

Federal Communications Commission Washington, D.C. 20554 <p style="text-align: center;">FCC 397</p>	Approved by OMB 3060-0922 (September 2002)	FOR FCC USE ONLY
BROADCAST MID-TERM REPORT		FOR COMMISSION USE ONLY FILE NO. B397 - 20160329AAG

Legal Name of the Licensee
RADIO LICENSE HOLDING CBC, LLC

Mailing Address
 3280 PEACHTREE ROAD, NW
 SUITE 2300

City ATLANTA	State or Country (if foreign address) GA	Zip Code 30305 -
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Telephone Number (include area code) 4049490700	E-Mail Address (if available)
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FCC Registration Number 0019721638	Facility ID Number 54526	Call Sign WGOW
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TYPE OF BROADCAST STATION:	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV
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Application Purpose

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Station List]

Station List

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WGOW	54526	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	CHATTANOOGA, TN	<input type="radio"/> Yes <input checked="" type="radio"/> No
WGOW-FM	53956	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	SODDY-DAISY, TN	<input type="radio"/> Yes <input checked="" type="radio"/> No
WOGT	54527	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	EAST RIDGE, TN	<input type="radio"/> Yes <input checked="" type="radio"/> No

WSKZ	54525	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	CHATTANOOGA, TN	<input type="radio"/> Yes <input checked="" type="radio"/> No
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SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name ANDREW S. KERSTING		Street Address 3280 PEACHTREE ROAD, NW SUITE 2300		
City ATLANTA	State GA	Zip Code 30305-	Telephone Number 4042606761	

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent RICHARD S. DENNING
Title SENIOR VICE PRESIDENT & SENIOR COUNSEL	Telephone No. (include area code) 4049490700
Date 03/29/2016	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

<p>Section II</p> <p>RESPONSIBILITY FOR IMPLEMENTATION</p> <p>A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:</p>	
Name: JIM FRANKLIN	Title: BUSINESS MANAGER
<p>It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.</p>	

<p>Section III</p> <p>MID-TERM REPORT</p>	
<p>Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.</p>	<p>[Exhibit 1]</p>

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Attachment 1

Description
EEO Public File Report 2014-2015
EEO Public File Report 2015-2016

**WSKZ(FM), WGOW(AM), WGOW-FM & WOGT(FM)
EEO PUBLIC FILE REPORT
April 1, 2014 - March 31, 2015**

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	University of Tennessee at Chattanooga Julia Cronin 615 McCallie Avenue, Chattanooga, TN 37403 (423) 425-5360	Yes	0
2	Chattanooga State Technical Community College Career Opportunities 4501 Amnicola Highway, Chattanooga, TN 37403 (423) 697-4400	Yes	0
3	Southern Adventist University Janita Herod, jrherod@southern.edu School of Journalism and Communication PO Box 370 Collegedale, TN 37315	Yes	0
4	NAACP – Chattanooga/Hamilton Career Placement Center P.O. Box 3226 , 601 East M. L. King Blvd. Chattanooga, TN 37403 (423) 267-5637	No	0
5	National Association of Broadcasters, Alex Sanchez www.nab.org 1771 N Street NW, Washington, D.C. 20036 (202) 429-5497	Yes	0
6	Chattanooga African-American Chamber of Commerce Jamie Hancock 1001 Market Street, Chattanooga, TN 37402 (423) 265-0021	No	0
7	Tennessee Association of Broadcasters Brenda Heidt www.tabtn.org P.O. Box 101015, Nashville, TN 37224 (615) 399-3791	Yes	0
8	NASBA Via TABTN www.careerpage.org 615-365-1842 Login renee.price@citcomm.com Pswd: radio	Yes	0
9	All Access Joel Denver www.AllAccess.com (310) 457-6616	Yes	0
10	Chattanooga Times Free Press Classifieds www.timesfreepress.com 423-757-6200	Yes	0
11	Cumulus Radio Advertising, Demarland Dean P.O. Box 11202 Chattanooga, TN 37401 (423) 756-6141	Yes	4
12	Cumulus Website Advertising, Demarland Dean www.wksz.com www.wgow.com www.wogt.com P.O. Box 11202 Chattanooga, TN 37401 (423) 756-6141	Yes	8

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Radio Online jobs@radio-online.com www.radio-online.com (806) 352-7503	Yes	0
14	ChattanoogaHasJobs.com, Ben Johnson www.chattanoogaahasjobs.com (877) 345-5025	Yes	2
15	Tennessee Department of Labor & Workforce Development/Employment Security Division www.state.tn.us/labor-wfd/cc/ https://ecmats.state.tn.us/eCMATS/ Tennessee Department of Labor & Workforce Development Andrew Johnson Tower, 8 th Floor Nashville, TN 37243-0655 615-741-6642 615-253-6000 877-678-6004	No	0
16	Indeed.com Indeed Inc. 7501 N. Capital of Texas Hwy, Building B Austin, TX 78731	Yes	5
17	Cumulus Broadcasting – Chattanooga Recruitment Open House Market Manager 821 Pineville Road Chattanooga, TN 37405	No	8
18	Internal Referrals Director of Sales, Business Manager, Account Executive 821 Pineville Road Chattanooga, TN 37405	No	6
19	Cumulus Business Managers BM@cumulus.com ; BM2@cumulus.com	No	1
20	Online Job Recruitment (i.e. Career Builder)	No	3
21	Exigent Circumstances	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			38

WSKZ(FM), WGOW(AM), WGOW-FM & WOGT(FM)
EEO PUBLIC FILE REPORT
April 1, 2014 - March 31, 2015

III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Job Banks	Cumulus participates in job banks, Internet programs by providing job posting information through the www.tabtn.org and www.nab.org . These job banks allow the job information to be distributed in a broader spectrum.
2	Scholarship Program	As members of the Chattanooga Advertising Federation, Cumulus participates in the scholarship program offered to students. Cumulus airs public service announcements and has donated funds and in kind advertising that goes to the Ad Fed scholarship program.
3	Internship Program	<p>Cumulus Media of Chattanooga offers internships to area college students for required credits in the broadcasting/communications, marketing, and journalism curriculums. These students participate in hands on learning and are given extensive access to skills that will complete their majors and prepare them for a career in the broadcast industry.</p> <p>Cumulus Media of Chattanooga also offers a job-shadowing program for high school and college students. Department managers in the sales, marketing, news and programming departments arrange for students to visit the station and interact with account executives, on-air, and promotions staff to observe those staff members at work and gain insight and skills regarding careers in the broadcasting industry.</p> <p>This is an ongoing program that Cumulus Media of Chattanooga offers throughout the calendar year.</p>
4	Host Open House	On May 16, 2014, our SEU hosted an open house to recruit for sales positions, airing sixty-second commercials across each of the four radio stations beginning two weeks prior to the event to promote it. Our General Sales Manager made a presentation regarding careers in the radio industry, specifically radio sales. Our General Manger conducted a question-and-answer session for the attendees. In-person interviews were scheduled as a result of the open house.

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20	Online Job Recruitment (i.e. LinkedIn.com)	No	22
21	Cumulus Job Board (Cumulus.hrmdirect.com)	No	0
22	Simply Hired (www.simplyhired.com)	No	0
23	Glass Door (www.glassdoor.com)	No	0
24	Link Up (www.linkup.com)	No	0
25	Promotion from With-In; part-time to full-time	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			66

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