

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 2008 through July 31st 2009 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 Kenosha News, WBA, IBA, 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.

Local Sales Manager Kare Vernezze, Business Manager Deb Castile, General Manager Karl Wertzler and Administrative Assistant Allyce Butts represented NextMedia for radio stations WLIP/WIIL, Kenosha, WI and WKRS/WXLC, Waukegan, IL at the Kenosha County Job Fair at the Kenosha County Building on Thursday, September 25th 2008.

Between 12:30pm and 4pm, we accepted 38 resumes from prospective candidates. Of this amount, 18 of the individual were interested in Account Executive positions while 20 were interested in office/clerical positions with the stations. We contacted two of the candidates for follow up interviews for Account Executive positions.

The Stations also hosted a NextMedia Sales Job Fair in March of 2009 at the Holiday Inn Convention Center in Gurnee, IL.

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 – Catherine Ruman May-July, 2009; Gemelle Maura Nov 2008-June 2009; Daniel Kolanko May-July, 2009; Kurt Hogland May-July, 2009; Dana Fishman May-July, 2009; Andrew Costa Dec 2008-May 2009; Casey Brosten May-July, 2009; Renee Martin Kathryn Kramer Jan-May, 2009; Sarah Carlson June to present, 2009; Renee Martin June to present, 2009.

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

The Kenosha stations 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 January 15th, 2009 which involved over 300 area Scouts.

The Waukegan stations 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. Waukegan stations hosted Scout Day on April 25th, 2009 which involved over 250 area Scouts.

Tom Kief and Lisa Tyler, morning show hosts on WIIL, visited thirty-five students from Milburn Central Middle School in Wadsworth, IL on Tuesday, February 17th, 2009. They described their duties as morning show co-hosts and talked about various careers in radio.

Jimmy Novak and Jen Stephens from the WXLC Morning Show and Operations Manager Haynes Johns attended the Woodland Elementary School “Readers are Leaders Day” and spoke about their jobs and other jobs within the radio station. This took place on Friday, March 13th, 2009 at Woodland Elementary School, Gurnee, IL

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

8/1/08 – 7/31/09 SPECIFIC POSITIONS FILLED

During the reporting time August 1st 2008 to July 31st 2009 the employment unit hired 6 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	16
Illinois Center for Broadcasting	5
Columbia College	2
Employee Referrals	5
NextMedia Job Fair	4
Station Websites	10
Kenosha County Job Fair	5
Kenosha News	8
Total Interviewees:	55

Full Time Jobs Filled

No.	Position	Source	Hire Date	Number Interviews
1	Receptionist	Employee Referral	9/9/2008	11
2	Account Executive	Referral/Staff	10/13/2008	9
3	Account Executive	Station Website	10/22/2008	8
4	Account Executive	Referral/Staff	10/28/2008	8
5	Traffic Director	Walk-In	3/9/2009	11
6	Account Executive	Station Website	7/1/2009	8
Total Interviews:				55

1 – We hired 4 Account Executives this past year. We advertised for these positions on all station websites, corporate website, on-air, on streams and area Broadcasting Schools, group owned radio stations and job fairs. Of the 4 hires – 2 departed within the first year.

2 – In August of 2008 we started searching for a new Receptionist for the Waukegan location. We promoted in the Kenosha News, on-air, station websites, and through our group-owned stations. We hired Bridget Heary in September, 2008!

3 – In February of 2009 we started searching for a new Traffic Director for WIIL/WLIP/WKRS/WXLC. We promoted the position on-air, on-stream, area Broadcasting Schools, station websites, and group-owned stations.