

**WMGU (FM), WQSM (FM), WRCQ (FM) & WFNC (AM)**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2023 – July 31, 2024**

**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
On-Air Host – Good Morning Fayetteville on WFNC	1 – 29, 31 – 45, 47 – 48	1
Account Executive	1 – 29, 31 – 45, 47 – 48	10
Account Executive	1 – 10, 39, 41 – 42, 44 – 46, 48	1
Digital Account Executive	1 – 32, 34 – 36, 39, 41 – 45, 47 – 48	10
WFNC(AM) Drive Host	1 – 36, 39, 41 – 47, 49 – 50	30
Multi-Media Account Executive	1 – 32, 34 – 36, 39, 41 – 47	30
Digital Sales Manager	1 – 29, 32, 34 – 36, 39, 41 – 47	1

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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	<b>Cumulus Careers Website</b> <a href="http://www.cumulusmedia.jobs.net/en-US/">www.cumulusmedia.jobs.net/en-US/</a>	N	13
2	<b>Adzuna Website</b> <a href="http://www.adzuna.com/">www.adzuna.com/</a>	N	0
3	<b>Job Is Job Website</b> <a href="http://www.jobisjob.com/">www.jobisjob.com/</a>	N	0
4	<b>MyJobHelper Website</b> <a href="http://www.myjobhelper.com/">www.myjobhelper.com/</a>	N	0
5	<b>Oodle Website</b> <a href="http://www.jobs.oodle.com/careers/careers/">www.jobs.oodle.com/careers/careers/</a>	N	0
6	<b>The Job Spider</b> <a href="http://www.jobspider.com/">www.jobspider.com/</a>	N	0
7	<b>Trovit Website</b> <a href="http://www.trovit.com/">www.trovit.com/</a>	N	0
8	<b>Indeed Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.indeed.com">www.indeed.com</a>	N	3
9	<b>Glassdoor Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.glassdoor.com/index.htm">www.glassdoor.com/index.htm</a>	N	0
10	<b>LinkedIn Website</b> <i>(not directly contacted by SEU)</i> <a href="http://www.linkedin.com/jobs/">www.linkedin.com/jobs/</a>	N	9
11	<b>Abilities in Jobs</b> <a href="http://www.abilitiesinjobs.com">www.abilitiesinjobs.com</a>	N	0
12	<b>Asian in Jobs</b> <a href="http://www.asianinjobs.com">www.asianinjobs.com</a>	N	0
13	<b>Black In Jobs</b> <a href="http://www.blackinjobs.com">www.blackinjobs.com</a>	N	0
14	<b>Hispanic In Jobs</b> <a href="http://www.hispanicinjobs.com">www.hispanicinjobs.com</a>	N	0
15	<b>LGBTQ In Jobs</b> <a href="http://www.lgbtqinjobs.com">www.lgbtqinjobs.com</a>	N	0
16	<b>Diversity in Jobs</b> <a href="http://www.diversityinjobs.com">www.diversityinjobs.com</a>	N	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
17	<b>Seniors in Jobs</b> <a href="http://www.seniorsinjobs.com">www.seniorsinjobs.com</a>	N	0
18	<b>Women in Jobs</b> <a href="http://www.womeninjobs.com">www.womeninjobs.com</a>	N	0
19	<b>Job Opportunities for Disabled Veterans</b> <a href="http://www.JOFDAV.com">www.JOFDAV.com</a>	N	0
20	<b>Disabled Person</b> <a href="http://www.disAbledperson.com">www.disAbledperson.com</a>	N	0
21	<b>Hire Black Now</b> <a href="http://www.hireblacknow.com">www.hireblacknow.com</a>	N	0
22	<b>Hispanic Job Exchange</b> <a href="http://www.hispanicjobexchange.com">www.hispanicjobexchange.com</a>	N	0
23	<b>African American Job Search</b> <a href="http://www.africanamericanjobsearch.com">www.africanamericanjobsearch.com</a>	N	0
24	<b>Asian Job Search</b> <a href="http://www.asianjobsearch.com">www.asianjobsearch.com</a>	N	0
25	<b>LGBT Job Search</b> <a href="http://www.lgbtjobsearch.com">www.lgbtjobsearch.com</a>	N	0
26	<b>Disabled Job Seekers</b> <a href="http://www.disabledjobseekers.com">www.disabledjobseekers.com</a>	N	0
27	<b>US Diversity Job Search</b> <a href="http://www.usdiversityjobsearch.com">www.usdiversityjobsearch.com</a>	N	0
28	<b>Veteran Job Center</b> <a href="http://www.veteranjobcenter.com">www.veteranjobcenter.com</a>	N	0
29	<b>Seniors to Work</b> <a href="http://www.seniorstowork.com">www.seniorstowork.com</a>	N	0
30	<b>Employee Referral</b>	N	2
31	<b>Bladen County NCWorks Career Center</b> 401 Mercer Mill Road Elizabethtown, NC 28337 910-862-3255 BladenCounty@NCWorks.gov leon.grimes@commerce.nc.gov	N	0
32	<b>Cumberland County Workforce Career Center</b> 414 Ray Avenue Fayetteville, NC 28301 910-486-1010 Adrian.Lowery@lumberrivercog.org andrea.quirindongo@ncmail.net	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	<b>Lee County NCWorks Career Center</b> 1909 Lee Avenue Sanford, NC 27330 919-775-2241 LeeCounty@NCWorks.gov paul.escamilla@commerce.nc.gov	N	0
34	<b>Sampson County NCWorks Career Center</b> 115 North Boulevard Clinton, NC 28328 910-592-5756 SampsonCounty@NCWorks.gov Tremayne.gilchrist@commerce.nc.gov	N	0
35	<b>Hoke County NCWorks Career Center</b> 304 Birch Street Raeford, NC 28376 ScotlandCounty@NCWorks.gov leon.grimes@commerce.nc.gov	N	0
36	<b>Division of Vocational Rehabilitation Services</b> 805 Ruggles Drive Raleigh, NC 27603 919-855-3553 kenny.gibbs@dhhs.nc.gov	N	0
37	<b>WCHS Cornerstone</b> 220 Snow Avenue Raleigh, NC 27603 919-508-0720 michael.yonk@wakegov.com	N	0
38	<b>Veterans Administration</b> P.O. Box 71258 Fort Bragg, NC 28310 greggrey.flood2@va.gov	N	0
39	<b>Transition Employment Liaison (TEL)</b> Fort Bragg, NC 910-908-4834 mark.r.adkins4.ctr@mail.mil	N	0
40	<b>Cumberland County Association for Indian People</b> 2173 Downing Road Fayetteville, NC 28312 910-483-8442 ccaip@netzero.net	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
41	<b>Fayetteville State University</b> Ruldolph Jones Student Center, Room #227 1200 Murchison Road Fayetteville, NC 28301 (910) 672-2345 mmc1@uncfsu.edu	N	0
42	<b>Hartnett County Workforce Center - Dunn</b> 101 Hunt Valley Drive Dunn, NC 28334 Harnett.Dunn@NCWorks.gov	N	0
43	<b>North Carolina Military Business Center</b> P.O. Box 1748 Fayetteville, NC (910) 678-0193 courtney@ncmbc.us	N	0
44	<b>Onward to Opportunity</b> 2801 Old Stable Lane, Room 710 Fort Bragg, NC 28310 910-725-8790 kmayes@syr.edu	N	0
45	<b>Wounded Warrior Project</b> 1990 Fordham Drive, Ste.100 Fayetteville, NC 28304 (910) 487-0116 tjacobs@woundedwarriorproject.org	N	0
46	<b>NCWorks Career Center- Cumberland County</b> 490 N. McPherson Church Road 910-912-2400 CumberlandCounty@NCWorks.gov dwight.butler@nccommerce.com	N	0
47	<b>NCWorks Career Center- Capital Area (Fuquay-Varina)</b> 130 N. Judd Parkway NE 919-557-1121 WakeCounty@NCWorks.gov	N	0
48	<b>NCWorks Career Center Hartnett County -Lillington</b> 900 South 9th Street 9108932191 Harnett.Lillington@NCWorks.gov etrusdale@harnett.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
49	<b>All Access</b> www.allaccess.com	N	15
50	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	1
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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Management-level training regarding Diversity, Equity, and Inclusion	On August 4, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Privilege &amp; Access Roundtable</i> . This session included group discussions, activities, new tools/techniques for everyday interpersonal behaviors that support DEI, and a “DEI Practice Lab” that focused on Privilege and Access.
<b>2</b>	Management-level training regarding Diversity, Equity, and Inclusion	During the months of October and November 2023, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers—Market Manager and Operations Managers—as well as the entire staff were required to complete a Health & Safety Institute (HSI) on-line course entitled, <i>Privilege</i> . This training reinforced the many personal and professional benefits of working in a diverse and inclusive workforce and introduced the key concept of Privilege: what it is, scenarios where privilege is seen/experienced, and how to use privilege to advocate for diversity, equity, and inclusion.
<b>3</b>	Management-level training regarding Diversity, Equity, and Inclusion	On December 7, 2023, our SEU’s Market Manager participated in another facilitated session and presentation conducted by the Diversity, Equity, and Inclusion (“DEI”) advisory firm, H3C, entitled, <i>Advocacy &amp; Allyship Leadership</i> . During this Roundtable, participants explored what it means to be an ally and how to advocate for others. The presentation also provided two important tools for interrupting bias in the moment and intervening after the moment.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the months of March and April of 2024, our SEU participated in harassment prevention training. All hiring managers—Market Manager, Operations Manager, and Hiring Managers—as well as the entire staff were required to complete a series of sessions prepared by the Health & Safety Institute (HSI) entitled, <i>Understanding Harassment</i> and <i>Anti-Harassment – Managers</i> (6 sessions for staff and 9 for managers). The sessions explained what harassment is, provided tips to help understand offenders and targets; offered bystander training; described warning signs, and instructed viewers about how to create a healthy workplace culture. There was additional training for managers about supervisory responsibilities and how to conduct investigations regarding claims of harassment. In order to obtain a certificate of participation, all employees were required to take a quiz following their completion of each session.
5	Management-level training regarding Diversity, Equity, and Inclusion	During the months of March and April of 2024, this SEU participated in additional Diversity, Equity, and Inclusion training. All hiring managers as well as the entire staff were required to complete the Health & Safety Institute (HSI) on-line course presented in three segments entitled, <i>Isms: Avoiding Isms in the Workplace; Exploring Isms in the Workplace; and Overcoming Isms in the Workplace</i> . These segments defined Isms, explained how they originated, and provided methods to avoid and overcome the behaviors described.
6	Management-level training regarding Diversity, Equity, and Inclusion	During the last two weeks of April 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, <b>Managing through the Lens of Inclusion</b> . This session was designed as a Leadership Lab—a 60-minute session to briefly discuss the meaning of “managing through the lens of inclusion” and introduce tools, techniques, and methods associated with this topic. Specifically, this session focused on: assessing the culture of the organization/department/team; developing an appreciation of the differences among and between groups so we can value diversity; managing the dynamics of difference to learn to respond appropriately and effectively to the issues that arise in a diverse environment; changing and adopting new policies and practices that support diversity and inclusion; and institutionalizing cultural knowledge so we can drive the changes into the systems of the organization.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Management-level training regarding Diversity, Equity, and Inclusion	During the last two weeks of May 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a Check-In Discussion—a 90-minute session—related to the <b>Managing through the Lens of Inclusion</b> session attended in April 2024. In the Check-In Discussion, small groups met with a facilitator to delve into the applicability of the DEI-related techniques introduced in the April session to discuss which were tried, which worked well, and where adjustments could be made.
8	Management-level training regarding Diversity, Equity, and Inclusion	During the last half of July 2024, our SEU’s Market Manager and HR Business Partner were required to participate in a further facilitated session and presentation conducted by the Diversity, Equity, and Inclusion advisory firm, H3C, entitled, <b>Empathetic Leadership</b> . This session was designed as a Leadership Lab—a 60-minute session to discuss the meaning of “ <b>Empathetic Leadership: Cultivating Trust &amp; Inclusion,</b> ” and introduce tools, techniques, and methods associated with this topic. Specifically, the session focused on equipping leaders with the skills and insights necessary to foster an inclusive and trusting organizational culture. Participants explored the core principles of empathetic leadership and its impact on team dynamics, inclusion, and overall organizational success. By understanding and valuing the perspectives and experiences of others, leaders can build stronger, more cohesive teams and drive positive change.
9	Participate in event sponsored by or on behalf of an educational institution related to careers in broadcasting	On March 22, 2024, our SEU’s Promotions Director attended Career Day at Douglas Byrd Middle School in Fayetteville, NC, to talk with students about how radio stations operate, what her job as Promotions Director entails, and the variety of opportunities available for a future career in broadcasting.
10	Participate in event sponsored by or on behalf of an educational institution related to careers in broadcasting	On April 26, 2024, our SEU’s Promotions Director attended Career Day at Seventy First Classical Middle School in Fayetteville, NC, to talk with students about how radio stations operate, what her job as Promotions Director entails, and the variety of opportunities available for a future career in broadcasting.
11	Participate in event sponsored by or on behalf of an educational institution related to careers in broadcasting	On March 13, 2024, our SEU’s Promotions Director attended Career Day at Rockfish Elementary School in Hope Mills, NC, to talk with students about how radio stations operate, what her job as Promotions Director entails, and the variety of opportunities available for a future career in broadcasting.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>12</b>	Participate in event sponsored by or on behalf of an educational institution related to careers in broadcasting	On October 31, 2023, our SEU's Promotions Director, one of our Promotions Assistants, and our Continuity Director attended a Bronco iRadio meeting on the campus of Fayetteville State University to speak with the students about corporate radio opportunities and internships.
<b>13</b>	Participate in Job Fair	On July 19, 2024, our SEU's Digital Sales, Regional Finance, and Market Managers, and one of our Account Executives, attended the Chamber of Commerce Career and Resource Expo hosted by the Greater Fayetteville Chamber, during which they spoke with attendees about the company, career opportunities in radio broadcasting, and job openings within the SEU.