



WGKX(FM), WXXM(FM), WRBO(FM), WKIM(FM)

CUMULUS MEDIA

EEO PUBLIC FILE REPORT

March 23, 2010 – March 22, 2011

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2010 to March 22, 2011.

1) Employment Unit: Cumulus Media

2) Unit Members (Stations and Communities of License):

WGKX(FM), Memphis, TN

WXXM(FM), Millington, TN

WRBO(FM), Como, MS

WKIM(FM), Munford, TN

3) EEO Contact Information for Unit Member:

Mailing Address: Cumulus Media Memphis 5629 Murray Road Memphis, Tennessee 38119	Telephone Number: (901) 682-1106
	Contact Person/Title: Gennora Reed, Market Manager
	E-mail Address: gennora.reed@citcomm.com



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

Job Title	Recruitment Source Referring Hiree
1. General Sales Manager WGKX/WKIM	Walk-in
2. Promotion Director WGKX/WXMX	Station Website
3. Program Director WXMX/WKIM	Industry Referral
4. Producer WXMX	Internet (allaccess.com)
5. Account Executive WXMX	Industry Referral
6. Promotion Assistant WRBO	Industry Referral
7. Account Executive WRBO	Industry Referral
8. Account Executive WRBO	Station Website
9. Account Executive WRBO	Industry Referral
10. Account Executive WKIM	Industry Referral



5) Job Title: <u>General Sales Manager WGKX/WKIM</u> Referral Source(s) of Hiree: <u>Walk-In</u>					
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyne-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
Southwest Tennessee Community College Youth Enrichment Services Program	Ms. Annie Jones	P.O. Box 780 Memphis, TN 38101-0780 ajones@southwest.tn.edu	(901) 333-6048	0	Yes
Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXMX-FM Website	www.981themax.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXMX Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	www.kix106.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	www.SoulClassics.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO Radio On-Air Recruitment	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	www.989kimfm.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Word of Mouth and Media Industry Referrals	N./A	N./A	N./A	2	No
Walk-in	N./A	N./A	N./A	1	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No



5) Job Title: <u>Promotion Director WGKX/WXMX</u> Referral Source(s) of Hire: <u>Website</u>					
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyne-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
Southwest Tennessee Community College Youth Enrichment Services Program	Ms. Annie Jones	P.O. Box 780 Memphis, TN 38101-0780 ajones@southwest.tn.edu	(901) 333-6048	0	Yes
Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXMX-FM Website	www.981themax.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXMX Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	www.kix106.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	4	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	www.SoulClassics.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO Radio On-Air Recruitment	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	www.989kimfm.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Word of Mouth and Media Industry Referrals	N./A	N./A	N./A	5	No
Walk-in	N./A	N./A	N./A	0	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No



5) Job Title: <u>Program Director WXXM/WKIM</u> Referral Source(s) of Hiree: <u>Industry Referral</u>					
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyne-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
Southwest Tennessee Community College Youth Enrichment Services Program	Ms. Annie Jones	P.O. Box 780 Memphis, TN 38101-0780 ajones@southwest.tn.edu	(901) 333-6048	0	Yes
Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXXM-FM Website	www.981themax.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXXM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	www.kix106.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	www.SoulClassics.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO Radio On-Air Recruitment	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	www.989kimfm.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Word of Mouth and Media Industry Referrals	N./A	N./A	N./A	2	No
Walk-in	N./A	N./A	N./A	0	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	1	Yes
Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No



5) Job Title: <u>Producer WXXM</u>		Referral Source(s) of Hire: <u>Internet</u>			
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyne-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
Southwest Tennessee Community College Youth Enrichment Services Program	Ms. Annie Jones	P.O. Box 780 Memphis, TN 38101-0780 ajones@southwest.tn.edu	(901) 333-6048	0	Yes
Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXXM-FM Website	www.981themax.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXXM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	www.kix106.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	www.SoulClassics.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO Radio On-Air Recruitment	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	www.989kimfm.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Word of Mouth and Media Industry Referrals	N./A	N./A	N./A	2	No
Walk-in	N./A	N./A	N./A	0	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
All Access	Website	Allaccess.com		1	No



5) Job Title: <u>Account Executive WXXM</u> Referral Source(s) of Hire: <u>Industry Referral</u>					
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyne-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
Southwest Tennessee Community College Youth Enrichment Services Program	Ms. Annie Jones	P.O. Box 780 Memphis, TN 38101-0780 ajones@southwest.tn.edu	(901) 333-6048	0	Yes
Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXXM-FM Website	www.981themax.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXXM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	www.kix106.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	1	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
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Word of Mouth and Media Industry Referrals	N./A	N./A	N./A	1	No
Walk-in	N./A	N./A	N./A	0	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
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Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No



5) Job Title: <u>Promotion Assistant WRBO</u> Referral Source(s) of Hire: <u>Industry Referral</u>					
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
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University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	4	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
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WXMX Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	www.kix106.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	www.SoulClassics.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO Radio On-Air Recruitment	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	www.989kimfm.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
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Word of Mouth and Media Industry Referrals	N./A	N./A	N./A	4	No
Walk-in	N./A	N./A	N./A	0	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	1	Yes
Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
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5) Job Title: <u>Account Executive WRBO</u> Referral Source(s) of Hiree: <u>Industry Referral</u>					
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Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
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Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No



5) Job Title: <u>Account Executive WRBO</u> Referral Source(s) of Hiree: <u>Station Website</u>					
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyne-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
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5) Job Title: <u>Account Executive WRBO</u> Referral Source(s) of Hiree: <u>Industry Referral</u>					
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Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
WXMX-FM Website	www.981themax.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WXMX Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
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WKIM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
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Walk-in	N./A	N./A	N./A	0	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No



5) Job Title: Account Executive WKIM Referral Source(s) of Hiree: Industry Referral					
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LeMoyn-Owen College	Denita Hedgeman	807 Walker Avenue, Memphis, TN 38126	(901) 942-7360	0	Yes
University of Memphis Career & Development Office	Karen S. Hayes	Scates Hall, Room 315 Memphis, TN 38152	(901) 678-2000	0	Yes
NAACP	Madeline Taylor	566 Vance Avenue Memphis, TN 38126	(901) 521-1343	0	No
Tennessee Department of Employment Security	David Chamberlain	2745 South Mendenhall Road Memphis, TN 38115	(901) 543-7831	0	No
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Rust College	Martha Howard	150 Rust Avenue Holly Springs, MS	(662) 252-8000 Ext. 4081	0	No
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WXXM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX-FM Website	www.kix106.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WGKX Radio On-Air Recruitment	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO-FM Website	www.SoulClassics.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WRBO Radio On-Air Recruitment	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
WKIM-FM Website	www.989kimfm.com	5629 Murray Road, Memphis, TN 38119	901-682-1106	1	No
WKIM Radio On-Air Recruitment	Chuck Crossno	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Word of Mouth and Media Industry Referrals	N./A	N./A	N./A	7	No
Walk-in	N./A	N./A	N./A	0	No
All Citadel Broadcasting Company Affiliates	ATTN: Business Managers (Group e-mail)	N./A	N./A	0	Yes
Belmont College	Office of Career Services	careerservices@mail.belmont.edu	615-460-6490	0	No
Citadel Broadcasting Job Fair at Southwest Tennessee Community College	Krista Brewer	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No
Internship Program	Gennora Reed	5629 Murray Road, Memphis, TN 38119	901-682-1106	0	No

6) Total # of Interviewees Referred: For the period from March 23, 2010 to March 22, 2011. This Employment Unit interviewed 52 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
<i>Local EEO Training for Management Level Employees</i>	The Cumulus Memphis General Manager held a training session during a special staff meeting February 10, 2011 for all management-level personnel with emphasis on updated hiring practices, FCC/EEO rules and forms, prevention of discrimination and harassment, and promoting equal opportunity employment.
<i>Spring 2010 Job Fair, April 22, 2009</i> <i>Fall 2010 Job Fair, October 21, 2009</i>	The Employment Unit sponsored two job fairs at the Macon Cove Campus of Southwest Tennessee Community College; both were free to the public. Station personnel on-site included Sales Managers, Account Executives and Promotions Directors; some of whom have substantial responsibility in making hiring decisions. Both were advertised on all four Citadel Memphis Radio Group stations' websites, as well as on-air. As the group's job fair offering has become a Memphis job market staple, attendance was high among students and the general public.
<i>Mentoring Programs</i>	<p>The group co-sponsored the second annual "<i>Becoming the Man of The House</i>", a local Father's Day incentive for sons being raised by single mothers. This day-long event was produced by the Group's Community Affairs Director in cooperation with the 110 Institute, and featured lectures, one-on-one counseling by community leaders and volunteer mentors. Event featured local and national celebrated "Men of the Year" with meet-and-greet sessions for the youths.</p> <p>The Memphis group is also actively involved in the promotion of <i>Big Brothers Big Sisters</i>, and served as a media partner for their 13th Annual SportsBall..</p>
<i>Scholarship Program</i>	Each Spring, the Employment Unit sponsors a Broadcast Scholarship at the University of Memphis. The University of Memphis Broadcast Department annually selects scholarship recipients from a pool of applicants majoring in broadcasting at the university.
<i>Internships</i>	The Employment Unit, provided on-site training and non-paid broadcast experience to two student interns during this recruitment period. Both interns were Communications students at the University of Memphis, and were directly supervised by the Promotion and Sales Managers. One internship occurred from October through December 2010; a second occurred from January through March 2011.