

WZOK(FM), WROK(AM), WXXQ(FM), WKGL-FM

EEO PUBLIC FILE REPORT

August 1, 2007 - July 31, 2008

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data.

Job Title	Recruitment Sources ("RS) Used to Fill Vacancy	RS Referring Hiree
Program Director	32, 34, 36	34
Account Executive	1-32	28
Account Executive	1-32	28
Inside Sales Representative	1-29, 32	38
Account Executive	1-32	27
Account Executive	1-32	27
Market Manager	26, 34, 35	35
Account Executive	1-31, 39	39
Sales Assistant	1-26, 28-31, 39	39
Account Executive	1-32	28

WZOK(FM), WROK(AM), WXXQ(FM), WKGL-FM

EEO PUBLIC FILE REPORT

August 1, 2007 - July 31, 2008

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
8	LaVoz Latina 818 North Court Street Rockford, IL 61103 Tanechka Mcdonald 815-964-4366	No	0

9	Northern Illinois University 501 Lincoln Hwy. Dekalb, IL 60115 Patricia Bazek 815-753-1000	No	0
10	Rockford Business College 730 North Church Street Rockford, IL 61103 Danny Zittle 815-965-0360	Yes <i>(as of 4/08)</i>	0
11	The Workforce Connection 303 North Main Street Rockford, IL 61101 John Strandin 815-395-6600	Yes <i>(as of 7/08)</i>	0
12	Rock Valley College Career Services 3301 North Mulford Road Rockford, IL 61114 Art Delgado 815-921-7821 adelgado@rockvalleycollege.edu	Yes <i>(as of 4/08)</i>	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
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 815-964-9767	No	0
18	Northwest Community Center 1325 North Johnston Avenue Rockford, IL 61101 Valorie Coleman 815-964-6885	Yes <i>(as of 4/08)</i>	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 <i>(as of 7/08)</i>	0
23	JobSmart Employment Services 1930 7th Street Rockford, IL 61104 815-962-5627	No	0
24	Rock River Training Corp 3134 11th 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
26	CumulusJobs.com	No	9
27	Cumulus/Rockford Open House	No	2
28	Station On-Air Announcements (all SEU stations)	No	4
29	Station Website Postings (all SEU stations)	No	0
30	Word-Of-Mouth Referral	No	0
31	Walk-In/Self-Referral	No	1
32	Internal Posting	No	3
33	TVandRadioJobs.com	No	0
34	All-Access allaccess.com	No	1
35	Inside Radio insideradio.com	No	1
36	Radio Advertising Bureau rab.com	No	0

37	Media Recruiter mediarecruiter.com	No	0
38	Job Fair	No	1
39	Internal Transfer / Promotion	No	2
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			24

WZOK(FM), WROK(AM), WXXQ(FM), WKGL-FM

EEO PUBLIC FILE REPORT

August 1, 2007 - July 31, 2008

II. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Host job fair	On February 26, 2008, our SEU hosted the Cumulus Job Expo at the Hilton Garden Inn 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 50 vendors participated, providing job seekers 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 Special Projects Manager, Account Executives, Sales Managers, Promotions Directors, and the Market Manager.
2	Participate in job fair	On May 6, 2008, our SEU participated in the Employment Expo 2008 in Beloit, Wisconsin. The event was organized by Wisconsin Job Center of Rock County, Wisconsin. Our employees greeted attendees, answered questions about careers in broadcasting, discussed current vacancies, and accepted resumes. Station participants included the Special Projects Manager and Inside Sales Executive.

3	Internship program	<p>From December 2007 through January 2008, our SEU hosted five interns from several schools including Northern Illinois University, Rock Valley College and the Illinois Center For Broadcasting. Several of these interns returned over their spring break in March 2008. These interns were exposed to various aspects of broadcast operations, primarily assisting the Promotions Director in setting up and participating in station events, handing out prizes, and setting up at live remotes.</p>
4	Internship program	<p>From May 2008 through August 2008, our SEU Promotions Department hosted eight interns from various universities and area high schools, including Augustana College, Sauk Valley Community College, Northern Illinois University, Rochelle High School, Belvidere High School, and St. Johns Military Academy. The primary role of the interns was to assist the Promotions Director, which included assisting in setting 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.</p>
5	Host Open House	<p>On October 15, 2007, our SEU hosted a Sales Open House. Our SEU aired a month-long series of announcements on all four stations, urging listeners interested in sales opportunities to attend. This SEU invited the first 20 individuals who responded. During the event, Account Executives, Sales Managers, and the Market Manager provided an introduction to and summary of the company, accepted resumes, answered questions regarding positions, and led station tours.</p>

6	Host Open House	<p>On January 15, 2008 our SEU hosted a Sales Open House. Our SEU aired a month-long series of announcements on all four stations, urging listeners interested in sales opportunities to attend. This SEU invited the first 20 individuals who responded. During the event, Account Executives, Sales Managers, and the Market Manager provided an introduction to and summary of the company, accepted resumes, answered questions regarding positions, and led station tours.</p>
---	-----------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------