

WZOK(FM), WROK(AM), WXXQ(FM) and WKGL(FM)
EEO PUBLIC FILE REPORT
August 1, 2017– July 31, 2018

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
Production Director/On Air Personality	10,13	13
Sales Representative	7,8,9,14,18,19,20	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	2
8	Station Website Postings (<i>all SEU stations</i>)	No	0
9	Networking contacts/employees, radio business contacts, clients, agency contacts	No	2
10	Country Air Check	No	1
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	2
13	All-Access www.allaccess.com	No	4
14	Townsquare Media Recruiter	No	3
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	1
19	LinkedIn	No	3
20	ZipRecruiter www.ziprecruiter.com	No	0
21	Facebook	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			18

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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, 2017 to July 31, 2018. A student from Northern Illinois University interned on WZOK-FM four days a week in August, 2017. In August, 2017, through May, 2018 a student from Northern Illinois University interned two-days a week on WZOK-FM. A student from Western Illinois University started a three day per week internship on WZOK on August 1, 2017 to currently. All three interns concentrated mainly on social media, Facebook, Twitter, Instagram and YouTube with a primary focus on Video and YouTube with all three getting behind the camera shooting videos for our YouTube channel.
2	Participate in Events Sponsored by Educational Institutions	On Air personalities participated every Wednesday during the school year in WZOK's Teacher of the Week program by going out to an area school to celebrate the "Teacher of the Week" and interact with the school's students.
3	Participate in Events Sponsored by Educational Institutions	WZOK On Air personality participated in local school district winter program called Frosty Read that featured local celebrities at elementary schools to read to students.
4	Sales Mentoring Program	We created a sales mentoring program in March of 2016 which has been used to date for new Sales hires.
5	Participate in Events Sponsored by Educational Institutions	WZOK On Air personality spoke to High School Juniors and Seniors to inspire achievement before a SAT prep class.