

**WVBO (FM), WNAM (AM), WOSH (AM), WWWX (FM), and WPKR (FM)  
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

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Digital Solutions Representative	1-30, 32-44	30
Account Executive	1-30, 32-44	30
Chief Engineer	1-10	10
Program Director	1-10, 31-48	31

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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>Cumulus Careers Website</b> <a href="http://www.cumulusmedia.jobs.net/en-US/">www.cumulusmedia.jobs.net/en-US/</a>	N	9
2	<b>Adzuna Website</b> <a href="http://www.adzuna.com/">www.adzuna.com/</a>	N	0
3	<b>Job Is Job Website</b> <a href="http://www.jobisjob.com/">www.jobisjob.com/</a>	N	0
4	<b>MyJobHelper Website</b> <a href="http://www.myjobhelper.com/">www.myjobhelper.com/</a>	N	0
5	<b>Oodle Website</b> <a href="http://www.jobs.oodle.com/careers/careers/">www.jobs.oodle.com/careers/careers/</a>	N	0
6	<b>The Job Spider</b> <a href="http://www.jobspider.com/">www.jobspider.com/</a>	N	0
7	<b>Trovit Website</b> <a href="http://www.trovit.com/">www.trovit.com/</a>	N	0
8	<b>Indeed Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.indeed.com">www.indeed.com</a>	N	0
9	<b>Glassdoor Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.glassdoor.com/index.htm">www.glassdoor.com/index.htm</a>	N	0
10	<b>LinkedIn Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.linkedin.com/jobs/">www.linkedin.com/jobs/</a>	N	1
11	<b>Abilities in Jobs</b> <a href="http://www.abilitiesinjobs.com">www.abilitiesinjobs.com</a>	N	0
12	<b>Asian in Jobs</b> <a href="http://www.asianinjobs.com">www.asianinjobs.com</a>	N	0
13	<b>Black In Jobs</b> <a href="http://www.blackinjobs.com">www.blackinjobs.com</a>	N	0
14	<b>Hispanic In Jobs</b> <a href="http://www.hispanicinjobs.com">www.hispanicinjobs.com</a>	N	0
15	<b>LGBTQ In Jobs</b> <a href="http://www.lgbtqinjobs.com">www.lgbtqinjobs.com</a>	N	0
16	<b>Diversity in Jobs</b> <a href="http://www.diversityinjobs.com">www.diversityinjobs.com</a>	N	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>
17	<b>Seniors in Jobs</b> <a href="http://www.seniorsinjobs.com">www.seniorsinjobs.com</a>	N	0
18	<b>Women in Jobs</b> <a href="http://www.womeninjobs.com">www.womeninjobs.com</a>	N	0
19	<b>Job Opportunities for Disabled Veterans</b> <a href="http://www.JOFDAV.com">www.JOFDAV.com</a>	N	0
20	<b>Disabled Person</b> <a href="http://www.disAbledperson.com">www.disAbledperson.com</a>	N	0
21	<b>Hire Black Now</b> <a href="http://www.hireblacknow.com">www.hireblacknow.com</a>	N	0
22	<b>Hispanic Job Exchange</b> <a href="http://www.hispanicjobexchange.com">www.hispanicjobexchange.com</a>	N	0
23	<b>African American Job Search</b> <a href="http://www.africanamericanjobsearch.com">www.africanamericanjobsearch.com</a>	N	0
24	<b>Asian Job Search</b> <a href="http://www.asianjobsearch.com">www.asianjobsearch.com</a>	N	0
25	<b>LGBT Job Search</b> <a href="http://www.lgbtjobsearch.com">www.lgbtjobsearch.com</a>	N	0
26	<b>Disabled Job Seekers</b> <a href="http://www.disabledjobseekers.com">www.disabledjobseekers.com</a>	N	0
27	<b>US Diversity Job Search</b> <a href="http://www.usdiversityjobsearch.com">www.usdiversityjobsearch.com</a>	N	0
28	<b>Veteran Job Center</b> <a href="http://www.veteranjobcenter.com">www.veteranjobcenter.com</a>	N	0
29	<b>Seniors to Work</b> <a href="http://www.seniorstowork.com">www.seniorstowork.com</a>	N	0
30	<b>Employee Referral</b>	N	4
31	<b>Internal Transfer/Promotion</b>	N	1
32	<b>Fox Cities Workforce Development Center</b> 1802 Appleton Road 920-997-3272 debra.warga@dwd.wisconsin.gov Arlando.yellowhair@dwd.wisconsin.gov	N	0
33	<b>Shawano County Job Center</b> 607 East Elizabeth Street 715-524-2511 brian.marquardt@dwd.wisconsin.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	<b>Sheboygan County Job Center</b> 3620 Wilgus Avenue 920-930-6565 brian.ognacevic@gltdcorp.org cynthia.holzman@dwd.wisconsin.gov	N	0
35	<b>Oneida Nation Job Training Programs</b> 2640 West Point Road 920-490-3900 walvarez@oneidanation.org	N	0
36	<b>CAP Services - Appleton Office</b> 821 E 1st Avenue, #3 (920) 968-6365 choff@capmail.org loksuita@capmail.org	N	0
37	<b>Goodwill of North Central Wisconsin</b> 1800 Appleton Road (920) 731-6601 jmoore_gw@gwicc.org	N	0
38	<b>Rasmussen College-Green Bay Campus</b> 904 S. Taylor Street 920-593-8400 vicki.strean@rasmussen.edu	N	0
39	<b>St. Norbert College</b> 100 Grant Street (920) 403-3005 careers@snc.edu	N	0
40	<b>Curative Connections – Main Campus</b> 2900 Curry Lane (920) 468-1161 kpiontek@curativeconnections.org	N	0
41	<b>Valley Packaging Industries Inc</b> 110 N Kensington Drive 920-882-2800 vpi@vpind.com	N	0
42	<b>DWD/Office of Veteran Employment Services</b> 1802 Appleton Road 920-997-3272 Jeffrey.Murphy@dwd.wisconsin.gov	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	<b>Brown County Job Center</b> 301 N. Adams Street 920-930-6570 bayareajobcenters@dwd.wisconsin.gov Richard.Brownjr@dwd.wisconsin.gov	N	0
44	<b>Menominee County/Tribal Job Center</b> North 172 State Highway 47/55 715-799-5600 jobcenter@menominee.edu	N	0
45	<b>Jockline Daily</b> <a href="http://www.themorningmouth.com/">http://www.themorningmouth.com/</a> <a href="mailto:themouth@tds.net">themouth@tds.net</a>	N	0
46	<b>The Sands Report</b> <a href="mailto:richard@thesandsreport.com">richard@thesandsreport.com</a>	N	0
47	<b>RAMP</b> <a href="mailto:kevin@ramp247.com">kevin@ramp247.com</a>	N	0
48	<b>Wisconsin Broadcasters Association</b> <a href="mailto:contact@wi-broadcasters.org">contact@wi-broadcasters.org</a>	N	1
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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	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.
<b>2</b>	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 &amp; 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.
<b>3</b>	Participate in Scholarship Program	The goal of the Wisconsin Broadcasters Association (“WBA”) Scholarship Program is to encourage young adults in college and high school to pursue broadcasting as a career. On November 16, 2023, our SEU’s Market Manager participated in the WBA Scholarship Program as a judge. There were five categories for judges to consider: GPA; post-high school employment; awards & honors; broadcasting experience; and a written essay before recommending applicants for a WBA scholarship. Further, the Cumulus-Appleton SEU aired advertisements on its stations promoting the Scholarship Program as well as broadcasting as a career.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
4	Participate in an activity reasonably calculated to disseminate information about careers in broadcasting	On March 2, 2024, the SEUs Operations Manager hosted a current University of Wisconsin – Oshkosh Radio, Film and TV student to discuss careers in broadcasting and provide an overview of radio station operations. The student was given a comprehensive tour of the studios, shown how to operate a control board, given instruction on what music programming entails, and provided with a broad technical overview of how the radio signal goes from the studio to listeners.
5	Participate in event sponsored by or on behalf of a professional organization related to careers in broadcasting	On February 24, 2024, the SEUs Market Manager, Operations Managers and Director of Sales participated in the Wisconsin Broadcasters Student Forum sponsored by the Wisconsin Broadcasters Association. Approximately 200 high school students and 200 college students attended the forum to learn about careers in broadcasting and try their hand at broadcasting skills. This forum provides a comprehensive experience that combines learning, networking, and practical skill development.
6	Participate in Job Fair	On February 28, 2024, the University of Green Bay held a Spring Job & Internship Fair on its campus. There were 59 area businesses in attendance to interact with soon-to-be graduate students about their career aspirations. Students were asked to prepare resumes and “elevator pitches” and “work the room” filled with representatives from these area businesses. Our Director of Sales and Sales Assistant represented our SEU and connected with many students, promoting the company, radio broadcasting as a career, and discussing the positions currently available within the SEU. Station media kits were provided to interested students along with job descriptions of the current open positions.
7	Participate in event sponsored by or on behalf of a community organization related to careers in broadcasting	On March 24, 2024, the SEUs Market, Operations, and Programming Managers as well as its Sales and Promotions teams participated in the Oshkosh Business Expo sponsored by the Oshkosh Chamber of Commerce. They staffed the Cumulus Media booth and answered questions and educated interested attendees about radio, the SEUs stations, job openings at each station, and job shadowing opportunities at the SEU.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
8	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.
9	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.
10	Participate in program sponsored by or on behalf of a state organization related to careers in business with an emphasis on broadcasting	On April 8 and April 9, 2024, our SEUs Market Manager attended the Wisconsin Future Business Leaders of America Leadership Conference (“FBLA”) in Green Bay as a judge. This event provides developmental and career supportive competencies to young high school students. The 2,300 students that participated were asked to create a business model based on a specific topic and present their models to the judges. In addition, our Market Manager was available to interact with the participating students in attendance that were specifically interested in broadcasting.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
11	Management-level training regarding Diversity, Equity, and Inclusion	<p>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, <b>Managing through the Lens of Inclusion</b>. 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.</p>
12	Management-level training regarding Diversity, Equity, and Inclusion	<p>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 <b>Managing through the Lens of Inclusion</b> 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.</p>
13	Management-level training regarding Diversity, Equity, and Inclusion	<p>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 &amp; 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.</p>