

**ARE YOU HAVING A
DIFFICULT TIME
FINDING “QUALITY”
EMPLOYEES?**

*Are you looking in the same place
you always have ... newspaper
classifieds, on-line postings,
headhunter services?*

**Cumulus can help you find
your next employee with
“The Power of Radio.”**

 CUMULUS | RECRUITMENT SOLUTIONS


Reach.
CUMULUS


Resonate.
CUMULUS




Recruit.
CUMULUS


Rejoice.
CUMULUS

Cumulus Broadcasting LLC
2800 Dauphin Street, suite 104
Mobile, AL 36606

251-652-2000
(General Office)

251-652-2031
(Market Recruitment Advertising Specialist)

Cumulus has the ability to reach *your next employee in four* amazing ways:

On-Air: With the amazing reach of our great radio stations your potential employee base just extended across the Northern Gulf Coast *from Biloxi, MS to Destin, FL.*

On-Line: Cumulus offers the chance for that active job seeker to find what they're looking for all over the country with *CumulusJobs.com.*

On the Internet: As technology continues to make life easier to access anything, anywhere, any time, Cumulus makes it possible for everyone to feel like their in their home town anywhere in the country with *Internet Streaming.*

On Foot: Multiple times a year Cumulus reaches out to the community and hosts *Career Fairs* giving you one- on-one access to discover your next employee.



What you need to know about Radio Recruitment Advertising:

The first thing you need to know about Radio Recruitment – it reaches **Passive Job Seekers**. These are good, reliable people who are currently working – but would respond to a better opportunity if they heard it.

A recent survey showed that **2/3 of currently employed workers** would consider making a change if presented the right opportunity.

Radio reaches them first thing in the morning on their clock radio. It reaches them while they drive to work, while they're at work, and on their way home.

In-san-i-ty: n / *repeating the same action over and over expecting different results.*



The second thing you need to know about Radio Recruitment – it **expands your reach**.

Imagine talking to targeted applicants and their support network of spouses, families and friends. These people will hear about your opportunities and tell their friends. *It's word of mouth, on steroids!*



The third thing you need to know about Radio Recruitment – it sends a positive message about your business to the entire community.

It brands your organization as an Employer of Choice – a place where people want to work.

**Join this growing list of local
businesses who have seen the success of
using**

Radio Recruitment Advertising:

Mobile Housing Board
Job Crafters ~ FBI
Mobile County Personnel Dept
Build Mobile ~ ProScout
Searcy Hospital ~ NCO/Asset Care
So Alabama Regional Planning Commission
Humana Insurance ~ McDonald's
ITT Technical Institute
O'Reilly Auto Parts
Northrop Grumman
West Asset Management
Cambridge Quality Care
National Discovery Network
Amdata ~ Career Training Center
US Coast Guard ~ US Army
US Air Force Reserve Command
US Border Patrol & Protection
AIDT ~ Felix's Fish Camp Restaurant
Aflac ~ Mercy Medical
Springhill Medical Center
AIG American General
Mobile Fire Rescue Department
Bass Pro Shop ~ Papa John's
Florida Ready to Work

And many more...

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