

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period of August 1 2004 to July 31, 2005.

1 Employment Unit: Cumulus Licensing LLC – Green Bay, Wisconsin

2 Unit Members (Stations and Communities of License):

WQLH (FM) Green Bay, Wisconsin
WJLW (FM) Allouez, Wisconsin
WDUZ (FM) Brillion, Wisconsin
WDUZ (AM) Green Bay, Wisconsin
WOGB (FM) Kaukauna, Wisconsin
WPCK (FM) Denmark, Wisconsin

3 EEO Contact Information for Unit Member:

Jennifyr Wickert
Cumulus Licensing LLC
810 Victoria Street
Green Bay, Wisconsin 54302
Telephone number: (920) 468-4100
E-mail Address: jen.wickert@cumulus.com

4 List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
On-Air Personality	allaccess.com
Account Executive	Personal Reference
On-Air Personality	www.allaccess.com
On-Air Personality	Personal Reference
On-Air Personality	www.allaccess.com
• Program Director	Internal Hire
• On-Air Personality	www.allaccess.com
• Account Executive	Personal Reference
• Chief Board Operator	Internal Hire
Sales Assistant	Lakeshore Technical College
Program Director	www.allaccess.com
General Office Asst.	Cumulus Appleton/Oshkosh Referral
• On-Air Personality	Internal Hire
On-Air Personality	Walk-In
Account Executive	Cumulus On-Air Ads

Recruitment Sources Used to Fill Each Vacancy
Cumulus Broadcasting
Green Bay

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **On Air DJ WPCK**

Date Vacancy Filled: **6/28/04**

Recruitment Source Used for Actual Hire: **www.allaccess.com**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	1
<u>www.allaccess.com</u>	Joel Denver	5
Wisconsin Broadcasters Association 44 E. Mifflin Street #900 Madison, WI 53703	Torrie Kennedy (608) 255-2600	1

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **Account Executive**

Date Vacancy Filled: **8/2/04**

Recruitment Source Used for Actual Hire: **Personal Reference**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay On Air Ads 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	8
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	4
Wisconsin Broadcasters Association 44 E. Mifflin Street #900 Madison, WI 53703	Torrie Kennedy (608) 255-2600	1

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WPCK Mid Days**

Date Vacancy Filled: 7/1/04

Recruitment Source Used for Actual Hire: **www.allaccess.com**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
<u>www.allaccess.com</u>	<u>Joel Denver</u>	<u>5</u>

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WOGB Morning Show Co-Host**

Date Vacancy Filled: **3/10/05**

Recruitment Source Used for Actual Hire: **Personal Reference**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	4
www.allaccess.com	Joel Denver	2

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WPCK Morning Show Co-Host**

Date Vacancy Filled: **9/1/04**

Recruitment Source Used for Actual Hire: **www.allaccess.com**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
<u>www.allaccess.com</u>	Joel Denver	8
<u>www.allaboutcountry.com</u>	Bill Henness	3

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WJLW Program Director**

Date Vacancy Filled: **10/1/04**

Recruitment Source Used for Actual Hire: **Internal Hire**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay Internal Hire 810 Victoria Street Green Bay, WI 54302	Jimmy Clark (920) 468-4100	1
<u>www.allaccess.com</u>	Joel Denver	8

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WJLW Mid Days**

Date Vacancy Filled: **10/1/04**

Recruitment Source Used for Actual Hire: **www.allaccess.com**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	1
www.allaccess.com	Joel Denver	5

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **Account Executive**

Date Vacancy Filled: **11/15/04**

Recruitment Source Used for Actual Hire: **Personal Reference**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay On Air Ads 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	1
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	2

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **Chief Board Operator**

Date Vacancy Filled: **12/27/05**

Recruitment Source Used for Actual Hire: **Internal Hire**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Jimmy (920) 468-4100	1
<u>www.allaccess.com</u>	Joel Denver	5

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **Sales Assistant**

Date Vacancy Filled: **2/2/05**

Recruitment Source Used for Actual Hire: **Lakeshore Technical College**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay EEO Website 810 Victoria Street Green Bay, WI 54302	Greg Jessen (920) 468-4100	1
Cumulus Green Bay On Air Ads 810 Victoria Street Green Bay, WI 54302	Greg Jessen (920) 468-4100	7
Wisconsin Job Net 325 N. Roosevelt Street Green Bay, WI 54301	Roy Koeller (920) 448-6460	2
St. Norbert College 100 Grant Street De Pere, WI 54115	(920) 403-3040	
Lakeshore Technical College 1290 North Avenue Cleveland, WI 54305	(920) 693-1000	1

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WPCK Program Director**

Date Vacancy Filled: **2/15/05**

Recruitment Source Used for Actual Hire: **www.allaccess.com**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Jimmy Clark (920) 468-4100	1
www.allaccess.com	Joel Denver	8

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **General Office Assistant**

Date Vacancy Filled: **3/15/05**

Recruitment Source Used for Actual Hire: **Cumulus Appleton/Oshkosh Referral**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Appleton Personal Reference 491 S. Washburn Suite 900 Oshkosh, WI 54904	Pam Swinford (920) 230-0861	1
Wisconsin Job Net 325 N. Roosevelt Street Green Bay, WI 54301	Roy Koeller (920) 448-6460	6
Cumulus Green Bay EEO Website 810 Victoria Street Green Bay, WI 54302	Cheryl Bellin (920) 468-4100	3
Cumulus Green Bay On Air Ads 810 Victoria Street Green Bay, WI 54302	Cheryl Bellin (920) 468-4100	9
NWTC 2740 W. Mason Green Bay, WI 54303		

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WPCK Morning Co-Host**

Date Vacancy Filled: **12/27/05**

Recruitment Source Used for Actual Hire: **Internal Hire**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
<u>www.allaccess.com</u>	Joel Denver	3
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Jimmy Clark (920) 468-4100	2
Cumulus Green Bay Corporate Referral 810 Victoria Street Green Bay, WI 54302	Jimmy Clark (920) 468-4100	

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **WPCK Evening Announcer**

Date Vacancy Filled: **5/18/05**

Recruitment Source Used for Actual Hire: **Walk In**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay Personal Reference 810 Victoria Street Green Bay, WI 54302	Jimmy Clark (920) 468-4100	1
<u>www.allaccess.com</u>	Joel Denver	1
Cumulus Green Bay Walk-In 810 Victoria Street Green Bay, WI 54302	Jimmy Clark (920) 468-4100	1
Wisconsin Broadcasters Association 44 E. Mifflin Street #900 Madison, WI 53703	Torrie Kennedy (608) 255-2600	1

List of Recruitment Sources Used to Fill Each Vacancy

Job Title for Vacancy: **Account Executive**

Date Vacancy Filled: **7/12/05**

Recruitment Source Used for Actual Hire: **On Air Ads**

Recruitment Sources Utilized for this Vacancy

<u>Name and Address of Source</u>	<u>Contact Person</u>	<u>Number of Interviews</u>
Cumulus Green Bay On Air Ads 810 Victoria Street Green Bay, WI 54302	Buck Hein (920) 468-4100	7

Yearly Total Number of Interviews
Cumulus Broadcasting
Green Bay

Yearly Total Number of Interviewees
Total Number of Interviewees Referred by Each Recruitment Source

Yearly Period Beginning: **August 1, 2004**

Yearly Period Ending: **July 31, 2005**

Total Number of Persons Interviewed for Full-Time Vacancies: **124**

Total Number of Interviewees Referred by Each Source

Recruitment Source Name	Total Number of Interviews
Cumulus	
EEO Website	4
Corporate Referral	1
Internal Hire	1
On Air Ads	32
Personal Reference	18
Walk In	1
Lakeshore Technical College	1
Northeast Wisconsin Technical College	1
St. Norbert College	1
www.allaccess.com	50
www.allaboutcountry.com	3
Wisconsin Broadcasters Association	3
Wisconsin Job Net	8
TOTAL	124

Recruitment Activities
Cumulus Broadcasting
Green Bay

Recruitment Activities

Stations Claiming Credit: WQLH, WOGB, WJLW, WDUZ, WPCK

Activity: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Cumulus Broadcasting – Green Bay has internships in the following departments: promotions, programming, marketing & development, sales, and engineering.

Dates: June 2, 2004 to present

Participating Employees: Jen Wickert (EEO Coordinator), Jimmy Clark (Operations Manager), Deidre Webber (Promotions Assistant), Tani Grimh (Marketing Assistant), Chris Gielow (Engineering &IT), and Buck Hein (Sales Manager)

Host/Sponsor of Activity: Wisconsin Broadcasters Association (WBA)

Brief Description of Activity and Station Participation: Stations have been and currently are participation in the 2003-2004 WBA Internship Survey. What this Internship Survey entails is the following: Cumulus Broadcasting – Green Bay must pick one or more students from the WBA’s list on their website of college students who are currently in the program and have them intern for at least one semester. If the department head decides, intern can stay longer. This is done for a year in order to earn one credit.

Along with this program we have implemented an internship program for above stations and departments. Stations actively seek internship candidates through on air announcements, EEO website, current interns, and job/internship fairs. Interns have the opportunity to work in many aspects of broadcasting and get hands on experience through daily activities that are overseen by a Cumulus professional. Duties vary with the internship department. Interns are capable of earning college credits for completing a semester of work.

The following information is provided by department head and may be used for on air ads, flyers, and job/internship fairs.

PROMOTIONS

Our promotions department is always looking for qualified, high energy students to work for college credits. As an intern, you will learn the ins and outs of marketing 5 of the top radio stations in the Green Bay area. Duties as an intern include but are not limited to: being a member of our street team, getting the equipment ready for our jocks at remotes (whether it be a concert, at a client location, or setting up at a special event), being part of live broadcast remotes for one of morning shows doing “stunt” work, and running errands

in the stations vehicles. If you are eager to learn, like to have fun, and want to earn college credits at the same time send your contact information to:

Cumulus Broadcasting – Green Bay
Attn: Promotions Internship
810 Victoria Street
Green Bay, WI 54302

Or deidre.webber@cumulus.com

PROGRAMMING

Our programming department seeks enthusiastic, outgoing students to learn about the aspects of being on the air. As an intern you will learn about show prep, using the control panel/computer system, live remote broadcasts, station imaging, production, producing commercials, brain storming to put together promotions and much much more! Hours are flexible and the learning potential is unlimited!

If you are willing to learn, like to have fun, and want to earn college credits at the same time, send your contact information to:

Cumulus Broadcasting – Green Bay
Attn: Programming Internship
810 Victoria Street
Green Bay, WI 54302

Or jen.wickert@cumulus.com

MARKETING AND DEVELOPMENT

The focus of this marketing and development department is on advertising. As an intern you will perform tasks on behalf of advertisers and for Cumulus Broadcasting – Green Bay, including but not limited to: researching, writing and producing radio advertisements. Strong oral and written communication skills are a must. Computer skills are helpful, but not required for consideration. Hours are flexible to your school schedule.

To learn more, please send your resume and contact information to

Cumulus Broadcasting – Green Bay
Attn: Tani Grimh
810 Victoria Street
Green Bay, WI 54302

Or tani.grimh@cumulus.com

SALES

The sales department seeks outgoing, competitive individuals with excellent written and verbal communication skills. Interns will receive training in all areas of the sales process: prospecting, appointment getting, conducting a needs analysis, presenting, handling objections, closing and follow up. Intern will also have the opportunity to assist sales staff in areas of research and presentation preparation plus limited opportunities to sell select special events to actual clients.

This position is only for those who are seriously considering a career in media sales. Hours are flexible to your school schedule.

All that are interested please send contact information to

Cumulus Broadcasting – Green Bay
Attn: Sales Internship
810 Victoria Street
Green Bay, WI 54302

Or buck.hein@cumulus.com

Recruitment Activities

Stations Claiming Credit: WQLH, WOGB, WJLW, WDUZ, WPCK

Activity: Participating in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

Dates: October 6, 2004

Participating Employees: Sheila Molzahn and Tani Grimh

Host/Sponsor of Activity: University Wisconsin Green Bay (UWGB)

Brief Description of Activity and Station Participation: Stations participated in the 2004 UWGB Fall Career/ Internship fair at UWGB. The stations set up a booth to answer questions about careers in radio, to provide information about current openings and to promote our new outreach program to the community. Participating employees accepted resumes for sales, on air openings, and internship opportunities with the stations.

Recruitment Activities

Stations Claiming Credit: WQLH, WOGB, WJLW, WDUZ, WPCK

Activity: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

Dates: January 10, 2005

Participating Employees: Sheila Molzahn and Greg Jessen

Host/Sponsor of Activity: Wisconsin Broadcasters Association (WBA)

Brief Description of Activity and Station Participation: Stations participated in the WBA's Assistance Action Plan for EEO Compliance. This program was designed to extend scholarships to worthy students on an annual basis. What stations had to do:

1. Once every two years, donate to the foundation (earmarked for scholarships) a minimum of \$200 for radio Station Employment Unit's (SEU) with three or more stations.
2. For each of the two year periods, promote the availability of the scholarship program over the SEU's stations and direct interested candidates to mail, fax, or email the stations requests for an application.
3. For each of the two year periods, provide blank application forms upon request.
4. For each year of the two year period, be available to answer questions about the program.
5. For each of the two year periods, make an initial evaluation of the candidate for the evaluation committee. The WBA sends each SEU copies of the applications asking for input based on the student's GPA, post high school employment, extracurricular activities, awards, honors, broadcast experience, and respond to an essay question, before they are sent on to the Educational Committee and the WBA Foundation Board for judging. One credit per two year period.

Cumulus Broadcasting participated in the activity and completed it in full with written documentation from the WBA.

Recruitment Activities

Stations Claiming Credit: WQLH, WOGB, WJLW, WDUZ, WPCK

Activity: Participating in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

Dates: November 17, 2004

Participating Employees: Sheila Molzahn and Tani Grimh

Host/Sponsor of Activity: Northeast Wisconsin Job Center

Description of Activity and Station Participation: Stations participated in the 1st annual Northeast Wisconsin Job Fair at the Riverside Ballroom. The stations set up a booth to answer questions about careers in radio, to provide information about current openings and to promote our new outreach program to more than 1,700 members of the community. Resumes were accepted for sales, on air openings, and internship opportunities.

Recruitment Activities

Stations Claiming Credit: WQLH, WOGB, WJLW, WDUZ, WPCK

Activity: Participation in job banks, internet programs and other programs designed to promote outreach generally (programs not primarily directed to providing notification of specific job vacancies).

Dates: On going

Participating Employees: Jen Wickert

Website: <http://cgbeeo.cumulus.com>

Brief Description of Activity and Station Participation: Website has current job and internship openings with email links for easy application. Also linked are Cumulus Broadcasting – Green Bay’s 5 radio stations for quick reference and department managers contact information. Organizations can visit the site to see if they are already on Cumulus’ EEO Contact list and if contact information is correct. If not, it is easy for them to contact Jen Wickert for changes or additions. There is also a place about upcoming career fairs and other events we will be attending.