



**WZOK(FM), WROK(AM), WXXQ(FM), WKGL(FM)**  
**EEO PUBLIC FILE REPORT**  
 August 1, 2010 – July 31, 2011

**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	<b>Illinois Broadcasters Association</b> 2621 Montega, Suite E Springfield, IL 62704 217-793-2636	NO	0
2	<b>Womanspace</b> 3333 Maria Linden Drive Rockford, IL 61114 815-877-0118 Elaine Hirschenberger <a href="mailto:womanspace@aol.com">womanspace@aol.com</a>	NO	0
3	<b>LaVoz Latina</b> 814 North Court Street Rockford, IL 61103 <a href="mailto:reception@lavozeatina-rkfd.org">reception@lavozeatina-rkfd.org</a> 815-965-5784	NO	0
4	<b>Northern Illinois University Career Planning &amp; Placement Center</b> 501 Lincoln Highway DeKalb, IL 60115 815-753-1650	NO	0
5	<b>The Workforce Connection</b> 303 North Main Street Rockford, IL 61101 John Strandin 815-395-6600	YES	0
6	<b>Rock Valley College Career Services</b> 3301 North Mulford Road Rockford, IL 61114 Art Delgado 815-921-7821 <a href="mailto:adelgado@rockvalleycollege.edu">adelgado@rockvalleycollege.edu</a>	YES	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	<b>Rockford College Career Services</b> 5050 East State Street Rockford, IL 61108 Kelly Haugen Khaugen@rockford.edu 815-226-4022	NO	0
8	<b>Booker Washington Community Center</b> 524 Kent Street Rockford, IL 61102 815-968-8861 <a href="mailto:hkent@bookerwashington.org">hkent@bookerwashington.org</a>	NO	0
9	<b>Rockford Register Star</b> 99 East State Street Rockford, IL 61104 815/987-1400	NO	0
10	<b>Illinois Center for Broadcasting</b> 5 W 22 <sup>nd</sup> , Suite 240 Lombard, IL 60148 630-916-1700	NO	0
11	<b>The Workplace</b> 4701 East State Street Rockford, IL 61108 815-961-0600	NO	0
12	<b>Rasmussen College</b> 6000 East State Street Rockford, IL 61108 815-316-4800	YES	0
13	<b>JobSmart Employment Services</b> 1930 7 <sup>th</sup> Street Rockford, IL 61104 815-962-5627	NO	0
14	<b>Rock River Training Corp</b> 3134 11 <sup>th</sup> Street Rockford, IL 611049 815-395-6600 Mike Williams <a href="mailto:mwilliams@rockrivertraining.org">mwilliams@rockrivertraining.org</a>	NO	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>
15	<b>Rockford Career College</b> 1130 South Alpine Road Rockford, IL 61108 815-965-8616	YES	0
16	<b>Ohio Center for Broadcasting-Columbus</b> 5330 East Main Street, Suite 200 Columbus, OH 43213 614-245-0555	YES	0
17	<b>Rockford Area Career Clearinghouse</b> 100 Park Avenue, Suite 100 Rockford, IL 61101-1020 815-494-2751 <a href="http://www.rockfordareacareers.com">www.rockfordareacareers.com</a>	YES	0
18	<b>CumulusJobs.com</b>	NO	0
19	<b>Cumulus/Rockford Open House</b>	NO	4
20	<b>Station On Air Announcements (all SEU stations)</b>	NO	3
21	<b>Station Website Postings (all SEU stations)</b>	NO	4
22	<b>Word-Of Mouth Referral</b>	NO	0
23	<b>Internal Posting</b>	NO	0
24	<b>TVand RadioJobs.com</b>	NO	0
25	<b>Walk-In/Self Referral</b>	NO	2
26	<b>All-Access</b> <b>Allaccess.com</b>	NO	0
27	<b>Inside Radio</b> <b>Insideradio.com</b>	NO	0
28	<b>Radio Advertising Bureau</b> <b>Rab.com</b>	NO	0
29	<b>Media Recruiter</b> <b>Mediarecruiter.com</b>	NO	0
30	<b>Job Fair</b>	NO	0
31	<b>Internal Transfer/Promotion</b>	NO	0
32	<b>Cumulus Intern Program</b>	NO	1
33	<a href="mailto:Radionews@radioonline.com">Radionews@radioonline.com</a>	NO	0
34	<b>RegionalHelpWanted.Com</b>	NO	0
35	<b>Country Aircheck Today</b>	NO	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>14</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	Participate in job fair	On August 19, 2010, our SEU, in partnership with Rasmussen College and the Workforce Connection, participated in the Rasmussen Career Networking Fair. Each of this SEU's four stations promoted the event on-air and on its station website prior to the event. Our Sales Manager greeted attendees, answered questions about careers in broadcasting, discussed current vacancies and accepted resumes.
<b>2</b>	Participate in job fair	On October 20, 2010, our SEU, along with more than one hundred other area employers, participated in the Northern Illinois University Career Services Job Fair. Each of this SEU's four stations promoted the event on-air and on its station website prior to the event. Our Sales Manager greeted attendees, answered questions about careers in broadcasting and accepted resumes.
<b>3</b>	Participate in job fair	On October 27, 2010 our SEU, along with about twenty other area employers, participated in the Benedictine University Job Fair held at Cliffbreakers Resort. Each of this SEU's four stations promoted the event on-air and on its station website prior to the event. Our Promotions Director greeted attendees, answered questions about careers in broadcasting and accepted resumes.
<b>4</b>	Participate in job fair	On February 17, 2011, our SEU, in partnership with Rasmussen College and the Workforce Connection, participated in the Rasmussen Career Networking Fair. Each of this SEU's four stations promoted the event on-air and on

		its station website prior to the event. Our Sales Manager greeted attendees, answered questions about careers in broadcasting, discussed current vacancies and accepted resumes.
5	Host open house	On August 12, 2010, our SEU hosted a Sales Open House. Our SEU aired a series of announcements on all four stations, urging listeners interested in sales opportunities to attend. This SEU invited the first 20 individuals who responded to participate. During the event, Sales Representatives, the Sales Manager and the Market Manager provided an introduction to and summary of the company, accepted resumes, and answered questions regarding sales positions.
6	Host open house	On February 8, 2011, our SEU hosted a Sales Open House. Our SEU aired a series of announcements on all four stations, urging listeners interested in sales opportunities to attend. This SEU invited the first 20 individuals who responded to participate. During the event, the Sales Manager provided an introduction to and summary of the company, accepted resumes, and answered questions regarding sales positions.
7	Internship program	From August 2010 through July, 2011, our SEU hosted two interns, one from Northern Illinois University and one from Illinois Center for Broadcasting. The primary role of the interns was to assist the Promotions Directors, which included assisting in setting up and participating in station events and live remotes. They also assisted other departments where needed. Our internship program is promoted via on-air announcements and our station websites.