

**WCTO (FM) and WLEV (FM)
EEO PUBLIC FILE REPORT
April 1, 2018 – March 31, 2019**

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
Sales Representative	3,8, 18-24, 29, 32-33, 35-38	31
Sales Representative	3,8, 18-24, 29, 32-33, 35-38	3
Sales Representative	3,8, 18-24, 29, 32-33, 35-38	19
Sales Assistant	3, 4-5, 7-8, 11-24, 26-27, 29, 31-33, 35-38	31
Sales Assistant	3, 5, 8, 18-24, 29, 31-33, 35-38	31

**WCTO (FM) and WLEV (FM)
EEO PUBLIC FILE REPORT
April 1, 2018 – March 31, 2019**

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	All Access Website www.allaccess.com	No	0
2	Connecticut Broadcasting School 1 Mall Drive, Suite 203 Cherry Hill, NJ 08002 Attn: Tom DeFranco (856) 775-1200 csbcherryhill@gocsb.com jobs@gocsb.com	No	0
3	Indeed Website www.indeed.com	No	1
4	Lehigh University 621 Taylor Street Rauch Business Center, Room 484 Bethlehem, PA 18015 careerservices@lehigh.edu (610) 758-3710	No	0
5	Lehigh Carbon Community College 4525 Education Park Drive Schnecksville, PA 18078 (610) 799-2121 cmoyer@lccc.edu kclause@lccc.edu	No	0
6	The Morning Call (Print Ad) Lee Sanders lsanders@tribune.com (610) 770-3752	No	0
7	Northampton Community College 3835 Green Pond Road Bethlehem, PA 18020 careers@northampton.edu (610) 332-8662	No	0
8	Station Website Postings (both SEU stations) catcountry96.com & wlevradio.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Penn State Lehigh Valley 2809 Saucon Valley Road Center Valley, PA 18034 (610) 285-5027	No	0
10	Penn State University Career Services Attn: Colleen Monismith 777 West Harrisburg Pike Middletown, PA, 17057 (717) 948-6260	No	0
11	Pennsylvania Assoc. of Broadcasters 1406 Delaware Avenue Reading, PA 19610 gponti@pab.org (610) 373-4820	No	0
12	Casa Guadalype casa@casalv.org	No	0
13	Cedar Crest College career@cedarcrest.edu	No	0
14	Muhlenberg College careers@muhlenberg.edu	No	0
15	National Lesbian/Gay Journalist Association lspencer@nlgja.org	No	0
16	Vianet a.cox@vianet.org	No	0
17	League of Women Voters Northampton County lwnvnrco@yahoo.com	No	0
18	Cumulus Jobs www.cumulusjobs.com	No	9
19	Word-of-Mouth Referral	No	4
20	On-Air Announcements (both SEU stations)	No	0
21	Cumulus Business Managers bm@cumulus.com	No	0
22	Internal Posting (station bulletin board)	No	0
23	SEU Open House/Job Fairs (see Section III)	No	5
24	Internship Program (see Section III)	No	0
25	Albright College careercenter@alb.edu	No	0
26	DeSales University careerservices@desales.edu	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Moravian College the careercenter@moravian.edu	No	0
28	East Stroudsburg University www.collegecentral.com/eaststroudsburg	No	0
29	Pennsylvania Career Link LV (Lehigh Valley) samjones@state.pa.us	No	0
30	Career Builder Website www.careerbuilder.com	No	0
31	Internal Transfer / Promotion	No	3
32	LehighValleyHelpWanted.com	No	0
33	Glass Door www.glassdoor.com	No	0
34	Simply Hired www.simplyhired.com	No	0
35	Link Up www.linkup.com	No	0
36	ZipRecruiter www.ziprecruiter.com	No	0
37	Monster www.monster.com	No	0
38	Simply Hired www.simplyhired.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			22

**WCTO (FM) and WLEV (FM)
EEO PUBLIC FILE REPORT
April 1, 2018 – March 31, 2019**

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Between May 2018 and August 2018, our SEU hosted one (1) student intern from Syracuse University and one (1) student intern from St. Bonaventure University. These interns were supervised by our Promotions Director and learned about many aspects of broadcasting, including promotions, marketing, advertising, and bookkeeping by working closely with SEU personnel in each department. These student interns were also able to seek career advice from station personnel.
2	Host Job Fair	On July 31, 2018, our SEU hosted “The Lehigh Valley Mall Job Fair” at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 47 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event. Additionally, the event was promoted on Facebook and LinkedIn.
3	Host Job Fair	On October 24, 2018, our SEU hosted “The Lehigh Valley Job Fair” at The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 50 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		Additionally, the event was promoted on Facebook and LinkedIn.
4	Host Job Fair	<p>On January 29, 2019, our SEU hosted “The Lehigh Valley Job Fair” at The Lehigh Valley Mall in The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 25 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event. Additionally, the event was promoted on Facebook and LinkedIn.</p>
5	Host Job Fair	<p>On March 26, 2019, our SEU hosted “The Lehigh Valley Job Fair” at The Lehigh Valley Mall in The Lehigh Valley Mall in Whitehall, Pennsylvania. Our SEU secured the exhibit space, solicited local employers and organized all logistical aspects of the event and also participated as an exhibitor. This event featured 29 area employers and drew approximately 500 job seekers. Our Director of Sales and Promotions Director occupied the Cumulus booth and spoke with interested attendees about career opportunities in broadcasting and job openings within the SEU. This event was promoted on both SEU stations and, the day of the job fair, Cat Country 96 and 100.7 LEV conducted live broadcasts from the event. Additionally, the event was promoted on Facebook and LinkedIn.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Participate in Events or Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting	On July 17, 2018, an employee of our Promotions Department was a guest speaker at The Confer Radio Talent Institute at Bloomsburg University in Bloomsburg, Pennsylvania. He spoke to a Marketing and Promotions class regarding 'Adjusting from College to the Pros'. He talked with them about how radio stations operate as well as the opportunities available for a future career in broadcasting.
7	Host Online Job Fair	An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus Promoted a ten day event from 10/08/18-10/17/18. Nine (9) employer recruiters, including Cumulus participated in the October 2018 program which was promoted on air for a period of three weeks.
8	Host Online Job Fair	An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus Promoted a ten day event from 1/30/19-2/8/19. Eighteen (18) employer recruiters, including Cumulus participated in the January and February 2019 program which was promoted on air as noted.
9	Host Online Job Fair	An Online Job Fair is a virtual version of a traditional job fair that allows employers and job seekers to meet and discuss career opportunities digitally. Cumulus Promoted a ten day event from 3/27/19-4/4/19. Eleven (11) employer recruiters, including Cumulus participated in the March and April 2019 program which was promoted on air as noted.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
10	Internship Program	Cumulus Media Allentown granted one (1) Allentown School District Foundation Summer Scholarship award, with a student from William Allen High School chosen. During this Summer Internship Program, the high school student is able to learn how each department within the radio station functions, while learning about a career in broadcasting. This intern was supervised by our Promotions Director and learned about many aspects of broadcasting, including promotions, marketing, advertising, and bookkeeping by working closely with SEU personnel in each department. This student intern was also able to seek career advice from station personnel.
11	Job and Internship Fair	On March 15, 2019 Ron Giovanniello, RVP for Cumulus Pennsylvania, attended JobExpo.com at Penn State University Bellisario College of Communications to recruit Sales Representatives for each PA market. Ron spoke to potential candidates about a career as a Sales Representative in radio and answered any questions.