

## EEO Narrative

This EEO Narrative is filed on behalf of WIIL, WLIP, WXLC, and WKRS (collectively, the Stations) in compliance with the FCC's EEO reporting requirements. WIIL and WLIP are located in Kenosha, Wisconsin; WXLC and WKRS are located in Waukegan, Illinois.

This report includes information from August 1<sup>st</sup> 2009 through July 31<sup>st</sup> 2010 and will be placed in the station's public files and on the station's respective websites.

## JOB VACANCY INFORMATION

WIIL, WLIP, WXLC, and WKRS are equal opportunity employers that are committed to meeting the Station's EEO obligations. All full-time vacancies are posted with several sources. The Stations' list of recruitment sources has been updated frequently. We subscribe to the BROADCAST COMPLIANCE SERVICES WEBSITE that also updates the list with additions from radio stations throughout the country. The Stations will continue to actively seek out new sources. The Stations encourage organizations which distribute employment information or refer prospective candidates to contact us so that they may be placed on our mailing list to receive notification of future vacancies. Finally, the Stations have run prominent ads in the Happenings Magazine, Wisconsin Broadcasters Association, Illinois Broadcasters Association, Columbia College, Illinois Center for Broadcasting, AllAccess.com, all NextMedia websites, and on-air, seeking to further disseminate information about job openings to as wide a circle as possible.

## RECORD KEEPING

In compliance with the EEO record keeping requirements, the Stations create a file for each position to be filled. The file contains copies of the job listing for all sources used to recruit interviewees for the position. The Station's procedures require approval by the Stations' General Manager and applicable department head prior to extending a job offer. In addition, the Stations will document their long-term recruitment initiatives. These files will include the nature and date of each activity, the scope of the Stations' participation, and the names or titles of the Stations' personnel involved.

## RECRUITMENT MEASURES

A NextMedia Radio Sales and Interactive Brand Manager job fair was held Saturday, October 24<sup>th</sup> from 9 to 11am at Keylime Cove in Gurnee, IL. Stations represented at the job fair included WIIL-FM/WLIP-AM, Kenosha, Wisconsin; WXLC-FM/WKRS-AM, Waukegan, IL and WZSR-FM/WWYW-FM, Crystal Lake, IL. Those representing these radio stations included Karl Wertzler-General Manager, WIIL/WLIP/WXLC/WKRS, Doug Boyd-General Sales Manager WZSR/WWYW and Paul Wenzel-Local Sales Manager WXLC/WKRS. While the job fair was promoted on all six radio stations, only one individual stopped in and requested an application.

A NextMedia Kenosha/Waukegan Job fair was held Saturday, July 10th from 9am to Noon at WIIL/WLIP studios in Pleasant Prairie, WI. Stations represented at the job fair included WIIL-FM/WLIP-AM, Kenosha, Wisconsin; WXLC-FM/WKRS-AM, Waukegan, IL. The job fair was promoted on all four radio stations and a total of 9 resumes were received. Interviews were given to two strong candidates.

Each of the Stations has established a college **Internship Program** deigned to assist qualified students in acquiring skills needed for employment in the broadcast industry. This allows students to receive college credit. The average college internship is three to four months in duration depending on the needs of the student and the requirements of the college. The stations are in frequent contact with area colleges and the Illinois School of Broadcasting to promote these internships. The goal of the Internship Program is to provide students with hands-on experience within their field of choice by exposing students to real-life situations and day-to-day duties and responsibilities encountered by professionals in the radio industry. The stations strive to teach interns how the world of radio works to provide them with valuable experience that will help them pursue a career in broadcasting. An intern's duties range from helping out at promotional events to assisting at on-air remotes and various sales and promotion related duties. During this period, the following individuals interned at Waukegan/Kenosha: Sara Kotomski (McHenry Community College) Winter 2009, Kara Volpinesta (UW Parkside) Spring 2010, Sam Janus (Michigan State) Summer 2010, Peter Hans Henckle (UW Eau Claire) Summer 2010, Paulina Kowalczyk (N.E.I.U.) Summer 2010, Alex Miller (IL Center for Broadcasting) Summer 2010, Ray Scarpelli III (Augustana University) Summer 2010, Marie Depetrio (Augustana University) Summer 2010, Adam Schmidt (UW Parkside) Summer 2010, Sarah Koehn(IL State University) June 2010, Aubrey Huff(University of Iowa) May 2010-Present, Megan Tkacy (Eastern IL University) May 2010-Present, Tricia Pringle (IL State University) May 2010-Present, John Jenzeh (IL Center for Broadcasting) February 2010-Present, Lionel Abrgrego (University of IL-Chicago) April 2010-June 2010, Kurt Hoglund (IL Center for Broadcasting) May 2009-October 2009, Casey Brosten (Marquette University) May 2009 – August 2009, Daniel Kolanko (Lewis University) May 2009 – August 2009, Catherine Ruman (University of IL) May 2009-August 2009, Dana Fishman (Western IL University) May 2009 – August 2009).

The radio stations promoted this year's **Wisconsin Broadcasters Internship Program** with on-air announcements.

On Tuesday, January 4th, 2010, NextMedia General Manager-Karl Wertzler hosted an evening with Tiger Cub Scout Den 4, Kenosha, Wisconsin. Thirteen Scouts and their parents attended the tour and review of careers in the radio industry. While touring the station, scouts and parents learned the various duties and departments within the building that houses WLIP/WIIL, Kenosha.

Over 400 children and parents attended the annual Scout Day at the studios of WLIP and WIIL, Kenosha, WI on Saturday, March 13<sup>th</sup>. The Event was held from 9am to 3pm and included tours for various Cub Scout and Boy Scout groups from Kenosha and

surrounding areas. Each tour consisted of a detailed viewing and explanation of every department in the building, plus a discussion of the various careers in radio.

The Waukegan stations (WXLC/WKRS) hosted Scout Day during which area scouts and their families were given tours of the stations, a description of the jobs available in radio broadcasting and attendees were able to ask questions about careers in radio. Waukegan stations hosted Scout Day on March 27<sup>th</sup>, 2010 which involved over 250 area scouts.

On Wednesday, June 9th, 2010 - 7 supervisors and 42 Kindergarten and School Age children from Early Discoveries: Abbott's Center for Child Development toured the stations (WXLC/WKRS). Each week is a themed learning week. The week of their tour was Technology Week. Promotions Director Janelle Rominski and Producer Potsy showed the supervisors and children around the station letting them know about the jobs in radio and what responsibilities each job requires. The children got to hear WXLC Midday Host, Frank Wright, talk on the radio. They were shown by Production Director, Chris Williams how commercials are made and how the production board and microphones work.

On January 11th, 2010 WIIL-FM Personality Stuart Wattles attended a career day at Whittier Elementary School in Kenosha. He spoke to 20-25 Kindergarten students about how radio works and the jobs that everyone is responsible for completing.

NextMedia Waukegan/Kenosha stations post regular announcements on our websites encouraging people to apply for open positions.

**8/1/09 – 7/31/10 SPECIFIC POSITIONS FILLED**

During the reporting time August 1<sup>st</sup> 2009 to July 31<sup>st</sup> 2010 the employment unit hired 8 people for full-time positions. We let several postings expire with no hires because we did not find the best person for the job. We then posted again for similar positions.

**Interviewees by Source**

| Recruitment Source               | Number of interviewees referred |
|----------------------------------|---------------------------------|
| On-Air                           | 17                              |
| Illinois Center for Broadcasting | 5                               |
| Columbia College                 | 4                               |
| Employee Referrals               | 11                              |
| NextMedia Job Fairs              | 10                              |
| Station Websites                 | 7                               |
| Happenings Magazine              | 12                              |
| <b>Total Interviewees:</b>       | <b>66</b>                       |

**Full Time Jobs Filled**

| # | Position | Source | Hire Date | Number |
|---|----------|--------|-----------|--------|
|---|----------|--------|-----------|--------|

|   |                                                         |                   |                    | Interviews |
|---|---------------------------------------------------------|-------------------|--------------------|------------|
| 1 | Receptionist Waukegan                                   | Station Website   | 6/1/2010           | 8          |
| 2 | Program Director Waukegan                               | Promotion         | 1/1/10             | -          |
| 3 | Assistant Promotions Director                           | Station Website   | 9/16/09            | 6          |
| 4 | Assistant Promotions Director                           | Promotion         | 11/20/09           | -          |
| 5 | Account Executive Waukegan                              | Employee Referral | 3/1/10             | 10         |
| 6 | Account Executive Waukegan<br>Interactive Brand Manager | Employee Referral | 3/1/10             | 10         |
| 7 | Kenosha/Waukegan<br>Office Manager                      | Station Website   | 1/25/10            | 8          |
| 8 | Kenosha/Waukegan                                        | Employee Referral | 7/19/10            | 8          |
|   |                                                         |                   | <b>Total</b>       |            |
|   |                                                         |                   | <b>Interviews:</b> | 66         |

1 – In May of 2010 we started searching for a new Receptionist for the Waukegan location. We promoted, on-air, station websites, through other NextMedia station posting boards and Happenings Magazine. We hired Jennifer Ellis in June 2010.

5 - We hired 2 Account Executives this past year. We advertised for these positions on all station websites, corporate website, on-air, on streams and area Broadcasting Schools, plus other NextMedia posting boards and job fairs.

7 – In January of 2010 we began searching for a newly created position for Interactive Brand Manager. We promoted on-air, station websites, social networking sites including Facebook and Craigslist, plus other NextMedia station posting boards and Happenings Magazine.

8 – In June of 2010 we started searching for a Office Manager for the Kenosha location. We promoted on-air, station websites, other NextMedia station posting boards and Happenings Magazine. We hired Cristen Wiatr in July of 2010.