

**Cumulus Media Partners-SFO  
KFOG-FM, KSAN-FM, KNBR-AM, KTCT-AM  
EEO PUBLIC FILE REPORT  
August 1, 2007 – July 31, 2008**

**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
Accounts Payable Specialist	1 – 4, 6 – 23, 32, 33	1
KSAN Account Executive	1-26, 29, 30, 33, 35	7, 30
Web Producer	1 – 4, 6 – 23, 32, 33	30
KFOG Account Executive	1 – 36, 39, 30, 33, 35	7, 29
KNBR Board Operator	1 – 27, 32, 33, 35	1, 7, 32
Data Entry Clerk	1 – 26, 29, 30, 33	7
KNBR Promotions Coordinator	1 – 26, 28, 30, 32, 33	32
Inside Sales Specialist	1 – 27, 30, 33, 35	7
Director of Sales	1 – 26, 29, 30, 33	30
Accounts Receivable Coordinator	1 – 26, 33	32
Accounts Receivable Billing Coordinator	1 – 26, 33	7
Data Entry Clerk	1 – 26, 33	7
KFOG Promotions Coordinator	1 – 24, 33	31
Credit and Collections Manager	1 – 24, 33	1
KNBR Account Executive	1 – 28, 33,	4, 5, 28
Market Engineer	1 – 4, 29, 33, 36, 37	33

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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 candidate / internal job posting	N	11
2	KFOG web site, <a href="http://www.kfog.com">www.kfog.com</a>	N	2
3	KSAN web site, <a href="http://www.1077thebone.com">www.1077thebone.com</a>	N	1
4	KNBR web site, <a href="http://www.knbr.com">www.knbr.com</a>	N	8
5	Cumulus Jobs, <a href="http://www.cumulusjobs.com">www.cumulusjobs.com</a>	N	0
6	NAB Broadcast Career Center Website: <a href="http://www.nabef.org">www.nabef.org</a>	N	0
7	Craigslist: <a href="http://www.craigslist.org">www.craigslist.org</a>	N	75
8	Bay Area STAR, (415) 332-5754: <a href="http://bayareastar.org">bayareastar.org</a>	N	0
9	Northern California Broadcasters Association; <a href="mailto:acoburn@ncradio.com">acoburn@ncradio.com</a>	N	0
10	Heald College, 670 Howard Street, San Francisco, CA 94105; <a href="mailto:dwennette_flash@heald.edu">dwennette_flash@heald.edu</a>	Y	0
11	EDD, Oakland Career Center East, 675 Hegenberger Road, 3rd Floor, Oakland, CA 94621, (510) 563-5283; <a href="http://www.edd.ca.gov">www.edd.ca.gov</a>	N	0
12	Young Community Developers, Inc., 1715 Yosemite Avenue, San Francisco, CA 94124, (415) 822-3491; <a href="mailto:info@ycdjobs.org">info@ycdjobs.org</a>	Y	0
13	UC Berkeley, Mass Communications Department, 301 Campbell Hall, Berkeley, CA 94720	Y	0
14	UC Berkeley Career Center - <a href="http://www.caljobs.com">www.caljobs.com</a>	Y	0
15	Cal State Hayward, O. Ray Angle, Director Career Development Center, CSU East Bay, 510.885.2139, <a href="mailto:ray.angle@csueastbay.edu">ray.angle@csueastbay.edu</a> ; <a href="http://www.csueastbay.edu">www.csueastbay.edu</a>	Y	0
16	SF State University, BCA Department, 1600 Holloway Avenue, San Francisco, CA 94132, (415) 338-1111; <a href="mailto:beca@sfsu.edu">beca@sfsu.edu</a>	Y	0
17	SF State University Career Center, <a href="mailto:recruit@sfsu.edu">recruit@sfsu.edu</a>	Y	0
18	Career Resources Development Center, 655 Geary Blvd., San Francisco, CA 94102, (415) 775-8880; <a href="mailto:holly@crdcf.org">holly@crdcf.org</a> and <a href="mailto:jobsforcrdc@yahoo.com">jobsforcrdc@yahoo.com</a>	Y	0
19	Diablo Valley College, Attn: Martha, 321 Golf Club Road, Pleasant Hill, CA 94523, (925) 685-1230	Y	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>
20	Peninsula Works, 550 Quarry Road, San Carlos, CA 94070, (650) 802-6506; fax 650.596.2864	Y	0
21	NOVA, Christine LeMay, 505 W. Olive Avenue, Sunnyvale, CA 94086, (408) 730-7232; fax 408.730.7643; <a href="mailto:jobs@novaworks.org">jobs@novaworks.org</a>	Y	0
22	ProMatch, 420 S. Pastoria Avenue, Sunnyvale, CA 94086, (408) 736-2391; <a href="mailto:promatch@promatch.org">promatch@promatch.org</a>	Y	0
23	AMFMJobs – <a href="http://www.amfmjobs.com">www.amfmjobs.com</a>	N	0
24	Experience Unlimited, Attn: Laura Fox, 745 Franklin Street, Lower Level, San Francisco, CA 94102 Tel: 415.771.1776; fax 415.749.7478	Y	0
25	GadBall; <a href="http://www.GadBall.com">www.GadBall.com</a>	N	0
26	Edgewood Center, 1801 Vicente Street, San Francisco, CA 94116, Phone: 415.681.3211, Fax: 415.664.7094, Theresa Calderon - <a href="mailto:TheresaC@edgewood.org">TheresaC@edgewood.org</a>	Y	0
27	BA Jobs, <a href="http://www.bajobs.com">www.bajobs.com</a>	N	0
28	Candidate contacted stations directly	N	6
29	Professional business referral	N	11
30	Employee referral	N	17
31	Former Employee and/or Intern	N	2
32	Promoted from part time to full time employee	N	3
33	Email to all Cumulus stations to post	N	0
34	Did not recruit due to exigent circumstances	N	0
35	Job fair	N	1
36	Society of Broadcast Engineers website – <a href="http://www.sbe.org">www.sbe.org</a>	N	4
37	Radio World Magazine, NewBay Media LLC, 5285 Shawnee Rd, Suite 100, Alexandria, VA, 22312-2334; phone 703-852-4600; also <a href="http://www.RWOnline.com">www.RWOnline.com</a>	N	3
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>144</b>

**[FILL WITH STATION CALL SIGNS]  
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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	<b>College Internship Program Date: August 1, 2007 - July 31 2008</b>	Participating Employees: Internship Program Coordinator Host/Sponsor and Location: In-house Type of Activity: Intern program designed to assist members of the community to acquire skills needed for broadcast employment. Description of Activity: Ongoing internship program established to provide on-the-job training opportunities to college students where they can learn about career paths in the radio industry. Interns work in the following departments: business operations, promotions, sales, and programming.
<b>2</b>	Participated in Job Fair	On April 12, 2008, the KNBR and KSAN Promotions team represented their stations and KFOG at the Golden State Warriors Career Fair in Oakland, California.
<b>3</b>	Participated in Job Fair	On April 29, 2008, all stations participated in the Northern California Broadcasters Association Job Fair in San Francisco, California. Participating employees included the KFOG Sales Manager, the KSAN Sales Manager, the KNBR Sales Manager, the KFOG Promotions Coordinator; the KSAN Promotions Director; the KSAN Promotions Coordinator; and one KSAN Air Personality.
<b>4</b>	Event Designed to Disseminate Information About Broadcast Careers	On April 11, 2008, the KNBR and KSAN Promotions Director and the KSAN Promotions Coordinator spoke to instructor Miriam Smith's Electronic Media Management class at San Francisco State University regarding establishing a career in media management and career progression.
<b>5</b>	Event Designed to Disseminate Information About Broadcast Careers	On April 21, 2008, the KSAN Promotions Department provided a guided tour and question-and-answer session to the Chabot College MCOM 34 – Radio Studio Techniques class.
<b>6</b>	Event Designed to Disseminate Information About Broadcast Careers	On February 16, 2008, the KNBR and KSAN Promotions Director conducted a guided tour and question-and-answer session for the eight grade students of the Town School for Boys.
<b>7</b>	Event Designed to Disseminate Information About Broadcast Careers	In March 2008, the KNBR and KSAN Promotions Director provided a career shadowing day for three students from the Piedmont Middle School. The students also met with several other female employees to learn about options for careers in radio.