

Cumulus-San Francisco
KFOG(FM), KSAN(FM), KNBR(AM), KTCT(AM),
KGO(AM), KSFO(AM), KFFG(FM)
EEO PUBLIC FILE REPORT
August 1, 2017 – July 31, 2018

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
KFOG Program Director	1, 5, 8-10, 25, 33, 37, 40-44	5
Continuity Coordinator	1-3, 5, 8, 10, 37, 40-44	8
KNBR Account Executive	1-3, 8-10, 13, 25, 37-38, 40-44	9
KGO KSFO Account Executive	1-3, 8-10, 13, 25, 37-38, 40-44	9
KNBR Writer	1-3, 8, 10, 19, 37, 40-44	8
Director of Finance & Administration	1-3, 5, 8-10, 37, 40-42	9
Receptionist	1-3, 5, 8, 10, 13, 37, 40-44	5
KNBR Account Executive	1-3, 8-10, 13, 25, 37-38, 40-44	9
Accounts Receivable Coordinator	1-3, 8, 10, 13, 23, 25, 37-38, 40-44	8
Traffic/Continuity Manager	1-3, 5, 8, 10, 37, 40-44	5
Cluster Account Executive	1, 4, 5, 8-10, 25, 40-44	4
Sales Coordinator	1-4, 5, 8, 10, 37, 40-44	4
Cluster Account Executive	1-4, 8-10, 13, 25, 37-38, 40-44	4
Cluster Account Executive	1-4, 8-10, 13, 25, 37-38, 40-44	4
Sales Coordinator	1-4, 5, 8, 10, 37, 40-44	4
KNBR Writer	1-4, 8, 10, 13, 25, 37, 39-44	8
Continuity Coordinator	1-3, 5, 8, 10, 37, 40-44	8
Digital Content Producer	1-5, 8, 10, 13, 22-23, 37, 39-44	39
Market Manager	36	36
KNBR Account Executive	1-3, 8-10, 13, 37-38, 40-44	9
Promotions Specialist	1-4, 8, 10, 13, 25, 37, 39-44	8
KFOG Program Director	1, 5, 8-10, 25, 33, 37, 40-44	5

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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	4
2	Station Websites , www.kfog.com ; www.1077thebone.com ; www.knbr.com ; www.kgoam810.com ; www.ksfo.com	N	8
3	CMP Business Managers , CMPBusinessManagers@cumulus.com	N	0
4	Non-Employee Referral	N	6
5	Employee Referral	N	3
6	Re-Hire	N	0
7	Craigslist , sfbayarea.craigslist.org	N	0
8	Indeed.com	N	30
9	LinkedIn	N	20
10	Simply Hired	N	0
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 Jose, CA 95192, 408.924.1000 https://sjsu-csm.symplicity.com/employers/index.php?signin_tab=0&cck=1&au=&ck=	N	0
15	Stanford University , 450 Serra Mall, Stanford, CA 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
18	ActiveHire , www.activehire.com	N	0
19	Internal Transfer/Promotion	N	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	Northern California Broadcasters Association ; arobillard@ncradio.com	N	0
22	Academy of Art College , 79 New Montgomery St., San Francisco, CA 94105 800-544-2787 https://academyart-csm.symplicity.com/employers/?signin_tab=0	N	6
23	Santa Rosa Junior College , 1501 Mendocino Ave., Santa Rosa, CA 95401 707-527-4011 https://studentemployment.santarosa.edu/employers	N	4
24	SFRecruiter.com – send by email to jobs@sfre recruiter.com	N	0
25	On-Air Announcements (one or more SEU stations)	N	12
26	NOVA , Joyce Nolan, 505 W. Olive Avenue, Sunnyvale, CA 94086 408.774.5417; fax 408.730.7643; jobs@novaworks.org	N	0
27	Gary James, Ohio Center for Broadcasting , 5330 East Main Street, Suite 200, Columbus, OH 43213 Phone: 614.245.0555 gary@beonair.com	N	0
28	National Lesbian & Gay Journalists Association , 2120 L Street, Suite 850, Washington, DC 20037, Phone: 202.588.9888, Fax: 202.588.1818; info@nlgia.org	N	0
29	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	N	0
30	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	1
31	Experience Unlimited , Attn: Sylvia Gonzales, 745 Franklin Street, Lower Level, San Francisco, CA 94102, Tel: 415.771.1776; Fax: 415.749.7478	N	0
32	Walk-In/Self-Referral	N	0
33	Job Fairs/Open House (see Section III)	N	34
34	Inside Radio , http://www.insideradio.com/	N	0
35	Golden Gate University , 536 Mission St., San Francisco, CA 94105 (415) 442-7000 http://www.ggu.edu/	N	0
36	Exigent Circumstance	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	All Access, Job Board, http://www.allaccess.com/forum/viewforum.php?f=9	N	0
38	Glass Door, www.glassdoor.com	N	0
39	Unknown (<i>source not adequately identified</i>)	N	5
40	Twitter	N	0
41	Cumulus Web Site www.cumulus.hrmdirect.com	N	6
42	Link Up www.linkup.com	N	0
43	Monster (www.monster.com)	N	0
44	Zip Recruiter (www.ziprecruiter.com)	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			144

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	College Internship Program	<p>From June 2018 through August 2018 the SEU hosted 8 interns from the following colleges and universities: University of California Santa Barbara; Emerson College; Marist College; Quinnipiac University; City College of San Francisco; Loyola Marymount University; Diablo Valley College, Butler University. 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. The interns worked closely with the Executive Producer, Managing Editor, Director of Experiential and Lead Video Producer from the following departments: digital; and programming.</p>
2	Participate in Job Fair	<p>On April 12, 2018, the SEU participated in a job fair at the San Francisco Diversity of Employment Day. The SEU participants included the Promotions Coordinator and Human Resources Manager who spoke with attendees about job opportunities within the SEU.</p>
3	Participate in Job Fair – Career Expo	<p>On June 11th and 12th 2018, the SEU participated in the WITI, Women in Technology Conference, in which it was an exhibitor. The SEU participants included the Promotions Specialist and Coordinator. Attendees were informed of job opportunities within the SEU.</p>