

**WMXT (FM), WBZF (FM), WCMG (FM), WQPD (FM), WWFN-FM,
WYMB (AM), WYNN (AM) & WYNN-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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Local Marketing Account Executive	1-30, 32-33, 35-36, 38	8
Local Marketing Account Executive	1-30, 32-33, 35-36, 38	1
Local Marketing Account Executive	1-30, 32-33, 35-36, 38	30
Sales Assistant/Marketing Campaign Coordinator	1-30, 32-33, 35-36, 38	30
Chief Engineer	1-30, 32-33, 35-36, 39-40	30
Local Marketing Account Executive	1-29, 32-33, 35-38	1
Local Marketing Account Executive	1-29, 32-33, 35-37	1
Local Marketing Account Executive	1-29, 32-33, 35-37	1

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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	22
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	0
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	5
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

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Diversity in Jobs www.diversityinjobs.com	N	0
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	4
31	Internal Transfer/Promotion	N	0
32	SC Works Florence Center 1558 West Evans Street Florence, SC 29501 843-669-4271 tepps@eckerd.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	SC Works Hartsville 437 West Carolina Avenue Hartsville, SC 29550 843-332-1554 dlaney@eckerd.org	N	0
34	Lake City One Stop Workforce/Florence School District 3 209 Graham Road Lake City, SC 29560 843-374-0970 rbarfield@fsd3.org	N	0
35	ABLE SC 1115 Belleview Avenue Columbia, SC 29201 864-235-1421 sjordan@able-sc.org csandel@able-sc.org	N	0
36	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
37	SC Commission for the Blind 1430 Confederate Avenue Columbia, SC 29201 803-898-8731	N	0
38	Word-of-Mouth Referral	N	3
39	Coastal Carolina University Accessibility & Disability Services Kearns Hall 106, P.O. Box 261954 Conway, SC 29526 843-349-2503 egaspar@coastal.edu	N	0
40	SC Works Coastal Center Conway 200-A Victory Lane 843-234-9675 SCWorksWaccamaw@dew.sc.gov	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 29, 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 Job Fair	On September 1, 2023, our SEU participated in the College and Career Fair presented by The National Association of College Deans, Registrars and Admissions Officers at St. Andrews Park in Columbia, South Carolina. Our Market, Sales and Promotions Managers occupied the Cumulus booth and engaged with interested attendees about the company, careers in radio broadcasting, and job opportunities within our SEU and the Cumulus Columbia, South Carolina, SEU.
9	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On December 5, 2023, our SEU’s Market Manager participated in a “Lunch & Learn” session with upcoming December 2023 graduates in the College of Information and Communications Department at the University of South Carolina. She spoke about job opportunities within our SEU as well as the Cumulus Columbia, South Carolina, SEU. She also discussed how to conduct a job search, prepare a resume, and shared tips about the interviewing process.
10	Participate in Job Fair	On February 21, 2024, our SEU participated in the University of South Carolina’s College of Information and Communications Career and Internship Fair - Spring 2024, which took place on its campus. Our General Sales and Event/Promotions Managers occupied the Cumulus booth and engaged with interested attendees about the company, careers in radio broadcasting, and job opportunities within our SEU and the Cumulus Florence, South Carolina, SEU.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
11	Participate in event/program sponsored by or on behalf of an educational institution relating to career opportunities in broadcasting	On April 2, 2024, our SEU's General Sales Manager spoke to the Mass Communications and Business Departments at Francis Marion University in Florence, South Carolina, during which she spoke with students about her career as well as employment opportunities in radio broadcasting.
12	Participate in Job Fair	On April 10, 2024, our SEU participated in the Grad Fair at the Florence-Darlington Technical College. Our Market, Sales, and Promotions Managers occupied the Cumulus booth and engaged with interested attendees about the company, careers in radio broadcasting, and job opportunities within our SEU.
13	Participate in Job Fair	On April 17, 2024, our SEU participated in the South Carolina Broadcasters Association Collegiate Job Fair held at the SC National Guard Armory in Columbia, South Carolina. Our Market, General Sales, and Event/Promotions Managers occupied the Cumulus booth and engaged with interested attendees about the company, careers in radio broadcasting, and job opportunities within our SEU and the Cumulus SEUs in Columbia, South Carolina, and Charleston.