

WZOK(FM), WROK(AM), WXXQ(FM), WKGL(FM)
EEO PUBLIC FILE REPORT
August 1, 2008 – July 31, 2009¹

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
Local Sales Manager	1-26, 28, 30, 37	30
Promotions Director	1-26, 32, 43	43
Account Executive	1-32	28
Program Director	1-25, 30, 34, 39, 40, 42	39
Account Executive	1-32	31
Account Executive	1-32, 40, 42	28
Account Executive	1-32, 40, 42	31
Account Executive	1-32	28
Account Executive	1-32	27
Account Executive	1-32	31
Account Executive	1-32, 40-42	27
Account Executive	1-32, 40-42	31

¹ This Report provides recruitment data collected from May [22], 2008 through May 21, 2009. *[If you started your data reporting on another date during the 10-day grace period at the end of May 2009, please substitute the correct date for the one in brackets.]*

WZOK(FM), WROK(AM), WXXQ(FM), WKGL(FM)
EEO PUBLIC FILE REPORT
 August 1, 2008 – July 31, 2009

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	Abilities Center 1907 Kishwaukee Rockford, IL 61107 Cindy Kohn 815-965-3795	No	0
2	Behr Jewish Community Center 1500 Parkway Rockford, IL 61107 815-399-5497	No	0
3	Beloit Daily News 149 State Street Beloit, WI 53511 608-365-8811	No	0
4	Belvidere Daily Republican 401 Whitney Blvd. Belvidere, IL 61008 815-544-9811	No	0
5	Beloit College 700 College Street Beloit, WI 53511 Sue Wilson 608-363-2230	No	0
6	Highland Community College 2998 West Pear City Road Freeport, IL 61032 Dana Zimmerman 815-235-6121	No	0
7	Belvidere Chamber of Commerce 200 South State Belvidere, IL 61008 Tom Lassandro 815-544-4357	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	LaVoz Latina 818 North Court Street Rockford, IL 61103 Tanechka McDonald 815-964-4366	No	0
9	Northern Illinois University 501 Lincoln Highway DeKalb, IL 60115 Patricia Bazek 815-753-1000	No	0
10	Rockford Career College 1130 South Alpine Road Rockford, IL 61108 Danny Zittle 815-965-8616	Yes (as of 4/08)	0
11	The Workforce Connection 303 North Main Street Rockford, IL 61101 John Strandin 815-395-6600	Yes (as of 7/08)	0
12	Rock Valley College Career Services 3301 North Mulford Road Rockford, IL 61114 Art Delgado 815-921-7821 adelgado@rockvalleycollege.edu	Yes (as of 4/08)	0
13	Rockford College 5050 East State Street Rockford, IL 61108 Cynthia Hansen 815-226-4000	No	0
14	Booker Washington Community Center 524 Kent Street Rockford, IL 61102 815-968-8861	No	0
15	Rockford Register Star 99 East State Street Rockford, IL 61104 815-987-1400	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	St. Elizabeth Community Center 1505 South Main Street Rockford, IL 61102 815-965-6993	No	0
17	Rock River Times 128 North Church Street Rockford, IL 61102 815-964-6885	No	0
18	Northwest Community Center 1325 North Johnston Avenue Rockford, IL 61101 815-964-6885	Yes (as of 4/08)	0
19	Ken Rock Community Center 3218 Eleventh Street Rockford, IL 61109 815-398-8864	No	0
20	Womanspace 3333 Maria Linden Drive Rockford, IL 61114 815-877-0118	No	0
21	Blackhawk Technical College 6004 Prairie Avenue Beloit, WI 53511 608-757-7672	No	0
22	Rasmussen College 6000 East State Street Rockford, IL 61108 Chad Wick 815-316-4800	Yes (as of 7/08)	0
23	JobSmart Employment Services 1930 7 th Street Rockford, IL 61104 815-962-5627	No	0
24	Rock River Training Corp 3134 11 th Street Unit J Rockford, IL 61104 815-229-2770	No	0
25	Rockford Chamber of Commerce 308 West State Street #190 Rockford, IL 61104 815-987-8100	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	CumulusJobs.com	No	5
27	Cumulus/Rockford Open House	No	7
28	Station On Air Announcements (all SEU stations)	No	4
29	Station Website Postings (all SEU stations)	No	1
30	Word-Of-Mouth Referral	No	3
31	Walk-In/Self Referral	No	4
32	Internal Posting	No	0
33	TVand RadioJobs.com	No	0
34	All-Access Allaccess.com	No	2
35	Inside Radio Insideradio.com	No	0
36	Radio Advertising Bureau rab.com	No	0
37	Media Recruiter Mediarecruiter.com	No	2
38	Job Fair	No	0
39	Internal Transfer/Promotion	No	1
40	Ohio Center for Broadcasting-Columbus 5330 East Main St. Suite 200 Columbus, OH 43213 614-245-0555 Gary James gary@beonair.com	Yes (as of 2/09)	0
41	Rockford Area Career Clearinghouse 100 Park Avenue, Suite 100 Rockford, IL 61101-1020 815-494-2751 www.rockfordareacareers.com sarah@rockfordareacareers.com	Yes (as of 3/09)	0
42	Geoff Peterson 324 Osprey Court Wexford, PA 724-940-9471 gpeterson@generallead.com	Yes (as of 2/09)	0
43	Cumulus Intern Program	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			30

WZOK(FM), WROK(AM), WXXQ(FM), WKGL(FM)
EEO PUBLIC FILE REPORT
 August 1, 2008 – July 31, 2009

III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Host job fair	<p>On May 21, 2009, our SEU hosted the Cumulus Education and Employment Expo at Rockford Career College in Rockford, Illinois. Each of this SEU's four stations promoted the event on-air and on its station website prior to the event. More than 40 vendors participated, providing job seekers and students the opportunity to pick up brochures, fill out applications, and participate in on-site interviews. All four stations in the cluster had tables at the event. SEU personnel in attendance to hand out brochures, answer questions, and take resumes were our Promotion Directors, Sales Manager and the Market Manager.</p>
2	Participate in job fair	<p>On November 28-30, 2008, our SEU participated in the Jobapalooza in Rockford, Illinois hosted by the Rockford Chamber of Commerce and the Society of Human Resource Managers. Our Special Projects Manager greeted attendees, answered questions about careers in broadcasting, discussed current vacancies, and accepted resumes.</p>
3	Host Open House	<p>On January 14, 2009, 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, Accounts Executives, the Sales Manager and the Market Manager provided an introduction to and summary of the company, accepted resumes, answered questions regarding positions, and led station</p>

		tours.
4	Internship program	<p>From August 2008 through April, 2009, our SEU hosted three interns from Illinois State University, Illinois Center of Broadcasting and Harlem High School, Loves Park, Illinois. 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 the Sales Department in the preparation of proposals for sales promotions, filing, and organizing community events. Our internship program is promoted via on-air announcements and our station websites.</p>
5	Internship program	<p>From May, 2009 to July 31, 2009, our SEU Promotions Department hosted seven interns from various universities and area high schools, including Northern Illinois University, Rock Valley College, St. Xavier College, Illinois Center of Broadcasting, Winnebago High School, Harlem High School and Boylan High School. 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 the Sales Department in the preparation of proposals for sales promotions, filing, and organizing community events. Our internship program is promoted via on-air announcements and our station websites.</p>