

**Cumulus-San Francisco
KFOG (FM), KFFG (FM), KSAN (FM), KNBR (AM),
KTCT (AM), KGO (AM), KSFO (AM)
EEO PUBLIC FILE REPORT
August 1, 2014 - July 31, 2015**

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
KGO Account Executive	1, 8, 9, 30, 32, 36, 39, 42	8
KGO Account Executive	1, 8, 9, 10, 30, 32, 42	9
Account Executive	1, 8, 9, 30, 32, 42	9
KNBR Account Executive	1, 8, 9, 30, 32, 42	9
Accounting General	1, 7, 8, 9, 30, 32, 42	7
On Air Talent	1, 8, 9, 30, 32, 42	42
On Air Talent	1, 8, 9, 30, 32, 42	42
Digital Marketing Specialist	1, 8, 9, 30, 32, 42	8
Creative Director	1, 8, 9, 30, 32, 42	42
Editor	1, 8, 9, 30, 32, 42	8
Market Manager	1, 8, 9, 30, 32, 42	42
News Reporter	1, 5, 8, 9, 30, 32, 42	5
On Air	1, 8, 9, 30, 32, 42	8
Producer	1, 8, 9, 30, 32, 42	8
Traffic and Continuity	1, 4, 5, 8, 9, 30, 32, 42	5
VP Sales RNT	1, 5, 8, 9, 30, 32, 42	5
Web Producer	1, 8, 9, 19, 30, 32, 42	19
Web Designer	1, 4, 8, 9, 30, 32, 42	1
Web Technician/Developer	1, 8, 9, 30, 32, 42	8
Editor	1, 8, 9, 30, 32, 42	10

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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	Internal Posting	N	1
2	Station Websites , www.kfog.com ; www.1077thebone.com www.knbr.com ; www.kgoam810.com ; www.ksfo.com	N	0
3	CMP Business Managers CMPBusinessManagers@cumulus.com	N	0
4	Non-Employee Referral	N	0
5	Employee Referral	N	4
6	Re-Hire (<i>former employee</i>)	N	2
7	Craigslist , sfbayarea.craigslist.org	N	1
8	Indeed.com	N	41
9	LinkedIn	N	5
10	Simply Hired	N	7
11	UC Berkeley Career Center, University of California, Berkeley , Berkeley, CA 94720, 510.642.6000, https://berkeley-csm.symplicity.com/employers/	N	0
12	California State University – East Bay , O. Ray Angle, Director Career Development Center, CSU East Bay, 510.885.2139, ray.angle@csueastbay.edu , post online at https://eastbay-csm.symplicity.com/employers/index.php	N	0
13	University of San Francisco Career Center , 2130 Fulton Street, San Francisco, CA 94117-1080 (415) 422-5555, https://usfca-csm.symplicity.com/employers/	N	0
14	San Jose State University Career Center , One Washington Square, San José, California 95192, 408.924.1000 https://sjsu-csm.symplicity.com/employers/index.php?signin_tab=0&ck=1&au=&ck=	N	0
15	Stanford University , 450 Serra Mall, Stanford, California 94305. 650.723.2300 https://stanford-csm.symplicity.com/employers/	N	0
16	St. Mary’s College of California , 1928 Saint Mary's Road, Moraga, CA 94556, 925. 631.4000, http://www.stmarys-ca.edu/community-and-visitors/for-employers/index.html	N	0
17	AMFMJobs , www.amfmjobs.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
18	ActiveHire , www.activehire.com	N	0
19	Internal Transfer/Promotion	N	5
20	City College of San Francisco ; post on website at http://www.ccsf.edu/Services/ ; also email to eseymore@ccsf.edu and iquadra@ccsf.edu	N	0
21	WorkInSports.com , Amy Eaton, Director of Employer Relations, Work In Sports, L.L.C. P: 480-905-8059, F: 480-905-7231; post by email to PostAJob@WorkInSports.com .	N	0
22	Music Jobs USA , 1 323 527 9905, http://us.music-jobs.com/employers.php	N	0
23	Northern California Broadcasters Association ; arobillard@ncradio.com	N	0
24	Heald College , 670 Howard Street, San Francisco, CA 94105; dwenette_flash@heald.edu	N	0
25	San Francisco State University BCA Department , 1600 Holloway Avenue, San Francisco, CA 94132, (415) 338-1111; Paid positions - beca@sfsu.edu ; Internships - mcamacho@sfsu.edu	N	0
26	San Francisco State University Career Center , recruit@sfsu.edu	N	0
27	SFRecruiter.com – send by email to jobs@sfrecruiter.com	N	0
28	On-Air Announcements (<i>one or more SEU stations</i>)	N	0
29	NOVA , Joyce Nolan, 505 W. Olive Avenue, Sunnyvale, CA 94086, 408.774.5417; fax 408.730.7643; jobs@novaworks.org	N	0
30	Gary James, Ohio Center for Broadcasting , 5330 East Main St, Suite 200, Columbus, Ohio 43213, Phone: 614.245.0555 gary@beonair.com	Y	0
31	National Lesbian & Gay Journalists Association , 2120 L Street, Suite 850, Washington, DC 20037, Phone: 202.588.9888, Fax: 202.588.1818, info@nlgja.org	N	0
32	Arriba Juntos , Edwin Narvaez, Case Manager/Employment Specialist, 1850 Mission St., San Francisco, CA 94103, 415-401-4895 (Direct), 415-487-3240 (Main), Fax: 415-863-9314	Y	0
33	Diablo Valley College Career Placement Center , 321 Golf Club Road, Pleasant Hill, CA 94523, Phone: 925.685.1230, Fax: 925.691.7538; email careerservices@dvc.edu	N	0
34	Experience Unlimited , Attn: Sylvia Gonzales, 745 Franklin Street, Lower Level, San Francisco, CA 94102, Tel: 415.771.1776; send to fax 415.749.7478;	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	Young Community Developers, Inc. , 1715 Yosemite Avenue, San Francisco, CA 94124, (415) 822-3491; Fax 415.822.1196;	N	0
36	Walk-In/Self-Referral	N	1
37	Job Fairs/Open House (<i>see Section III</i>)	N	0
38	Inside Radio , http://www.insideradio.com/	N	0
39	Listener/Audience Database	N	0
40	Golden Gate University , 536 Mission St San Francisco, CA 94105, (415) 442-7000 – http://www.ggu.edu/	N	0
41	All Access , Job Board, http://www.allaccess.com/forum/viewforum.php?f=9	N	0
42	Glassdoor.com	N	5
43	Unknown (<i>source not adequately identified</i>)	N	25
^TOTAL INTERVIEWEES OVER REPORTING PERIOD			97

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	College Internship Program: During this reporting period this SEU hosted <u>20</u> interns from the following schools: California Baptist University; California University Sacramento; Cañada College; Miami University Millersville University; University of Missouri; San Francisco State University; San Diego State; Syracuse University; University of Southern California;	This ongoing internship program is designed to assist members of the community acquire the skills needed for broadcast employment. It provides on-the-job training opportunities to college students so that they can learn about career opportunities in the radio industry. Interns work closely with their mentors from the following departments: business operations; promotions; sales; and, programming.
2	Host event/program sponsored by a community organization related to careers in broadcasting	On July 15, 2015, SEU hosted the Special Olympics organization at our station. They were given guided tours and the opportunity to ask questions about our industry and the various careers that are available.
3	Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	SEU encourages employees to become experts in the field and to push outside their job description to learn more about the various careers available in the market. Internal promotion is welcomed and readily available to employees that show initiative and a desire to perform more than they are required to do inside and outside of their normal job description.
4	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	December 2014, this SEU conducted management training in discrimination and harassment prevention. Training conducted through Insperity Skillport.
5	Host event/program sponsored by a community organization related to careers in broadcasting	Nov 20, 2014: Hosted a 49ers suite event with the Silicon Valley Entrepreneur's Organization. A museum and stadium tour was offered followed by a business meeting/Q&A discussing radio broadcasting and its many career opportunities.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Host event/program sponsored by a community organization related to careers in broadcasting	June 27, 2015: SEU hosted a professional woman's networking event at the stations on June 27. The group is called "25 Women You Should Know" and it includes women in PR and Marketing from a variety of different industries including travel, digital, electronics/audio and others. SEU gave tours of the studios introducing the women to our talent and staff who spoke about their roles at the stations.
7	Participate in event/program sponsored by an educational institution related to careers in broadcasting	On April 14, 2015, our SEU's on-air talent was invited to address a group of students at San Francisco State University about career opportunities in broadcasting as well as internships and job openings within the SEU.
8	Host event/program sponsored by a community organization related to careers in broadcasting	On May 6, 2015, members of our SEU's Programming Department hosted a Boy Scout troop from Kentfield, CA (w/ parents and chaperones). Their objective was to learn about how radio fits into the world of communications. We toured each of the stations music, news, sports spending time at production they even got on air with on-air talent! They learned about how engineering and the behind the scene including sales makes it all work.
9	Host event/program sponsored by an educational institution related to careers in broadcasting	On April 25, 2015, our SEU's Programming Department hosted a group of students from Berkeley Journalism School to tour our studios and newsroom and talk about what is involved in news broadcasting. Career opportunities in the industry as well as internships and job openings within the SEU were also discussed. Students had the opportunity to ask questions and gain insight about the broadcast industry.
10	Participate in event/program sponsored by an educational institution related to careers in broadcasting	On Aug 28, 2015, our SEU's promotions department was invited to address a group of students at San Francisco State University about internships and job openings within the SEU.