

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 1st 2007 through July 31st 2008 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 print ads in the Waukegan Sun, FMBQ Magazine, 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.

LONG-TERM RECRUITMENT MEASURES

The Stations participate in long-term recruitment measures both individually and as a group. Every year, the Stations participate in several community **Job Fairs** including the Kenosha County Job Fair. The Stations also participated in the NextMedia Chicago Job Fair at the Schaumburg Marriott Hotel in Schaumburg, IL.

The Stations also hosted a NextMedia Sales Job Fair in March of 2008 at the Holiday Inn Convention Center in Gurnee, IL.

Promotions Director for WKRS/WXLC, Janelle Rominski, attended Grayslake North High School Career Fair - Friday, March 14th, 2008 from 7:30 am - 1 pm. There were approximately 1,400 students that attended this career fair. Janelle explained to students what jobs there are in radio and a brief explanation of what each jobs' responsibilities were.

Each of the Stations has established a college **Internship Program** designed 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.

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

The Kenosha station also hosted our annual **Scout Day** during which area scouts and their families were given tours of the stations, a description of the jobs available in broadcasting and were able to ask questions about careers in broadcasting. Kenosha stations hosted Scout Day on March 8th, 2008 which involved over 300 area Scouts.

Between January 2008 and March 2008 on Mondays, Tuesdays and Wednesdays of each month, Promotions Director of WXLC/WKRS, Janelle Rominski, gave 25 Girl Scout or Boy Scout Tours at the Waukegan station. They had approximately 80 parents and 225 Girl or Boy Scouts tour the NextMedia Waukegan station. The Promotions Director took them on a tour of our facility and taught them what each job at the station entails and how each job connects to all the different departments in our station.

Throughout the summer of 2008, student Jason Kraeszig worked alongside Promotions Director Stu Wattles as his **promotions intern** as well as in our programming department with Operations Manager John Perry. Mr. Kraeszig worked part-time in the promotions office as well as in programming, helping out with on-air remotes, promotional events, and assisting with various promotions related duties.

John Perry, Operations Manager for WIIL and WLIP, visited thirty students from the broadcast department at Burlington High School. He described a typical day in the life of an Operations Manger/Program Director and talked about the various careers in radio.

Jimmy Novak and Jen Stephens from the WXLC Morning Show attended the Hawthorn Middle School "Career Day" and spoke about their jobs and other jobs within the radio

station. This took place on Friday, May 18th, 2008 from 7am – 11am at Hawthorn Middle School in Vernon Hills, IL

We promote on-air that **organizations who would like to be notified of job openings** can be added to the list of people who receive notifications.

8/1/07 – 7/31/08 SPECIFIC POSITIONS FILLED

During the reporting time August 1st 2006 to July 31st 2007 the employment unit hired 13 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 | 44 |
| Illinois Center for Broadcasting | 7 |
| Columbia College | 3 |
| Employee Referrals | 10 |
| NextMedia Job Fair | 8 |
| Station Websites | 25 |
| AllAccess.com | 6 |
| FMBQ Magazine | 5 |
| Waukegan News Sun | 6 |
| Total Interviewees: | 114 |

Full Time Jobs Filled

| No. | Position | Source | Hire Date | Number Interviews |
|-----|-------------------|----------------------------|--------------------------|-------------------|
| 1 | Receptionist | On-Air | 9/17/2007 | 9 |
| 2 | Account Executive | Referral/Staff | 9/24/2007 | 8 |
| 3 | Account Executive | On-Air | 10/22/2007 | 9 |
| 4 | General Manager | On-Air | 11/12/2007 | 12 |
| 5 | Account Executive | On-Air | 1/7/2008 | 8 |
| 6 | Account Executive | On-Air | 1/7/2008 | 8 |
| 7 | Account Executive | On-Air | 1/14/2008 | 9 |
| 8 | Account Executive | Next Media Job Fair | 2/18/2008 | 8 |
| 9 | On-Air Talent | IL Center for Broadcasting | 2/25/2008 | 5 |
| 9 | Account Executive | On-Air | 3/3/2008 | 9 |
| 10 | Account Executive | Referral/Staff | 3/10/2008 | 8 |
| 11 | Account Executive | On-Air | 4/14/2008 | 9 |
| 12 | On Air Talent | IL Center for Broadcasting | 4/28/2008 | 5 |
| 13 | Promotions | On-Air | 5/12/2008 | 7 |
| | | | Total Interviews: | 114 |

1 – We hired 9 Account Executives this past year. We advertised for these positions on all station websites and also on-air. We also promoted these positions on our radio stations and at job fairs. Unfortunately of the 9 hires – 5 departed within the first year.

2 – In October of 2007 we started searching for a new General Manager for the Kenosha locations. We promoted in FMBQ and ALLACCESS. We hired Karl Wertzler in November, 2007!

3 – In Spring of 2008 we started searching for a new Morning Show Stunt Monkey for WIIL and Promotions Assistant. We promoted the position on All Access.com, FMBQ Magazine, as well as on-air and 95wiilrock.com.

4 – In February of 2008 we started searching for a new Morning Show Host for WXLC. We promoted with Columbia College and the Illinois Center for Broadcasting and out of 5 interviews John Hemmer was hired on 2/25/08 and resigned on 3/15/08. We again promoted the position with Columbia College and the Illinois Center for Broadcasting and out of 5 interviews, Jen Stephens was hired on 4/28/08!

5 – In Spring 2008 we promoted from within for a Sales Assistant for our Kenosha office. Allyce Butts became our full-time Sales Assistant and Receptionist. We interviewed several prospects and hired Michael Haro on May 12th 2008.