianinjobs.com	N	0
13	Black In Jobs www.blackinjobs.com	N	0
14	Hispanic In Jobs www.hispanicinjobs.com	N	0
15	LGBTQ In Jobs www.lgbtqinjobs.com	N	0
16	Diversity in Jobs www.diversityinjobs.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Seniors in Jobs www.seniorsinjobs.com	N	0
18	Women in Jobs www.womeninjobs.com	N	0
19	Job Opportunities for Disabled Veterans www.JOFDAV.com	N	0
20	Disabled Person www.disAbledperson.com	N	0
21	Hire Black Now www.hireblacknow.com	N	0
22	Hispanic Job Exchange www.hispanicjobexchange.com	N	0
23	African American Job Search www.africanamericanjobsearch.com	N	0
24	Asian Job Search www.asianjobsearch.com	N	0
25	LGBT Job Search www.lgbtjobsearch.com	N	0
26	Disabled Job Seekers www.disabledjobseekers.com	N	0
27	US Diversity Job Search www.usdiversityjobsearch.com	N	0
28	Veteran Job Center www.veteranjobcenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Employee Referral	N	2
31	Internal Transfer/Promotion	N	0
32	ABLE SC 1115 Belleview Avenue Columbia, SC 29201 864-235-1421 sjordan@able-sc.org csandel@able-sc.org	N	0
33	Coastal Carolina University Accessibility & Disability Services Kearns Hall 106, P.O. Box 261954 Conway, SC 29526 843-349-2503 egaspar@coastal.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	Department of Veteran Affairs: Vocational Rehabilitation and Employment (VR&E) Program 6437 Garners Ferry Road Columbia, SC 29209 803-647-2397 donna.glazer@va.gov	N	0
35	SC Commission for the Blind 1430 Confederate Avenue Columbia, SC 29201 803-898-8799	N	0
36	NCWorks Career Center- Bladen County 401 Mercer Mill Road Elizabethtown, NC 28337 910-862-3255 BladenCounty@NCWorks.gov leon.grimes@commerce.nc.gov	N	0
37	Cape Fear Disability Commission / The City of Wilmington NC102 North Third Street Wilmington, NC 28401 910-202-2045 vlacer@wavetransit.com	N	0
38	Coastal Enterprises of Wilmington 1214 Kidder Street Wilmington, NC 28401 910-763-3424 samick@bizec.rr.com	N	0
39	Disability Resource Center 5041 New Centre Drive, Suite 210 Wilmington, NC 28403 910-815-6618 gloria.garton@drc-cil.org	N	0
40	NCWorks Career Center- New Hanover County 1994 S. 17th Street 910-945-6900 NewHanoverCounty@NCWorks.gov verna.jones@nccommerce.com	N	0
41	UNC Wilmington Disability Resource Center 601 South College Road Wilmington, NC 28403 910-962-7555 goldsteinj@uncw.edu	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	On-Air Announcements (<i>all SEU stations</i>)	N	0
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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training regarding Diversity, Equity, and Inclusion	During the months of October and November 2023, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager and Operations Managers—as well as the entire staff were required to complete a Health & Safety Institute (HSI) on-line course entitled, <i>Privilege</i> . This training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concept of Privilege: what it is, scenarios where privilege is seen/experienced, and how to use privilege to advocate for diversity, equity, and inclusion.
2	Management-level training regarding Diversity, Equity, and Inclusion	On November 15, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Advocacy & Allyship Leadership</i> . During this Roundtable, participants explored what it means to be an ally and how to advocate for others. The presentation also provided two important tools for interrupting bias in the moment and intervening after the moment.
3	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of March and April of 2024, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health & Safety Institute (HSI) entitled, <i>Understanding Harassment</i> and <i>Anti-Harassment – Managers</i> (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2024, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers as well as the entire staff were required to complete the Health & Safety Institute (HSI) on-line course presented in three segments entitled, <i>Isms: Avoiding Isms in the Workplace; Exploring Isms in the Workplace; and Overcoming Isms in the Workplace</i> . These segments defined Isms, explained how they originated, and provided methods to avoid and overcome the behaviors described.
5	Management-level training regarding Diversity, Equity, and Inclusion	During the last two weeks of April 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, Managing through the Lens of Inclusion . This session was designed as a Leadership Lab—a 60-minute session to briefly discuss the meaning of “managing through the lens of inclusion” and introduce tools, techniques, and methods associated with this topic. Specifically, this session focused on: assessing the culture of the organization/department/team; developing an appreciation of the differences among and between groups so we can value diversity; managing the dynamics of difference to learn to respond appropriately and effectively to the issues that arise in a diverse environment; changing and adopting new policies and practices that support diversity and inclusion; and institutionalizing cultural knowledge so we can drive the changes into the systems of the organization.
6	Management-level training regarding Diversity, Equity, and Inclusion	During the last two weeks of May 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a Check-In Discussion—a 90-minute session—related to the Managing through the Lens of Inclusion session attended in April 2024. In the Check-In Discussion, small groups met with a facilitator to delve into the applicability of the DEI-related techniques introduced in the April session to discuss which were tried, which worked well, and where adjustments could be made.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Management-level training regarding Diversity, Equity, and Inclusion	During the last half of July 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, Empathetic Leadership . This session was designed as a Leadership Lab—a 60-minute session to discuss the meaning of “ Empathetic Leadership: Cultivating Trust & Inclusion, ” and introduce tools, techniques, and methods associated with this topic. Specifically, the session focused on equipping leaders with the skills and insights necessary to foster an inclusive and trusting organizational culture. Participants explored the core principles of empathetic leadership and its impact on team dynamics, inclusion, and overall organizational success. By understanding and valuing the perspectives and experiences of others, leaders can build stronger, more cohesive teams and drive positive change.
8	Participate in activity reasonably calculated to further the goal of disseminating information about careers in broadcasting	From August 1, 2023, through December 31, 2023, all five SEU radio stations aired commercials recruiting for the SEU’s sales force and provided instructions on how to apply.
9	Participate in activity reasonably calculated to further the goal of disseminating information about careers in broadcasting	From June 20, 2024, through July 31, 2024, all five SEU radio stations aired commercials recruiting for the SEU’s sales force and provided instructions on how to apply.
10	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 18, 2024, our VP/Market Manager led a presentation for the SEU’s management team entitled, “Recruitment, EEO and Non-Discrimination Training”. EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
11	Host Open House	On July 18, 2024, the SEU hosted an on-site Open House/Job Fair, which was promoted over the air on all SEU stations as well as on each Station’s website and Facebook page. Our Market Manager, Director of Sales, Operations Manager, and Program Director welcomed visitors, shared information about Cumulus Media, conducted tours of the Myrtle Beach facilities, and engaged with individuals interested in careers in radio broadcasting and job opportunities within our SEU.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
12	Host Open House	<p>On July 25, 2024, the SEU hosted an on-site Open House/Job Fair, which was promoted over the air on all SEU stations as well as on each Station's website and Facebook page. Our Market Manager, Director of Sales, and Operations Manager welcomed visitors, shared information about Cumulus Media, conducted tours of the Myrtle Beach facilities, and engaged with individuals interested in careers in radio broadcasting and job opportunities within our SEU.</p>