

**WMBD(AM), WPBG(FM), WSWT(FM), WXCL(FM), WNGY(FM) and
WIRL(AM)
EEO PUBLIC FILE REPORT
August 1, 2016-July 31, 2017¹**

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
Administrative Assistant	1-2, 5-11, 13-14, 16-28, 30	8
Executive Administrative Assistant	1-2, 5-11, 13-14, 16-28, 30	8
Sales Assistant	1-2, 5-31	9
Business Manager	2-3, 5, 9-12, 14-28	9
Graphic Designer	5, 7-12, 21-28, 30	30

¹ This Report provides recruitment data collected from July 22, 2016 through July 31, 2017.

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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	All Access Music Group www.allaccess.com/	No	0
2	Illinois Broadcasters Association iba@ilba.org	No	0
3	Peoria Journal Star 1 News Plaza, Peoria, IL 61643 Contact: Judy Little, Ad Consultant (309) 686-3442/ jlittle@pistar.com	No	3
4	Pekin Daily Times Newspaper 306 Court Street, Pekin, IL 61554 Lisa Scott- classifieds@pekintimes.com	No	0
5	On-Air Announcements (<i>one or more SEU stations</i>)	No	0
6	Illinois Department of Job Security www.illinoisjoblink.illinois.gov	No	0
7	Peoria Area Chamber of Commerce www.business.peoriachamber.org/jobs	No	0
8	Indeed Website www.indeed.com	No	5
9	Alpha Media Careers Website www.alphamediausa.com/careers/	No	6
10	Alpha Media Peoria All Staff Email	No	0
11	Internal Posting (<i>Breakroom Bulletin Board</i>)	No	1
12	Bradley University/ Smith Career Center www.bradley.edu/offices/student/scc/	No	0
13	Alliance of State Broadcasters Association www.careerpage.org	No	0
14	Midstate College Placement Department 411 W. Northmoor Road, Peoria, IL 61614 Contact: Krystal Hansen (309)692-4092/ khansen@midstate.edu	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Illinois Central College Placement Service One College Drive, Rm L-221, E. Peoria, IL 61635 Contact: Dawn Gries (309) 694-5321/ dgries@icc.edu	No	0
16	Media Match 2014 Media Match US LTD 8112 ½ W. 3 Street, Suite A, Los Angeles, CA 90048 www.media-match.com/ info@mediamatch.com	No	0
17	University of Iowa School of Journalism & Mass Communications Jennifer Hemingsen Jennifer-hemingsen@uiowa.edu	No	0
18	Collective Talent 1721 Richardson Place, Tampa, FL 33606 www.collectivetalent.com/ Contact: Michael Bille (813) 254-9695/ bille@michaelsmedia.com	No	0
19	Heartland Community College 1500 W. Raab Road, Normal, IL 61761 Contact: Pamela Westerdahl (309) 268-8047 / workforce.services@heartland.edu	No	0
20	MediaLine 1209 Wood Valley Road, Augusta, GA 30909 (706) 364-7564 www.medialine.com/ , paul@medialine.com	No	0
21	Rockford Career College 1130 S. Alpine Road, Rockford, IL 61108 Contact: Ann Stites (815) 965-8616 astites@rockfordcareercollege.edu www.rockfordcareercollege.edu/current-former-students/job-posting-career-services/	Yes	0
22	University of Illinois Urbana-Champaign, College of Media 18 Gregory Hall, MC-477, 810 S. Wright Street, Urbana, IL 61801 Contact: Jessica Rene Hogue (217) 244-4329/ jrhogue@illinois.edu	Yes	0
23	Depauw University 408 S. Locust Street, Suite 130B, Greencastle, IN 46135 Contact: Pamela Woodall (765) 658-4281/ pamelawoodall@depauw.edu	Yes	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	Illinois Center of Broadcasting 55 W. 22 nd Street, Suite 240, Lombard, IL 60148 Contact: Carl Jackson (630) 916-1700/ cjackson@beonair.com www.beonair.com	Yes	0
25	University of Wisconsin- Green Bay Career Services, SS 1600, UW- Green Bay 2420 Nicolet Drive, Green Bay, WI 54311 Contact:Linda Peacock-Landrum (920) 465-2163/ peacock@uwgb.edu	Yes	0
26	University of Wisconsin- Madison 1305 Linden Dr, Suite 205, Madison, WI 53706 (608) 265-9205 www.careers.ls.wisc.edu/buckynet--employers.htm	Yes	0
27	Eastern Illinois University Career Services 1301 Human Services, Charleston, IL 61920 (217) 581-2412 careers@eiu.edu/ , www.eiu.edu/~careers/employers.php	Yes	0
28	Broadcast Employment Services P.O. Box 4116, Oceanside, CA 92052 (760) 754-8177, www.tvjobs.com , jobs@tvjobs.com	Yes	0
29	Bradley University Job Fair (<i>see Section III</i>)	No	0
30	Word-of-Mouth Referral	No	5
31	Station Website Postings (<i>one or more SEU stations</i>)	No	0
32	Linked-In Website www.linkedin.com/job/	No	0
33	Internal Transfer/ Promotion	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			20

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On August 23, 2016, our SEU participated in the Bradley University Part-Time Job Expo. SEU participants included our HR Assistant and Business Manager, who spoke with interested students about the industry and the wide array of opportunities available for a future career in broadcasting as well as part-time job openings with in the SEU.
2	Participate in Job Fair	On September 15, 2016, our SEU participated in the Bradley University Full-Time/Internship Expo, which took place on its campus. SEU participants included our HR Assistant, Business Manager, Promotions Director, Program Director for WSWT, and Program Director for WPBG., who spoke with interested students about the industry and the wide range of opportunities available for a future career in broadcasting as well as full-time job openings with in the SEU.
3	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On Friday, October 21, 2016, our SEU's "The Greg and Dan Show" hosted a group of students and their instructor from the Communications Department of Bradley University to experience the show live, after which our WMBD on-air personality conducted a tour of our facilities. Before concluding the visit, the students were treated to a special discussion about radio production.
4	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On October 28, 2016, our WIRL Program Director participated in a career day at Dunlap Grade School, during which he talked about how radio stations operate, what his job involves and the opportunities available for a future career in broadcasting.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Participate in event/program sponsored by or on behalf of a professional organization relating to careers in broadcasting	On October 14, 2016, our WIRL On-Air Personalities served on a panel during a job fair sponsored by the Illinois Broadcasters Association, during which they talked with attendees/students about drive-time radio in 2016 as well as career opportunities in radio.
6	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On October 28, 2016, our WIRL On-Air Personalities hosted representatives from Bradley University's Slane College of Communications and Fine Arts to record a video interview to be used as part of its curriculum in teaching radio programming. During their visit, opportunities for a future career in radio broadcasting were also discussed.
7	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On January 26, 2017, our SEU hosted a marketing major from Washington ISU student for a job shadow, during which he shadowed our Local Sales Manager to get a better sense of what it is like to work in the marketing department of a radio cluster. The student also received a tour of our facilities and was introduced to staff members in every department. At all times, questions were encouraged and answered.
8	Participate in Job Fair	On February 16, 2017, our SEU participated in the Bradley University Spring Job and Internship Fair, which took place on its campus. SEU participants included our Business and Operations Managers, who spoke with students about career opportunities in broadcasting as well as job openings within the SEU.
9	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On April 3, 2017, our Local Sales Manager visited Mossville School to address a group of students about radio, digital marketing and other media. He talked about how to advertise something they want everyone to buy, or know about. Several radio commercials were played to demonstrate how jingles and "theatre of the mind" can influence listeners. Questions were encouraged and answered.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
10	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On April 21, 2017, our SEU participated in the East Peoria Community High School Career Fair, which took place at the school. SEU participants included our Business and Operations Managers as well as our Promotions Director, who occupied a booth and spoke with interested East Peoria Junior/High School students about the radio industry and the opportunities available for a career in broadcasting.