

**WZOK(FM), WROK(AM), WXXQ(FM) and WKGL(FM)
EEO PUBLIC FILE REPORT
August 1, 2016– July 31, 2017**

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
Market President		
On Air Personality	1-5,13	
On Air Personality/Assistant Brand Manager	10,13,	13
On Air Personality		
Sales Representative	19,20	19

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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	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	4
10	Country Air Check	No	0
11	Internal Posting	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Walk-In/Self Referral	No	0
13	All-Access www.allaccess.com	No	2
14	Townsquare Media Recruiter	No	8
15	Job Fair (<i>see Section III</i>)	No	0
16	Internal Transfer/Promotion	No	0
17	SEU Internship Program	No	0
18	Indeed.Com	No	0
19	LinkedIn	No	3
20	ZipRecruiter www.ziprecruiter.com	No	0
21	Facebook	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			17

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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, 2016 to July 31, 2017. A student from Northern Illinois University interned on WZOK-FM two days a week January-March, 2017. In January through April, 2017 a student from Rock Valley College interned two-three days a week on WZOK-FM. Another student from Northern Illinois University started a three day per week internship on WZOK on July 1, 2017. All three interns gained experience in many aspects of radio including observation, on air hours, setting up remotes, data entry, graphic design and social media.
2	Participate in Events Sponsored by Educational Institutions	The WZOK Afternoon Host participated in a Career Day at Mary Morgan Elementary School in Byron, Illinois
3	Participate in Job Fair	The WZOK Morning Show Hosts participated in a Career Day at BMO Harris Bank Centre
4	Participate in Job Fair	The WZOK Mid-Day Host participated in a Career Day at BMO Harris Bank Centre
5	Participate in Job Fair	The WZOK Afternoon Host and Brand Manager participated in a Career Day at BMO Harris Bank Center
6	Participate in Events Sponsored by Educational Institutions	The WZOK Mid-Day Host participated in a Principal for a Day Event at Flinn Middle School in Rockford.
7	Sales Mentoring Program	We created a sales mentoring program in March of 2016 which has been used to date for new Sales hires.