



# CUMULUS

Cumulus Broadcasting Inc ~ 5490 Saratoga Road ~ Dubuque, Iowa 52002  
Phone# (563) 557-1040 Fax# (563) 583-4535

## **WJOD(FM), KLYV(FM), KXGE(FM), WDBQ-FM & WDBQ(AM) EEO PUBLIC FILE REPORT October 1, 2010 – September 30, 2011**

### **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>
<b>Account Executive</b>	<b>1-2, 5, 7-13</b>	<b>1</b>
<b>Account Executive</b>	<b>1-2, 5, 7-13</b>	<b>1</b>
<b>Account Executive</b>	<b>1-16</b>	<b>1</b>
<b>Account Executive</b>	<b>1-13</b>	<b>4</b>



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

<b>RS #</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b># of Interviews Referred by RS Over Reporting Period</b>
1	Cumulus Broadcasting On-Air Announcements (WJOD(FM), KLYV(FM), KXGE9FM), WDBQ-FM and WDBQ(AM)) 5490 Saratoga Road Dubuque, IA 52002 Co: Heather Davis Ph: 563-557-1040 x218 E-mail: heather.davis@cumulus.com	No	26
2	DubuqueHelpWanted.com 5490 Saratoga Road Dubuque, IA 52002 Co: Heather Davis Ph: 563-577-1040 x264 E-mail: heather.davis@cumulus.com	No	0
3	Dubuque Telegraph Herald (Newspaper) 801 Bluff Street Dubuque, IA 52001 Co: Sarah Beighle Ph: 563-588-5771 E-mail: sbeighle@wcinet.com	No	7
4	Access Dubuque (On-line) 801 Bluff Street Dubuque, IA 52001 Co: Sarah Beighle Ph: 563-588-5771 E-mail: sbeighle@wcinet.com	No	6
5	2010 Fall Cumulus Broadcasting Job Expo (09/30/2010) 5490 Saratoga Road Dubuque, IA 52002 Co: Heather Davis Ph: 563-557-1040 E-mail: heather.davis@cumulus.com	No	6

RS #	RS Information	Source Entitled to Vacancy Notification?	# of Interviews Referred by RS Over Reporting Period
6	<p>2011 Spring Cumulus Broadcasting Job Expo (03/24/2011) 5490 Saratoga Road Dubuque, IA 52002 Co: Heather Davis Ph: 563-557-1040 E-mail: heather.davis@cumulus.com</p>	No	0
7	<p>Iowa Workforce Development Center 680 Main Street – Second Floor Dubuque, IA 52001 Co: Charlotte Miller Ph: 563-556-0154 E-mail: charlotte.miller@iwd.iowa.gov</p>	No	1
8	<p>Loras College Center for Learning 1450 Alta Vista Street Dubuque, IA 1 Co: Faye Finnegan Ph: 563-588-7155 E-mail: faye.finnegan@loras.edu</p>	No	0
9	<p>Clarke College Career Services 1550 Clarke Drive Dubuque, IA 52001 Co: Kristi Gimmel Becker Ph: 563-588-6302 E-Mail: kristi.gimmelbecker@clarke.edu</p>	No	0
10	<p>University of Dubuque Career Services 2000 University Avenue 2nd Floor, Peters Commons Dubuque, Iowa 52001 Co: Dr. Amy Baus Phone: 563.589.3132 E-mail: abaus@dbq.edu</p>	No	0
11	<p>Cumulus Broadcasting Inc (Open House) 5490 Saratoga Road Dubuque, Iowa 52002 Co: Heather Davis Phone: 563-557-1040 E-mail: heather.davis@cumulus.com</p>	No	3
12	<p>www.mediajobsandmore.com</p>	No	0
13	<p>Ohio Cntr for Broadcasting 9000 Sweet Valley Dr Valley View, OH 44125 Ph: 216-447-9117 E-mail: placement.columbus@beonair.com</p>	Yes	0
14	<p>Indeed.com Co: Rebecca Fiore Jellie Ph: 646-307-7377 E-mail: Becca@indeed.com</p>	No	6

RS #	RS Information	Source Entitled to Vacancy Notification?	# of Interviews Referred by RS Over Reporting Period
15	FaceBook.com Co: Heather Davis Ph: 563-577-1040 x264 E-mail: heather.davis@cumulus.com	No	0
16	CraigsList.com Co: Heather Davis Ph: 563-577-1040 x264 E-mail: heather.davis@cumulus.com	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			55



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### **III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
1	<b>Hosted Fall Job Expo</b>	<b>On September 30, 2010, our SEU hosted the 2010 Fall Cumulus Job Expo held at the Midway Hotel in Dubuque, Iowa. Our SEU organized the Expo and promoted it over the air on all SEU stations. At the Expo, SEU representatives distributed information to attendees, collected resumes, and conducted on-site interviews with interested candidates. SEU participants included our Market Manager, Sales Manager, and several Sales Representatives.</b>
2	<b>Hosted Spring Job Expo</b>	<b>On March 24, 2011, our SEU hosted the 2011 Spring Cumulus Job Expo held at the Midway Hotel in Dubuque, Iowa. Our SEU organized the Expo and promoted it over the air on all SEU stations. At the Expo, SEU representatives distributed information to attendees, collected resumes, and conducted on-site interviews with interested candidates. SEU participants included our Market Manager, Sales Manager, and several Sales Representatives.</b>
3	<b>Internship Program</b>	<b>Our SEU offers students interested in broadcasting careers the opportunity to gain hands-on experience through unpaid internships for academic credit. We hosted a total of five (5) interns during the reporting period in our Sales and On-Air departments. The student interns came from the following schools: University of Wisconsin-Platteville (2), Wartburg College (1), and Brigham Young University (2).</b>

	Type of Recruitment Initiative	Brief Description of Activity
4	Participate in Program Sponsored by Educational Institution Relating to Career Opportunities in Broadcasting	During the academic year, our SEU hosts weekly tours of our studios and recording sessions for Galena High School students. Students are exposed to various aspects of station operations, such as how radio shows are produced and recorded. These tours are lead by our on-air personalities.
5	Management-level training regarding equal employment opportunity and preventing discrimination	On January 20, 2011, our Market Manager and Business Manager participated in a comprehensive telephonic training session regarding the FCC's EEO rules presented by our outside communications counsel.
6	Host Open House	On October 14, 2010, our SEU hosted an Open House at our studios in Dubuque. SEU representatives, collected resumes, spoke with attendees about career opportunities in broadcasting and job openings within the SEU and gave station tours. SEU participants included our Market Manager, Sales Manager, Operations Manager, and some of our Sales Representatives and On-Air Personalities. This event was promoted on all SEU stations
7	Host Open House	On August 18, 2011, , our SEU hosted an Open House at our studios in Dubuque. SEU representatives collected resumes, spoke with attendees about career opportunities in broadcasting and job openings within the SEU and gave station tours. SEU participants included our Market Manager, Sales Manager, Operations Manager, and some of our Sales Representatives and On-Air Personalities. This event was promoted on all SEU stations



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- **Employment Unit: Dubuque, Iowa Market**
  
- **Unit Members (Stations and Communities of License):**
  - Station: WJOD(FM) / Asbury, IA
  - Station: KLYV(FM) / Dubuque, IA
  - Station: KXGE(FM) / Dubuque, IA
  - Station: WDBQ-FM / Galena, IL
  - Station: WDBQ(AM) / Dubuque, IA
  
- **EEO Contact Information for Unit Member:**
  - Contact: Heather Davis / VP Market Manager
  - Address: 5490 Saratoga Road, Dubuque, IA 52002
  - Phone: 563-557-1040 x218
  - E-mail: heather.davis@cumulus.com
  
- **Number of Full-Time Employee's at Employment Unit: 12**

