

**WMBD(AM), WPBG(FM), WSWT(FM), WXCL(FM), WNGY(FM),  
WIRL(AM)  
EEO PUBLIC FILE REPORT  
August 1, 2015-July 31, 2016<sup>1</sup>**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
WMBD Morning Show Producer	1-4, 6-8, 10-13, 15-30, 35-36	36
Promotions Director	1-4, 6-8, 10-13, 23-31, 33, 35	35
Integrated Marketing Consultant	1, 4, 6-33, 35	32
Director of Business Development	1-4, 6-8, 10-13, 23-30, 33-35	35
Sales Assistant	1, 4, 6-8, 10-33, 35	35
News Reporter/Anchor - WMBD	1-4, 6-7, 10-13, 33	2
Accounting Assistant	5-7, 10-30, 33-35	34
Interactive Producer	2-3, 5-8, 10-31, 33, 35	12
Interactive Producer/Digital Designer	2-3, 5-8, 10-31, 33, 35	35
WSWT On Air-Morning Co-Host	2-3, 6, 10-13, 15-33, 35	32
WNGY On Air Talent	2-3, 6-33, 35	32

<sup>1</sup> This Report provides recruitment data collected from July 22, 2015 through July 21, 2016.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification? <sup>2</sup> (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>Peoria Help Wanted</b> www.regionalhelpwanted.com/Peoria-jobs/	No	1
2	<b>All Access Music Group</b> www.allaccess.com/	No	4
3	<b>Illinois Broadcasters Association</b> iba@ilba.org	No	0
4	<b>Peoria Journal Star</b> 1 News Plaza Peoria, IL 61643 Contact: Judy Little, Advertising Consultant, 309-686-3442 jlittle@pjstar.com	No	3
5	<b>Pekin Daily Times Newspaper</b> 306 Court Street Pekin, IL 61554 Lisa Scott classifieds@pekintimes.com	No	0
6	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	No	0
7	<b>Illinois Department of Job Security</b> www.illinoisjoblink.illinois.gov	No	0
8	<b>Peoria Area Chamber of Commerce</b> www.business.peoriachamber.org/jobs	No	0
9	<b>Illinois Central College</b> www.collegecentral.com/icc/ dgries@icc.com	No	0
10	<b>Alpha Media Careers Website</b> www.alphamediausa.com/careers/	No	7
11	<b>Alpha Media Peoria All Staff Email</b>	No	3
12	<b>Internal Posting</b> ( <i>Breakroom Bulletin Board</i> )	No	1
13	<b>Bradley University/Smith Career Center</b> www.bradley.edu/offices/student/scc/	No (as of 8/15)	1

<sup>2</sup> The SEU conducted a comprehensive update of its recruitment source list in late summer 2015 and, as a result, numerous entitled sources were removed due to no response, payment requirements or complex/online requirements.

RS Number	RS Information	Source Entitled to Vacancy Notification? <sup>2</sup> (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	<b>Alliance of State Broadcasters Association</b> www.careerpage.org	No	0
15	<b>Midstate College Placement Department</b> 411 W. Northmoor Road Peoria, IL 61614 Krystal Hansen 309.692.4092 khansen@midstate.edu	No	0
16	<b>Illinois Central College Placement Service</b> One College Drive, Rm. L-221 East Peoria, IL 61635 309.694.5321 Dawn Gries dgries@icc.edu	No	0
17	<b>Media Match</b> 2014 Media Match US LTD 8112 1/2 W. 3rd Street, Suite A Los Angeles, CA 90048 www.media-match.com info@mediamatch.com	No	0
18	<b>University of Iowa School of Journalism &amp; Mass Communications</b> Jennifer Hemmingsen jennifer-hemmingsen@uiowa.edu	No	0
19	<b>Rick Gevers &amp; Associates (Newsletter)</b> Rick Gevers 355 E. Ohio Street, #303 Indianapolis, IN 46204 309.769.7900 www.rickgevers.com rick@rickgevers.com	No	0
20	<b>Collective Talent</b> 1721 Richardson Place Tampa, FL 33606 www.collectivetalent.com Michael Bille (813)254-9695 bille@michaelsmedia.com	No	0
21	<b>Heartland Community College</b> 1500 W. Raab Road Normal, IL 61761 Pamela Westerdahl, 309.268.8047 workforce.services@hearthand.edu	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? <sup>2</sup> (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	<b>Medialine</b> 1209 Wood Valley Road Augusta, GA 30909 (706)364-7564 www.medialine.com/ paul@medialine.com	No	0
23	<b>Rockford Career College</b> 1130 S.Alpine Road Rockford, IL 61108 (815)965-8616 www.rockfordcareercollege.edu/current-former-students/job-posting-career-services/ Ann Stites astites@rockfordcareercollege.edu	Yes	1
24	<b>University of Illinois Urbana-Champaign College of Media</b> 18 Gregory Hall, MC-477, 810 S. Wright Street Urbana, IL 61801 (217)244-4329 Jessica Rene Hogue jrhogue@illinois.edu	Yes	0
25	<b>Depauw University</b> 408 South Locust Street, Suite 130B Greencastle, Indiana 46135 (765)658-4281 Pamela Woodall Pamelawoodall@depauw.edu	Yes	0
26	<b>Illinois Center for Broadcasting</b> 55 W. 22nd Street, Suite 240 Lombard, IL 60148 (630)916-1700 www.beonair.com/ Carl Jackson cjackson@beonair.com	Yes	0
27	<b>University of Wisconsin-Green Bay</b> Career Services, SS 1600, UW-Green Bay 2420 Nicolet Drive Green Bay, WI 54311 (920)465-2163 www.uwgb.edu/careers Linda Peacock-Landrum peacock@uwgb.edu	Yes	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?<sup>2</sup> (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
28	<b>University of Wisconsin–Madison</b> 1305 Linden Drive, Suite 205 Madison, WI 53706 (608)265-9205 www.careers.ls.wisc.edu/buckynet--employers.htm Greg Iaccorino Greg.iaccorino@wisc.edu	Yes	0
29	<b>Eastern Illinois University Career Services</b> 1301 Human Services Charleston, Illinois 61920 (217)581-2412 www.eiu.edu/~careers/employers.php careers@eiu.edu	Yes	0
30	<b>Broadcast Employment Services</b> P. O. Box 4116 Oceanside, California 92052 (760)754-8177 www.tvjobs.com jobs@tvjobs.com	Yes	0
31	<b>Job Fairs</b> ( <i>see Section III</i> )	No	1
32	<b>Word-of-Mouth Referral</b>	No	6
33	<b>Station Website Postings</b> ( <i>one or more SEU stations</i> )	No	2
34	<b>Linked In Website</b> www.linkedin.com/job/	No	2
35	<b>Indeed Website</b> www.indeed.com	No	13
36	<b>Internal Transfer/Promotion</b>	No	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			46

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Internship Program	During this reporting period, our SEU hosted one student intern from Bradley University. This intern was supervised by our Corporate Public Relations/Social Media Coordinator and assisted with research, the creation of content for social media, and SEU promotions.
<b>2</b>	Participate in Job Fair	On February 18, 2016, our SEU participated in the Bradley University Spring Job and Internship Fair held on its campus. SEU representatives spoke with students about career opportunities in broadcasting as well as job openings and internships available within the SEU. Resumes and applications were accepted during this event. SEU participants included our Assistant Business Manager, Program Directors and General Sales Manager.
<b>3</b>	Participate in Job Fair	On September 17, 2015, our SEU participated in the Bradley University Fall Job Fair which took place on its campus. Our representatives spoke with students about career opportunities in broadcasting as well as job openings within the SEU. Applications and resumes were accepted. SEU participants included our Executive Administrative Assistant, Operations Manager, General Sales Manager, Interim Director of Marketing Strategy, Assistant Business Manager and Business Manager.
<b>4</b>	Participate in Job/Career Fair	On November 13, 2015, our SEU participated in the Illinois Broadcasters Association-University Career Fair, speaking with students interested in pursuing a career in broadcasting and accepting resumes and applications. SEU participants included our Assistant Business and General Sales Managers.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>5</b>	Participate in Job/Career Fair	On April 7, 2016, our SEU participated in the Illinois Broadcasters Association Spring Career Fair, speaking with attendees and students interested in a career in broadcasting as well as accepting resumes and applications . Station participants included our General Sales Manager.
<b>6</b>	Management-level training regarding equal employment opportunity and preventing discrimination	On September 22, 2015, our SEU's Business and Assistant Business Managers as well as our Executive Administrative Assistant took part in an interactive training webinar presented by Wiley Rein LLP to review the FCC's EEO rules and how to implement a program at the station level to best comply with the same.
<b>7</b>	Participate in Scholarship Program	Alpha Media maintains an endowed scholarship with Bradley University for students in its School of Communications in good standing with significant financial need. Our SEU established the criteria for this scholarship, which is awarded on an annual basis.
<b>8</b>	Management-level training regarding equal employment opportunity and preventing discrimination	On May 10, 2016, our SEU's Assistant Business Manager took part in an interactive training webinar presented by Alpha's FCC counsel, Wiley Rein LLP, regarding compliance with the FCC's EEO rules entitled, "The FCC's Equal Employment Opportunity Rules: The Nuts & Bolts for Alpha Media."
<b>9</b>	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On February 11, 2016, our SEU hosted a group of students from Peoria Notre Dame High School for a tour of our facilities. Station participants included our Program Director and one of our On-Air Personalities who discussing what a career in radio entails and how they could one would break into the business.
<b>10</b>	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On February 23, 2016, our SEU hosted a group of students from Limestone High School for a tour of our facilities. Our Program Director and one of our On-Air Personalities conducted the tour and provided insight into the daily workings of each department.