

APPENDIX A

EEO PUBLIC FILE REPORTS

**KATM(FM), KHKK(FM), KDJK(FM), KHOP(FM), KWIN(FM),
KWNN(FM), KJOY(FM) and KESP(AM)
EEO PUBLIC FILE REPORT
August 1, 2015 – July 31, 2016**

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
Account Executive	15, 18, 21-25	18
Account Executive	15, 18, 21-25	21
Account Executive	15, 17, 18, 21-25	17
Programming Director KHOP	13, 17, 18, 22-25	17
Assistant Engineer	13, 17, 18, 22-25	17
On Air Mid Days KATM	13, 17, 18, 22-25	13

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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	NAACP/Stanslaus County Beverly Gilchrist P.O. Box 5224 Modesto, CA 95351 (866) 63-NAACP	No	0
2	University of the Pacific Career Resource Center John Carvana 3601 Pacific Avenue Stockton, CA 95211 (209) 946-2344	No	0
3	Hispanic Chamber of Commerce Theresa Clarke 1114 J Street Modesto, CA 95354 (209) 549-1140	No	0
4	NAACP/San Joaquin County P.O. Box 907 Stockton, CA 95201 (866) 63-NAACP	No	0
5	San Joaquin Delta College Jazmin Amen 5151 Pacific Avenue Stockton, CA 95207 (209) 954-5614	No	0
6	Stanislaus Dept. of Employment Training Career Development Britt Moore P.O. Box 3091 Modesto, CA 95353 (209) 567-4985	No	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Modesto Junior College Career Development Center Claudia Ramirez 435 College Avenue Modesto, CA 95350 (209) 575-6239	No	0
8	Stanislaus Dept. of Employment Training Job Placement Norma Torres-Manriquez P.O. Box 3091 Modesto, CA 95353 (209) 567-4985	No	0
9	Stanislaus Career Network Kristy Feliciano P.O. Box 3389 Modesto, CA 95353 (209) 558-2113	No	0
10	Ziprecruiter <i>www.Ziprecruiter.com</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)	No	0
11	Linkedin.com	No	0
12	Internal Job Posting	No	0
13	All Access 28955 Pacific Coast Hwy. Malibu, CA 90265 (310) 457-6616 allaccess.com	No	24
14	Internal Transfer/Promotion	No	0
15	On-Air Announcements (one or more SEU stations)	No	4
16	Craigslist modesto.craigslist.org stockton.craigslist.org.	No	0
17	Word-of-Mouth Referral	No	3
18	Indeed.com	No	7

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	ITT Technical Institute 16916 South Harlan Road Lathrop, CA 95330 (209)858-0077 vkayna@itt-tech.edu	No	0
20	MTI College 5221 Madison Ave Sacramento, CA 95841 (916)339-1500 jhoang@mticollege.edu	No	0
21	SEU Open House on site	No	6
22	Cumulus Job Board www.cumulus.hrmdirect.com	No	7
23	Simply Hired Website www.simplyhired.com	No	0
24	Glassdoor Website www.glassdoor.com	No	0
25	Linkup Website www.linkup.com	No	0
26	SEU Internship Program (See Section III)	No	0
27	SEU Job Fairs (see Section III)	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			51

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On January 26, 2016, our SEU participated in the Annual HIREvent at the University Plaza Waterfront Hotel in Stockton, California. An SEU representative spoke with attendees about career opportunities in broadcasting and job openings with in the SEU and collected resumes from those who expressed interest. SEU participants included our Promotions Director.
2	Participate in Job Fair	On March 29, 2016, our SEU participated in the Annual HIREvent at the Clarion Inn Conference Center in Modesto, California. An SEU representative spoke with attendees about career opportunities in broadcasting and job openings with in the SEU and collected resumes from those who expressed interest. SEU participants included our Promotions Director.
3	Internship Program	Our SEU hosts an internship program designed to provide interested students with the skills and experience they need to find a job in the broadcast industry while obtaining school credit. During this reporting period, our SEU hosted two student interns from the University of the Pacific ("UOP"). These students were supervised by our Morning On-Air Personality and assisted with a variety of tasks including but not limited to live remote broadcasts; the execution of promotional events; and on-going and special projects. They also participated in team functions and SEU events.
4	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host spoke at the LULAC Youth Leadership conference at Delta College on November 13, 2015. She spoke about leadership and what it means for radio broadcasting careers.
5	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host spoke at the Peer Leaders United Students Youth Summit at the UOP on January 5, 2016. She spoke about leadership and what it means for radio broadcasting careers, including a presentation of being a DJ at work.
6	Sponsor events in the community designed to inform and educate the public concerning employment opportunities in broadcasting	Throughout this reporting period, the SEU conducted tours of our facilities for interested students and youth groups.

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	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Open House	The SEU held an Open House on the evening of October 7, 2015 that was open to the public. The event was designed to attract all persons interested in applying for our available Account Executive positions.
8	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host spoke at the Women Empowerment Event at Lathrop High School on March 24, 2016. She spoke about leadership and what it means for radio broadcasting careers for women.
9	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host spoke at the Community Outreach "Careers in Media" at the UOP on September 29, 2017. She spoke about leadership and what it means for radio broadcasting career.
10	Provide training to management-level personnel concerning the methods of ensuring equal employment opportunity and preventing discrimination	On June 14, 2016, this SEU participated in a training seminar for management-level personnel designed to ensure equal employment opportunity and prevent employment discrimination in the workplace. The seminar was conducted by Cumulus' Senior Vice President and General Counsel. The SEU's VP/Market Manager, Sales Manager, Operations Manager, and Business Manager were active attendees in that seminar.

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Account Executive	15,18,21-25	18
Account Executive	15,17,18,21-25	17
Account Executive	15,18,21-25	21
Traffic Director	13,17,18, 22-25	17
Programming Mornings KATM	13,17	17
Promotions Manager KATM	13,14,18,22-25	14

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2	University of the Pacific Career Resource Center John Carvana 3601 Pacific Avenue Stockton, CA 95211 (209) 946-2344	No	0
3	Hispanic Chamber of Commerce Theresa Clarke 1114 J Street Modesto, CA 95354 (209) 549-1140	No	0
4	NAACP/San Joaquin County P.O. Box 907 Stockton, CA 95201 (866) 63-NAACP	No	0
5	San Joaquin Delta College Jazmin Amen 5151 Pacific Avenue Stockton, CA 95207 (209) 954-5614	No	0
6	Stanislaus Dept. of Employment Training Career Development Britt Moore P.O. Box 3091 Modesto, CA 95353 (209) 567-4985	No	0

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8	Stanislaus Dept. of Employment Training Job Placement Norma Torres-Manriquez P.O. Box 3091 Modesto, CA 95353 (209) 567-4985	No	0
9	Stanislaus Career Network Kristy Feliciano P.O. Box 3389 Modesto, CA 95353 (209) 558-2113	No	0
10	Ziprecruiter <i>www.Ziprecruiter.com</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)	No	0
11	Linkedin.com	No	0
12	Internal Job Posting	No	0
13	All Access 28955 Pacific Coast Hwy. Malibu, CA 90265 (310) 457-6616 allaccess.com	No	2
14	Internal Transfer/Promotion	No	1
15	On-Air Announcements (one or more SEU stations)	No	3
16	Craigslist modesto.craigslist.org stockton.craigslist.org.	No	0
17	Word-of-Mouth Referral	No	4
18	Indeed.com	No	14

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19	ITT Technical Institute 16916 South Harlan Road Lathrop, CA 95330 (209)858-0077 vkayna@itt-tech.edu	No	0
20	MTI College 5221 Madison Ave Sacramento, CA 95841 (916)339-1500 jhoang@mticollege.edu	No	0
21	SEU Open House on site	No	3
22	Cumulus Job Board www.cumulus.hrmdirect.com	No	4
23	Simply Hired Website www.simplyhired.com	No	4
24	Glassdoor Website www.glassdoor.com	No	4
25	Linkup Website www.linkup.com	No	4
26	SEU Internship Program (See Section III)	No	0
27	SEU Job Fairs (see Section III)	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			43

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On September 23, 2014, our SEU participated in the Annual HIREvent at the University Plaza Waterfront Hotel in Stockton, California. An SEU representative spoke with attendees about career opportunities in broadcasting and job openings with in the SEU and collected resumes from those who expressed interest. SEU participants included our Promotions Director.
2	Participate in Job Fair	On May 19, 2015, our SEU participated in the Annual HIREvent at the University Plaza Waterfront Hotel in Stockton, California. An SEU representative spoke with attendees about career opportunities in broadcasting and job openings with in the SEU and collected resumes from those who expressed interest. SEU participants included our Promotions Director.
3	Participate in Job Fair	On July 21, 2015, our SEU participated in the Annual HIREvent at the Clarion Inn Conference Center in Modesto, California. An SEU representative spoke with attendees about career opportunities in broadcasting and job openings with in the SEU and collected resumes from those who expressed interest. SEU participants included our Promotions Director.
4	Participate in Job Fair	On January 27, 2015, our SEU participated in the Annual HIREvent at the University Plaza Waterfront Hotel in Stockton, California. An SEU representative spoke with attendees about career opportunities in broadcasting and job openings with in the SEU and collected resumes from those who expressed interest. SEU participants included our Promotions Director.
5	Participate in Job Fair	On November 18, 2014, our SEU participated in the Annual HIREvent at the Clarion Inn Conference Center in Modesto, California. An SEU representative spoke with attendees about career opportunities in broadcasting and job openings with in the SEU and collected resumes from those who expressed interest. SEU participants included our Promotions Director.
6	Provide training to management-level personnel	December 2014, Cumulus Media conducted

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	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
	concerning the methods of ensuring equal employment opportunity and preventing discrimination	mandatory discrimination and harassment prevention training in order to ensure that leadership understands the importance of this during the recruitment and workplace environments.
7	Open House	The SEU held an Open House on the evening of March 18, 2015 that was open to the public. The event was designed to attract all persons interested in applying for our available Account Executive positions. Recruitment spots were produced and aired between 3/3/15 and 3/17/15.
8	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host spoke at the Radio Career Day at Stagg High School on December 17, 2014. She shared ideas for careers in radio broadcasting and how to get there.
9	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host spoke at the LULAC Youth Leadership conference at Delta College on November 7, 2014. She spoke about leadership and what it means for radio broadcasting careers.
10	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host spoke at the Cesar Chavez High School Career Fair on February 3, 2015. She spoke about leadership and what it means for radio broadcasting careers.
11	Participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	KWIN morning show host and Operations Manager spoke at the 2015 RTV Media Festival at Delta College on May 30, 2015. They spoke about leadership and what it means for radio broadcasting careers.