

WZOK(FM), WROK(AM), WXXQ(FM) and WKGL(FM)
EEO PUBLIC FILE REPORT
 August 1, 2015 – July 31, 2016

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	Northern Illinois University Career Planning & Placement Center 501 Lincoln Highway DeKalb, IL 60115 815-753-1650	No	0
2	The Workforce Connection 303 North Main Street Rockford, IL 61101 Contact: John Strandin 815-395-6600	No	0
3	Rock Valley College Career Services 3301 North Mulford Road Rockford, IL 61114 815-921-7821	No	0
4	Rockford University Career Services 5050 East State Street Rockford, IL 61108 815-226-4022	No	0
5	Rockford Career College 1130 South Alpine Road Rockford, IL 61108 815-965-8616	No	0
6	SEU Open House	No	0
7	Station On-Air Announcements	No	0
8	Station Website Postings (<i>all SEU stations</i>)	No	0
9	Networking contacts/employees, radio business contacts, clients, agency contacts	No	9
10	Open Recruiter	No	0
11	Internal Posting	No	0
12	Walk-In/Self Referral	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	All-Access www.allaccess.com	No	3
14	Townsquare Media Recruiter	No	13
15	Job Fair (<i>see Section III</i>)	No	0
16	Internal Transfer/Promotion	No	2
17	SEU Internship Program	No	0
18	Indeed.Com	No	1
19	LinkedIn	No	10
20	ZipRecruiter www.ziprecruiter.com	No	0
21	Facebook	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			39

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	Our SEU has been fortunate to have hosted three student interns from August 1, 2015 to July 31, 2016. A student from University of Wisconsin in LaCrosse interned on WZOK-FM three days a week in August 2015. Also in August, 2015 a student from Illinois State University interned on WXXQ-FM, gaining experience in many aspects of radio including observation, on air hours, setting up remotes, data entry and more. A student from Columbia College in Chicago earned college credit completing a Journalism Internship for WZOK-FM, Spring Semester, 2016
2	Participate in Community Event	The WROK Brand Manager participated in a Career Day at a local high school
3	Participate in Community Event	The WZOK Morning Show Host participated in a Career Day at a local high school
4	Participate in Community Event	The WZOK Mid-Day Host participated in a Career Day at a local high school
5	Participate in Community Event	The WKGL Mid-Day Host participated in a Career Day at a local high school
6	Participate in Community Event	The WKGL Brand Manager participated in a Career Day at a local high school
7	Sales Mentoring Program	We created a sales mentoring program in March of 2016 which will be used for new Sales hires going forward