

**WIVK-FM, WOKI(FM), WNML(AM), WNML-FM
EEO PUBLIC FILE REPORT
April 1, 2020 - March 31, 2021**

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
Account Executive	1-15, 17-25	13
Account Executive	1-15, 17-26	26
News Director	1-25	16
Production Director	1-15, 17-25	13

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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	South College 3904 Lonas Drive Knoxville, TN 37909 (865) 251-1800 Contact: Gary Taylor	No	0
2	NAACP P. O. Box 14096 Knoxville, TN 37914 (865) 546-5567 Contact: Ezra Maize	No	0
3	Pellissippi State Job Placement Service P. O. Box 22990 Knoxville, TN 37933-0990 (865) 694-6400 Contact: Doris Rutledge	No	0
4	Roane State Community College 276 Patton Lane Harriman, TN 37748 (865) 539-6904 Contact: Gail Russell	No	0
5	Knoxville College Job Placement 901 College Street Knoxville, TN 37921 (865) 524-6511 Contact: Rev. Frank Houston	No	0
6	YWCA 420 W. Clinch Avenue Knoxville, TN 37902 (865) 523-6126 Contact: Human Resources Counselor	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
7	Tennessee Career Center 1610 University Avenue, Suite 106 Knoxville, TN 37921 (865) 594-5500 Contact: Ginger Armstrong	No	0
8	University of Tennessee Minority Student Affairs 812 Volunteer Boulevard Knoxville, TN 37996-4200 (865) 974-6861 Contact: Placement Advisor	No	0
9	University of Tennessee Center for Career Development 1015 Phillip Fulmer Way Knoxville, TN 37996-4820 (865) 974-5435 Contact: Placement Advisor	No	0
10	Knoxville Area Urban League 1514 Fifth Avenue Knoxville, TN 37917 (865) 524-5511 Contact: Bill Myers	No	0
11	Tusculum College 1305 Centerpoint Boulevard Knoxville, TN 37932 (865) 693-1177 Contact: Placement Advisor	No	0
12	Tennessee Career Center 599 Oak Ridge Turnpike Oak Ridge, TN 37830-5359 (865) 483-7474 Contact: Mahalia Griffith	No	0
13	Word-of-Mouth Referral	No	6
14	Cumulus Broadcasting – Knoxville Station Websites: www.wivk.com www.991thesportsanimal.com www.987newstalk.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
15	Cumulus Business Managers BM@cumulus.com	No	0
16	Internal Transfer/Promotion	No	1
17	Cumulus Jobs Website https://cumulusmedia.jobs.net/	No	0
18	Monster www.monster.com	No	0
19	Glassdoor www.glassdoor.com	No	0
20	LinkUp www.linkup.com	No	0
21	Indeed www.indeed.com	No	0
22	All Access www.allaccess.com	No	0
23	LinkedIn www.linkedin.com	No	1
24	ZipRecruiter www.ziprecruiter.com	No	0
25	Facebook WIVK 107.7 News Talk 987 Sports Radio WNML	No	0
26	Walk-In/Self-Referral	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			9

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2020, our Market Manager and Business Manager 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.
2	Participate in Job Fair	On October 14, 2020, our Promotions Manager participated in the University of Tennessee, Knoxville's College of Communications and Information Virtual Job & Internship Fair. A virtual live discussion ensued, during which he answered students' questions about the radio business generally, our Stations specifically, and the education/skill sets necessary for success in the industry. Interested students were provided with our contact information for future discussions.
3	Co-Host Virtual Job Fair	From October 12, 2020 to October 31, 2020, Cumulus-Knoxville co-hosted the 2020 TN Virtual Job Fair, in conjunction with the four other Cumulus Tennessee markets, via the website www.tnjobfair.com . This job fair was designed to encourage businesses interested in hiring across the State to participate. Job openings within Cumulus markets were also spotlighted. The Cumulus Tennessee markets solicited employers, organized all logistical aspects of the event, and assisted the participating employers through the process. The virtual job fair was heavily promoted over the air, inviting listeners to visit the website. The Tennessee markets also displayed digital banner advertisements on station websites and on various local digital advertising banners. Job seekers were provided an opportunity to contact potential Tennessee employers via the website throughout this time period. Our General and Digital Sales Managers were directly involved in the job fair.

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Co-Host Virtual Job Fair	<p>From February 1, through February 28, 2021, Cumulus-Knoxville co-hosted the 2021 TN Virtual Job Fair, in conjunction with the four other Cumulus Tennessee markets, via the website www.tnjobfair.com. This job fair was designed to encourage businesses interested in hiring across the State to participate. Job openings within Cumulus markets were also spotlighted. The Cumulus Tennessee markets solicited employers, organized all logistical aspects of the event, and assisted the participating employers through the process. The virtual job fair was heavily promoted over the air, inviting listeners to visit the website. The Tennessee markets also displayed digital banner advertisements on station websites and on various local digital advertising banners. Job seekers were provided an opportunity to contact potential Tennessee employers via the website throughout this time period. Our General and Digital Sales Managers were directly involved in the job fair.</p>
5	Participate in Virtual Job Fair	<p>On March 24, 2021, our SEU participated in the virtual job fair hosted by the University of Tennessee, Knoxville. Our Operations Manager attended this event, during which he answered students' questions about the radio business generally, our Stations specifically, and the education/skill sets necessary for success in the industry. Interested students were provided with our contact information for future discussions.</p>
6	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	<p>Our SEU's Business Manager attended a webinar hosted by the Tennessee Association of Broadcasters on March 24, 2021. The webinar consisted of a review of the obligations of the SEU to maintain EEO rules and a discussion of how to disseminate information about job openings, as well as how to train employees for job advancement when job openings are not available - all in order to stay within the obligations of the FCC's EEO guidelines.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
7	Scholarship Program	<p>The Citadel Broadcasting of Knoxville Journalism Scholarship was created by our SEU to aid students pursuing an education in Journalism, Mass Media, or Media Technologies from Pellissippi State Technical Community College located in Knoxville, Tennessee. A scholarship in the minimum amount of \$350 is awarded to one student annually who meets the eligibility requirements established for the program. Our Operations Manager received, reviewed, and evaluated applications and submitted his recommendations to the scholarship selection committee.</p>