

**WCTO (FM), WLEV (FM), WODE (FM), WWYY (FM), WEEX (AM),
WTKZ (AM)¹**

EEO PUBLIC FILE REPORT

April 1, 2021 – March 31, 2022

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	2-20, 22-25, 28-37, 39-62, 64	16
Sales Assistant-Office Assistant	2-20, 22-26, 28, 30-37, 39-62	26
Sales Assistant	2-20, 22-26, 28, 30-37, 39-62	26
Sales Assistant	2-20, 22-26, 28, 30-37, 39-62	26
Morning Show Co-Host	1-5, 7-20, 22-25, 28-37, 39-64	29

¹ Station WTKZ(AM) was a part of this SEU until January 14, 2022, when the transaction to sell this Station was consummated. See File Numbers 0000160364 (*lead file number*) and 0000180228 (*lead file number*).

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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	1
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 <i>(not directly contacted by SEU)</i> www.indeed.com	No	0
4	Lehigh University 621 Taylor Street Rauch Business Center, Room 484 Bethlehem, PA 18015 careerservices@lehigh.edu (610) 758-3710	No	0
5	Lehigh Carbon Community College 4525 Education Park Drive Schnecksville, PA 18078 (610) 799-2121 cmoyer@lccc.edu kelausa@lccc.edu	No	0
6	Northampton Community College 3835 Green Pond Road Bethlehem, PA 18020 careers@northampton.edu (610) 332-8662	No	0
7	Station Website Postings <i>(all SEU stations)</i> catcountry96.com, wlevradio.com, 999thehawk.com, lvfoxsports.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Penn State Lehigh Valley 2809 Saucon Valley Road Center Valley, PA 18034 (610) 285-5027	No	0
9	Penn State University Career Services Attn: Colleen Monismith 777 West Harrisburg Pike Middletown, PA, 17057 (717) 948-6260	No	0
10	Pennsylvania Assoc. of Broadcasters 208 N. 3 rd St. Suite 105 Harrisburg PA 17101 www.pab.org gponti@pab.org (717) 482-4820	No	0
11	Casa Guadalupe casa@casalv.org	No	0
12	Cedar Crest College career@cedarcrest.edu	No	0
13	Muhlenberg College careers@muhlenberg.edu	No	0
14	National Lesbian/Gay Journalist Association lspencer@nljja.org	No	0
15	Cumulus Careers Website www.cumulusmedia.jobs.net/en-US/	No	1
16	Word-of-Mouth Referral	No	3
17	On-Air Announcements (<i>on or more SEU stations</i>)	No	0
18	Cumulus Business Managers bm@cumulus.com	No	0
19	Internal Posting (<i>station bulletin board</i>)	No	1
20	SEU Open House/Job Fairs (<i>see Section III</i>)	No	0
21	Internship Program (<i>see Section III</i>)	No	0
22	Albright College www.handshake.com	No	0
23	Lafayette College crozierr@lafayette.edu	No	0
24	U.S. Department of Labor Women's Bureau Holandez.rose@dol.gov	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	PA Office of Vocational Rehabilitation rhodapp@pa.gov	No	0
26	Internal Transfer / Promotion	No	3
27	LehighValleyHelpWanted.com	No	0
28	Glassdoor (not directly contacted by SEU) www.glassdoor.com	No	0
29	Linked In www.linkedin.com	No	1
30	Marywood University www.handshake.com	No	0
31	The University of Scranton www.handshake.com	No	0
32	Adzuna www.adzuna.com	No	0
33	Job is Job www.jobisjob.com	No	0
34	MyJobHelper www.myjobhelper.com	No	0
35	Oodle www.jobs.oodle.com	No	0
36	The Job Spider www.jobspider.com	No	0
37	Trovit www.job.trovit.com	No	0
38	Facebook www.facebook.com	No	0
39	East Stroudsburg University of Pennsylvania Handshake.com	No	0
40	Moravian College Handshake.com	No	0
41	www.abilitiesinjobs.com	No	0
42	www.asianinjobs.com	No	0
43	www.blackinjobs.com	No	0
44	www.hispanicinjobs.com	No	0
45	www.lgbtqinjobs.com	No	0
46	www.diversityinjobs.com	No	0
47	www.seniorsinjobs.com	No	0
48	www.womeninjobs.com	No	0
49	www.JOFDAV.com	No	0
50	www.disAbledperson.com	No	0
51	www.hireblacknow.com/	No	0
52	https://www.hispanicjobexchange.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
53	https://www.africanamericanjobsearch.com	No	0
54	https://www.asianjobsearch.com	No	0
55	https://www.lgbtjobsearch.com	No	0
56	https://www.disabledjobseekers.com	No	0
57	https://www.usdiversityjobsearch.com	No	0
58	https://veterancareercenter.com	No	0
59	https://www.seniorstowork.com	No	0
60	Philadelphia Veterans Multi-Service and Education Center Linda.kahlert@pvmsec.org	No	0
61	PA CareerLink Chester County dkochel@pa.gov ; doacker@pa.gov	No	0
62	PA Career Link Carbon County gawentz@ptd.net ; seidem@pa.gov	No	0
63	Country Aircheck https://www.countryaircheck.com	No	1
64	Vianet a.cox@vianet.org	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			11

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Host Online Job Fair	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 four month ‘Social Distancing Job Fair’ event in April 2021. Eleven (11) employer recruiters, including Cumulus participated in the one month program which was promoted on air, live streams, Social Media, and LinkedIn for a period of five months.
2	Host Online Job Fair	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 five month ‘Lehigh Valley Online Job Fair’ event in June 2021. Thirteen (13) employer recruiters, including Cumulus participated in the one month program which was promoted on air, live streams, Social Media, and LinkedIn for a period of five months.
3	Host Online Job Fair	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 nineteen (19) day event in July 2021. Thirteen (13) employer recruiters, including Cumulus participated in the one month program which was promoted on air, live streams, Social Media, and LinkedIn for a period of one week.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Host Job Fair	<p>On September 21, 2021, 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 52 area employers and drew approximately 150 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.</p>
5	Host Job Fair	<p>On November 9, 2021, 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 27 area employers and drew approximately 150 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.</p>
6	Host Job Fair	<p>On January 25, 2022, 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 24 area employers and drew approximately 150 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.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Host Job Fair	<p>On March 29, 2022, 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 20 area employers and drew approximately 150 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>
8	Management-level training concerning methods of ensuring equal employment opportunity and prevention of discrimination and harassment	<p>On July 29, 2021, our SEU’s Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race & Allyship in the Workplace</i>. During his presentation Mr. Scott emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged the Managers to hire, promote and acknowledge people who don’t look, think, act, and problem solve like them.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
9	Training Program	<p>During this SEU's reporting period, the sales department was provided with weekly training on a variety of topics to better prepare them for advancement within the company. Training is conducted by our General Sales Manager, Digital sales Manager, Market Manager and various trainers through our corporate sales and outside program sales teams. Each week a version of Base Buy & Why, Demand for Your Brand, PandaDoc, Wide Orbit, RAB CRM or Digital Tactics were taught. Vendors including Bridge and Infinite presented People Based Marketing. Each of the SEU AEs are now trained in DNA Digital, audio and OTT (over the top) video products.</p> <p>Additionally, Masterclass lecture series trainings were conducted on topics like: Business Strategy and Leadership, Advertising and Creativity, Market and Historical Trends, as well as The Art of Negotiation. Notable Masterclass sessions, included Bob Iger, former Chairperson of Disney, Jeff Goodby & Rich Silverstein, co-Chairmen of Goodby, Silverstein & Partners Advertising, Doris Kearns Goodwin, Historian, and Chris Voss, CEO & Founder of Black Swan Group Ltd.</p>
10	Training Program	<p>During this reporting period, members of our Sales Staff received weekly training conducted by the Radio Advertising Bureau trainers in conjunction with various corporate trainers to prepare them for advancement within the company. Each week, instruction included but was not limited to understanding, utilization and comprehension of Client Relationship Management (CRM) tools , Microsoft Outlook, Excel, Outbound Digital Marketing, Radio Marketing Professional certification among others. Sales employees are now certified RMPs.</p>
11	Participate in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting	<p>On October 27, 2021, our Market Manager spoke to a group of students from Point Park University regarding careers in broadcasting. Discussions regarding diversity, opportunities, trends and internships in broadcasting were presented.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
12	Participate in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting	On November 4, 2021, our Sales Manager and WCTO Morning Show Host spoke to students at Northampton Area Community College regarding careers in broadcasting. Topics included employment positions available in Programming, Production and Sales, along with discussing the business side of a career in broadcasting.
13	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	On April 14, 2021, our Market Manager virtually attended the "FCC License Renewal Webinar with David Oxenford," hosted by the Pennsylvania Association of Broadcasters. This webinar reviewed the upcoming FCC License Renewal for Pennsylvania Stations in 2022 with a focus on the FCC's EEO rules and addressed topics such as the importance of widely disseminating information about job openings, educating the public about career opportunities in broadcasting, and training current employees for advancement.
14	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	On January 20, 2022, our Market Manager and Business Manager virtually attended the "FCC License Renewal Webinar with David Oxenford," hosted by the Pennsylvania Association of Broadcasters. This webinar reviewed the upcoming FCC License Renewal for Pennsylvania Stations in 2022 with a focus on the FCC's EEO rules and addressed topics such as the importance of widely disseminating information about job openings, educating the public about career opportunities in broadcasting, and training current employees for advancement.
15	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 11, 2021, our SEU's Market Manager participated in a presentation conducted by Merging Path Coaching entitled, <i>Managing Unconscious Bias</i> . This session focused on managing teams without a bias.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
16	Management-level training regarding Diversity, Equity, and Inclusion	During the month of December 2021, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers – Market Manager, Operations Manager, Business Manager, Local Sales Manager, Digital Sales Manager, and Promotions Manager – as well as our entire staff were required to complete courses on line using ThinkZoom. Participants viewed five segments entitled “Working Well With Everyone,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.
17	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of December 2021, our SEU participated in harassment prevention training. All employees were required to complete a course prepared by Mineral entitled, “Harassment Prevention.” The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. In order to obtain a certificate of participation, employees were required to take a quiz following their completion of the tutorial.