

**WGNI-FM, WWQQ-FM, WMNX-FM, WKXS-FM and WAAV-AM EEO PUBLIC FILE  
REPORT**

**August 1, 2018-July 31, 2019**

**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> |
|----------------------|--|---------------------------|
| Program Director     | 1-10, 12-15, 17-20, 24-33                              | 15                        |
| Sales Representative | 2-3, 13-16, 27, 29, 31-33                              | 2                         |
| Promotions Director  | 1-3, 5-10, 12, 14, 15, 17-20, 24, 25, 27-33            | 15                        |

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

| <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> |
|------------------|---|--|---|
| 1                | <b>University of North Carolina-Wilmington</b><br>601 S. College Road<br>Wilmington, NC 28403<br>910- 962-3755                  | N  | 0   |
| 2                | <b>Station On-Air Announcements</b> ( <i>all SEU stations</i> )   | N  | 1   |
| 3                | <b>SEU Job Fairs</b> ( <i>see Section III</i> )   | N  | 0   |
| 4                | <b>All Access Music Group Website</b><br>allaccess.com  | N  | 4   |
| 5                | <b>NCWorks (formerly Employment Security Com.)</b><br>717 Market Street<br>Wilmington, NC 28401<br><b>www.NCWorksOnline.com</b> | N  | 0   |
| 6                | <b>Junior League of Wilmington</b><br>Downing Branch Offices<br>3803 Wrightsville Avenue<br>Wilmington, NC 28403                | N  | 0   |
| 7                | <b>New Hanover County<br/>Black Leadership Caucus</b><br>PO Box 7213<br>Wilmington, NC 28403                                    | N  | 0   |
| 8                | <b>Vocational Rehabilitation Services</b><br>Career Services<br>3340 Jaeckle Drive, Suite 201<br>Wilmington, NC 28403           | N  | 0   |
| 9                | <b>Cape Fear Community College</b><br>411 N. Front Street<br>Wilmington, NC 28401<br>910- 862-7043                              | N  | 0   |
| 10               | <b>Southeastern North Carolina Black Chamber of Commerce</b><br>509 Cornelius-Harnett Drive<br>Wilmington, NC 28403             | N  | 0   |
| 11               | <b>Station Website Postings</b> ( <i>one or more SEU stations</i> )   | N  | 0   |
| 12               | <b>Shaw University</b><br>Placement Office<br>118 E. South Street<br>Raleigh, NC 27611  | 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> |
|------------------|---|--|---|
| 13               | <b>Zip Recruiter Website</b><br>www.ziprecruiter.com<br><i>(Internet-based job board and secondary posting service to more than 25 additional on-line job banks, eg. diversityjobs.com, monster.com and topusajobs.com)</i> | N  | 0   |
| 14               | <b>Internal Posting</b>   | N  | 1   |
| 15               | <b>HRM Direct</b><br><b>Cumulus.com</b>   | N  | 10  |
| 16               | <b>Walk-In/Self-Referral</b>  | N  | 0   |
| 17               | <b>Miller Motte Business College</b><br>Career Services<br>5000 Market Street<br>Wilmington, NC 28403   | N  | 0   |
| 18               | <b>Miller Motte Business College</b><br>Jacksonville, NC Career Services<br><a href="mailto:alethia.gambrell@miller-motte.edu">alethia.gambrell@miller-motte.edu</a>  | N  | 0   |
| 19               | <b>Brunswick Community College</b><br>PO Box 30<br>Supply, NC 28462<br>910- 754-6900  | N  | 0   |
| 20               | <b>Bladen Community College</b><br>Career Services<br>PO Box 266<br>Dublin, NC 28332  | N  | 0   |
| 21               | <b>Wilmington Star News</b><br>www.starnewsonline.com   | N  | 0   |
| 22               | <b>Craig's List</b><br>www.wilmington.craigslist.org  | N  | 0   |
| 23               | <b>Urban Insite Website</b><br>www.uUrbaninsite.com   | N  | 0   |
| 24               | <b>Ohio Center for Broadcasting-Columbus</b><br>5330 E. Main Street, Suite 200<br>Columbus, OH 43213<br>614-245-0555<br>Email: Placement.columbus@beonair.com<br>Alvis Moore, Placement Director<br>amoore@beonair.com      | N  | 0   |
| 25               | <b>Employee Referral</b>  | N  | 5   |
| 26               | <b>Inside Radio Website</b><br>www.insideradio.com  | N  | 0   |
| 27               | <b>Indeed Website</b><br>www.indeed.com   | N  | 8   |
| 28               | <b>Internal Transfer/Promotion</b>  | N  | 0   |

| RS Number                                       | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|--|---|--|
| 29  | <b>Linked In Website</b><br>www.linkedin.com   | N   | 0  |
| 30  | <b>Southeastern Community College</b><br>4564 Chadbourne Hwy<br>Whiteville, NC 28472<br>910-642-7141<br>Tiffany.price@scnc.edu | N   | 0  |
| 31  | <b>Glass Door</b><br>www.glassdoor.com   | N   | 0  |
| 32  | <b>Link Up</b><br>www.linkup.com   | N   | 0  |
| 33  | <b>Society of Broadcast Engineers</b><br><a href="http://www.sbe.org">www.sbe.org</a>  | N   | 0  |
| 34  | <b>Monster</b><br><a href="http://www.monster.com">www.monster.com</a>   | N   | 0  |
| 35  | <b>Facebook</b><br><a href="http://www.facebook.com">www.facebook.com</a>  | N   | 0  |
| <b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b> |  |   | 29   |

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**III. RECRUITMENT INITIATIVES**

|          | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b>   | <b>Brief Description of Activity</b>  |
|----------|--|---|
| <b>1</b> | Participate in Job Fair  | On November 16, 2018, this SEU participated in New Hanover County (NC Works) Career Fair, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager.                               |
| <b>2</b> | Participate in Job Fair  | On February 20, 2019, this SEU participated in University of North Carolina at Wilmington Career Fest in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager.                   |
| <b>3</b> | Participate in Job Fair  | On March 29, 2019, this SEU participated in University of North Carolina at Wilmington Spring Career & Internship Fair, in Wilmington, North Carolina. SEU representatives interacted with interested applicants, answered questions about job opportunities and discussed the current openings and internships open withing the SEU. Resumes of interested attendees were collected. SEU participants included our Market Manager. |
| <b>4</b> | Host Job Fair  | On July 25, 2019, this SEU hosted Careers in Radio Job Fair, Wilmington, North Carolina. SEU representatives spoke with attendees about careers in broadcasting, with emphasis on radio sales, as well as job opportunities within the SEU. Resumes of interested attendees were collected. SEU participants included our Market, Local Sales and Operations Manager.   |
| <b>5</b> | Provide training to management-level personnel as to methods of ensuring equal employment opportunities and preventing discrimination. | On June 25, 2019, the SEU's management team participated in an Employment Training seminar on Recruitment, EEO & Non-Discrimination, and laws relating to best hiring practices. Each manager left  |

|           | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b>   | <b>Brief Description of Activity</b>  |
|-----------|--|---|
|           |  | the session with a copy of the presentation to review and refer to as needed.   |
| <b>6</b>  | Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting. | On September 6, 2018, one of our SEU's Program Directors participated in Career Day at Wrightsboro Elementary School in Wilmington, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting. |
| <b>7</b>  | Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting. | On January 1, 2019, one of our SEU's Program Directors participated in Tech Day at Myrtle Grove Middle School, Wilmington, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting.          |
| <b>8</b>  | Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting. | On January 24, 2019 one of our SEU's Program Director and On-air Personality participated in a Media Professional Day/African-Americans in Media Day at Brunswick Community College, Supply, NC. Both sat on a panel to discuss the role/impact of African-American issues in media, namely, radio/music.                                       |
| <b>9</b>  | Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting. | On February 6, 2019, one of our SEU's Program Directors participated in Career Day at Alderman Academy, Wilmington, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting.                 |
| <b>10</b> | Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting. | On May 9, 2019, one of our SEU's Program Directors participated in Career Day at Hoggard High School, Wilmington, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting.                   |
| <b>11</b> | Participate in event/program sponsored by an educational institution relating to career opportunities in broadcasting. | On June 10, 2019, one of our SEU's Program Directors participated in Career Day at Wrightsboro Elementary, Wilmington, NC. He talked with the students about what a program director does, job qualifications, duties and expectations and what it is like to work at a radio station and other job opportunities in broadcasting.              |

|           | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b>   | <b>Brief Description of Activity</b>   |
|-----------|--|--|
| <b>12</b> | Participate in other activities designed by the station to further the goal of disseminating information concerning employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities. | August 1, 2018 - July 30, 2019, SEU broadcast Where Every Voice Matters Radio Advertising Campaign, educating our local community about the employment opportunities in radio broadcasting; specifically a radio and digital Account Executive. Six different radio recruitment commercials were produced featuring actual SEU employees talking about the job opportunity and what it is like to work in radio. All spots were aired equally. |
| <b>13</b> | Participate in other activities designed by the station to further the goal of disseminating information concerning employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities. | August 1, 2018 - July 30, 2019, SEU broadcast Cumulus Media is Hiring Radio Advertising Campaign, on all 5 stations educating our local community about the employment opportunities currently available with Cumulus Media, and how to find more information and apply. This recruitment commercial was recorded by SEU Market Manager and produced by SEU Production Director.   |