

WQLH (FM), WDUZ-FM, WDUZ (AM), WKRU (FM) & WOGB (FM)
EEO PUBLIC FILE REPORT
August 1, 2022 – July 31, 2023

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
Chief Engineer	1 - 30, 32 - 42	1
Sales Assistant	1 - 29, 32 - 42	1
Digital Sales Manager	1 - 30, 32 - 42	8
On-Air Personality	1 - 30, 32 - 41	30

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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	9
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 Career Center www.veterancareercenter.com	N	0
29	Seniors to Work www.seniorstowork.com	N	0
30	Word-of-Mouth Referral	N	3
31	Internal Transfer/Promotion	N	0
32	Bay Central Job Center 701 Cherry Street Green Bay, WI 54301 920-448-6760 brian.marquardt@dwd.wisconsin.gov derek.jablonicky@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
33	Oneida Nation Job Training Programs 2640 West Point Road Oneida, WI 54304 920-496-7870 swest@oneidanation.org	N	0
34	Hmong Asian of Brown County 401 9 th Street Green Bay, WI 54304 (920) 432-8900 staryoungt@sbcglobal.net	N	0
35	Rasmussen College-Green Bay Campus 904 S. Taylor Street Green Bay, WI 54303 (920) 593-8416 vicki.strean@rasmussen.edu	N	0
36	St. Norbert College 100 Grant Street De Pere, WI 54115 (920) 403-3005 careers@snc.edu	N	0
37	New Curative Rehabilitation 2900 Curry Lane Green Bay, WI 54311 (920) 468-1161 dbuckley@curativeconnections.org	N	0
38	New Community Clinic 622 Bodart Street Green Bay, WI 54301 (920) 437-9773 healthbenefitsco@newcommunityclinic.org	N	0
39	The HS Group Inc 2611 Libal Street Green Bay, WI 54301 (920) 432-7444 pdeleest@thehsgroup.com	N	0
40	N.E.W. Community Clinic 610 S. Broadway Green Bay, WI 54303 920-431-0243 laura.robinson.ncc@gmail.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
41	Valley Packaging Industries Inc 110 N. Kensington Drive Appleton, WI 54915 920-882-2800 vpi@vpind.com	N	0
42	ASPIRO Inc 1673 Dousman Street Green Bay, WI 54303 (920) 593-4353 mcorneilius@aspiroinc.org	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			17

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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 month of August 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a ThinkZoom course online which included five separate segments dealing with Anti-Racism entitled: the Anti-Racism Continuum; Color-Blindness and Why it Doesn't Work; Calling In vs. Calling Out People; Learning to Listen and Listening to Learn; and, Keeping the Momentum going. Each session is designed to offer specific ways every individual can contribute to the ongoing fight against racism.
2	Management-level training regarding Diversity, Equity, and Inclusion	During the months of November/December 2022, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Business Manager—as well as the entire staff were required to complete a Think Mineral course online titled: <i>Your Role in Workplace Diversity</i> . The training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concepts of allyship and how to advocate for diversity, equity, and inclusion.
3	Participate in Scholarship Program	On November 16, 2022, the SEU's Market Manager participated in the Wisconsin Broadcasters Association ("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. The Cumulus-Green Bay SEU aired advertisements on its stations promoting the event as well as broadcasting as a career. The goal of the WBA Scholarship Program is to encourage young adults in college and high school to pursue broadcasting as a career.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding Diversity, Equity, and Inclusion	On January 25, 2023, our SEU's Market Manager participated in a facilitated session and presentation conducted by the Diversity, Equity, and Inclusion ("DEI") advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions</i> . This session was a refresher which reinforced and built upon the concepts of what Diversity, Equity, and Inclusion are as well as a re-cap regarding Anti-Racism and Bias & Microaggressions, which were addressed through our initial facilitated sessions and our subsequent video trainings.
5	Participate in Job Fair	On March 1, 2023, 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.
6	Participate in an activity reasonably calculated to disseminate information about careers in broadcasting	On March 1, 2023, the SEUs Production Director met with a recent college graduate to review her production and promo reels and offer constructive suggestions for the improvement of these items and also recommended the board settings that would work best for the role she was interested in pursuing.
7	Participate in event sponsored by or on behalf of a community organization related to careers in broadcasting	On March 30, 2023, the SEUs Market, Operations and Programming Managers as well as our Sales, and Promotions teams participated in the Oshkosh Business Expo sponsored by the Oshkosh Chamber of Commerce. SEU personnel staffed the Cumulus Media booth and answered questions and educated attendees about radio, the SEUs stations, job openings at each station, and job shadowing opportunities at the SEU. This event was attended by 61 local businesses.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
8	Participate in program sponsored by or on behalf of a state organization related to careers in business with an emphasis on broadcasting	On April 17, 2023, 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 over 2,500 students from the State 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 twelve (12) of the student participants that were specifically interested in broadcasting.
9	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of March and April of 2023, 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 (HIS) entitled, “Understanding Harassment” and “Anti-Harassment – Managers” (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.
10	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2023, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete the Health & Safety Institute (HIS) online course presented in two segments entitled, “Microaggressions” and “Tokenism.” The segments defined these terms, explained how they originated, and provided methods to overcome these behaviors.
11	Management-level training regarding Diversity, Equity, and Inclusion	On April 20, 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>Cumulus Media Interactive Leadership DEI Sessions</i> . This session included group discussions, activities, new tools/techniques for everyday interpersonal behaviors that support DEI, and a “DEI Practice Lab” that focused on Bias and Barriers.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
12	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 20, 2023, our VP/Market Manager as well as our HR Business Partner participated in a presentation conducted by Cumulus Media Inc.’s Executive Vice President and General Counsel as well as its Director of Centralized HR Operations & Talent Acquisition entitled, “The FCC’s Equal Employment Opportunity Rules: Your Guide to Compliance for Cumulus Market Managers & HR Business Partners.” The FCC’s EEO recruitment, recordkeeping, and reporting requirements were reexamined and reinforced, after which questions were entertained.
13	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 28, 2023, our SEU’s Market Manager participated in a facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Cumulus Media Interactive Leadership DEI Sessions: Q3</i> . This session included a group discussion, activities, new tools/techniques, and a “DEI Practice Lab” around Privilege and Access.