

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 2006 through July 31st 2007 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. The Stations have been broadcasting 10-second on-air announcements in rotating dayparts inviting interested organizations to be added to our mailing lists. Notices on the Stations' websites extend a similar invitation. Finally, the Stations have run prominent print ads in the Kenosha News, Waukegan News Sun, The Daily Herald and the Northwest Herald, major area newspapers, and on ALLACCESS.com 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 recent Illinois Broadcasters' Job Fair held at their annual convention. We also participated in a Job Fair at the Kenosha, Wisconsin Job Center and two job fair at the Wisconsin Broadcasters Association meetings. Each property also hosted their third annual in house Job Fair in July of 2007. We also promoted this year's Wisconsin Broadcasters Association Job Fair at their annual meetings.

Each of the stations also held an on site **NextMedia Job Fair** at the end of July 2007. We sponsored and paid for the entire fair. We advertised in local newspapers and on each of our radio stations.

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.

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

The stations hosted two **Scout Days** 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. One Scout day was held in November, and the other was offered in March.

Throughout the summer of 2006, student Brittney Misialek worked alongside news director Stew Cohen as his **news intern**. Ms. Misialek worked in the newsroom twice a week producing stories with sound bites. She also developed a series on the first anniversary of the pit bull attacks in Cary.

John Perry, Program Director for WIIL and WLIP, **visited Columbia College of Chicago to scout talent for on-air openings**. While he was there, he provided feedback and advice on airchecks and production reels.

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.

8/1/06 – 7/31/07 SPECIFIC POSITIONS FILLED

During the reporting time August 1st 2006 to July 31st 2007 the employment unit hired 12 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	29
Employee Referrals	6
NextMedia Job Fair	10
Station Websites	25
AllAccess.com	4
Waukegan News Sun	5
Kenosha News	10
Daily Herald	8
Total Interviewees:	97

Full Time Jobs Filled

No.	Position	Source	Hire Date	Number Interviews
1	Sales Manger	On-Air	8/16/2006	9
2	Account Executive	On-Air	8/21/2006	7
3	Account Executive	On-Air	9/20/2006	8
4	Account Executive	On-Air	10/9/2006	8
5	General Manager	Rehire	10/30/2006	8
6	Promotions Director	Referral/Staff	1/1/2007	11
7	Account Executive	On-Air	1/22/2007	8
8	Account Executive	On-Air	2/1/2007	8
9	Sales Manager	Referral/Staff	2/12/2007	9
10	Account Executive	On-Air	4/9/2007	8
11	Account Executive	On-Air	4/19/2007	6
12	Account Executive	Referral/Staff	5/1/2007	7
	Total Interviews:			97

1 – We hired 8 Account Executives this past year. We advertised in the Kenosha News, Waukegan News Sun, Daily Herald, and Northwest Herald for these positions. We also promoted these positions on our radio stations, at job fairs, and through staff referral. Unfortunately of the 8 hires – 6 departed within the first year.

2 – In Spring of 2007 we started looking for a Promotions Director for our Kenosha location. We recruited thru staff referral and hired Stuart J. Wattles for the position.

3 – In February of 2007 we started looking for a Sales Manager for our Waukegan location. We recruited thru staff referral and newspaper ads and hired Mike Peot for the position out of 9 interviewed candidates

4 – In August of 2006 we started searching for a new General Manager for the Kenosha and Waukegan locations. We promoted in the newspaper and ALLACCESS. We hired Rory Fraley in October, 2006.

5 - In August of 2006 we started looking for a Sales Manager for our Kenosha location. We recruited on our stations and websites and hired Phil Howort for the position out of 9 interviewed candidates