

Galesburg Broadcasting Company
WAAG-FM, WGIL-AM, WLSR-FM Galesburg, IL
WKAY-FM, Knoxville, IL
2011 EEO Public File Report
August 1, 2010 – July 31, 2011
Galesburg Broadcasting Company

A. Full-time Vacancies Filled During Past Year

| | | | |
|---------------------|---------------|---------------------|------------------|
| 1 Job Title: | News Reporter | Date Filled: | February 7, 2011 |
| 2 Job Title: | News Reporter | Date Filled: | July 31, 2011 |

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title: News Reporter

| <u>Source</u> | <u>Contact Person</u> | <u>Address</u> | <u>Tel #</u> |
|-----------------------------|---|---|----------------|
| All-Access.com | Joel Denver | 28955 Pacific Coast Hwy, Malibu, CA 90265 | 310-457-6616 |
| In-House Posting | Roger Lundeen | 154 E. Simmons St., Galesburg, IL 61401 | 309-342-5131 |
| IL Broadcasters Association | Debbie Gray | 300 N. PERSHING, SUITE B, ENERGY, IL 62933 | (618) 942-2139 |
| Recruitment List | See attached list of additional referral sources. | | |
| Main St. Tattler | Tom Kay | 4517 Minnetonka Blvd, Minneapolis, MN 55416 | 952-927-4487 |
| INBA Job File | Bob Roberts | WBBM-AM Radio, Chicago | |

2. Job Title: News Reporter

| <u>Source</u> | <u>Contact Person</u> | <u>Address</u> | <u>Tel #</u> |
|-----------------------------|---|---|----------------|
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C. Total Number of Persons Interviewed For All Full-time Vacancies Filled During the Past Year: 9

D. Total Number of Interviews For All Full-time Vacancies Filled During the Past Year Per Recruitment/Referral Source

| <u>Source:</u> | <u># Interviewed</u> |
|--|----------------------|
| INBA Job File | 2 |
| IL Broadcasters Assn. | 1 |
| Newspaper Ads | 0 |
| On-Air Radio Ads | 0 |
| In House Posting | 3 |
| All Access.com | 2 |
| Illinos Workforce Development | 0 |
| Western IL University (Recruitment List) | 1 |
| Total | 9 |

2010-2011 Additional Referral List

Additional referral sources notified of each full-time job vacancy from August 1, 2010 to July 31, 2011.

The Recruitment/Referral Sources that have requested notification of job vacancies are as noted by ****.

| | | | | | |
|------|---|----------------------------------|------------------------|-----------|--------------------------|
| | Augustana College | 639 38th Street | Rock Island | IL | Douglas Tschopp |
| | Bradley University | 1501 W. Bradley Ave. | Peoria | IL | Lisa Curtis |
| | Bradley University, Communications and Fine Arts | 1501 W. Bradley Ave. | Peoria | IL | Alyssa L. Rodgers |
| | Broadcast Employment Services | P.O. Box 4116 | Oceanside | CA | Mark C. Holloway |
| | Brown College/Radio | 1440 Northland Ave. | Mendota Heights | MN | Karol Baumeister |
| | Central Illinois Jobs.com | 536 West Ash Ave. | Decatur | IL | Larry Williams |
| | Carl Sandburg College | 2400 Tom L. Wilson Blvd. | Galesburg | IL | Career Services |
| | Culver- Stockton College | One Chicago Hill | Canton | MO | Job Placement |
| | Eastern Illinois University | 600 Lincoln Avenue | Charleston | IL | Debbie Endsley |
| | Franciscan University | 400 N. Bluff Blvd. | Clinton | IA | Career Services |
| **** | Goods Entertainment | | | | Adam Goodman |
| | Illinois Center for Broadcasting | 55 W. 22nd Street #240 | Lombard | IL | Chip Egan |
| | Illinois Community College Board | 401 E. Capital | Springfield | IL | Karen Anderson |
| | Illinois Department of Employment Security | 821 W. Main St. | Galesburg | IL | Becky Legge |
| | Illinois State University Career Center | Illinois State University | Normal | IL | Toni Krippel |
| | John Wood Community College | 1301 S. 48th Street | Quincy | IL | Susan Deege |
| | Knox College Career | 2 E. South St. | Galesburg | IL | Heather Poppy |

| | | | | | |
|------|---|-------------------------------------|-------------|----|---------------------|
| | Services | | | | |
| | Lake Land College | 5001 Lake Land Blvd. | Mattoon | IL | Brian Minnigerode |
| | Lake Land College | 5001 Lake Land Blvd. | Mattoon | IL | Ken Beno |
| | Latino Resource Group | Lulac Hall | Galesburg | IL | Sal Garza |
| | Medill School of Journalism Northwestern Univ. | 1845 Sheridan Road | Evanston | IL | Loraine Hasebe |
| | Millikin University | 1184 W. Main St. | Decatur | IL | Pam Folger |
| | National Association of Broadcasters | Minority & Specialty Services Dept. | Washington | DC | Job Coordinator |
| | NIU Career Plan & Placement | Northern Illinois University | DeKalb | IL | Kathy Zuidema |
| | North Central College | 30 N. Brainard Street | Naperville | IL | Marlene Starzyk |
| | Parkland College | 2400 W. Bradley Ave. | Champaign | IL | Carolyn Martin |
| | Peoria Community Action Agency | 711 W. McBean | Peoria | IL | Connie Johnson |
| | Quincy University | 1800 College St. | Quincy | IL | Kristen Liesen |
| **** | Radio 1 Broadcast School | | LaCrosse | WI | Joe Casper Deschler |
| | Richland Community College | One College Park | Decatur | IL | Michael Diggs |
| | Rock Valley College | 3301 N. Mulford Road | Rockford | IL | Art Delgado |
| | Southern Illinois University | Woody Hall, B204 | Carbondale | IL | Beverly Robbins |
| | Southern Illinois University | Community Building 1012 | Carbondale | IL | Tom Johnson |
| | Spoon River College | 23235 N. County 22 | Canton | IL | Michelle Bugos |
| | St. Ambrose University | 518 West Locust Street | Davenport | IA | Kim Matteson |
| | The JobFile, a joint project of the Illinois News Broadcasters Association, and the Chicago Headline Club Chapter of the Society of Professional Journalists | 815 Long Road | Glenview | IL | Bob Roberts, Editor |
| | Tri-County Peoria Urban League | 317 S. MacAuthur Highway | Peoria | IL | Wayne Cannon |
| | University of Illinois at Springfield | One University Plaza | Springfield | IL | Student Affairs |
| | University of Illinois at Urbana/Champaign | 810 S. Wright Street | Urbana | IL | Lynn Holley |
| | Vatterott College | 501 N. 3rd Street | Quincy | IL | Mark Shepard |
| | Western IL University | Career Services - WIU | Macomb | IL | Student Affairs |
| | WZND Radio at Illinois State University | Campus Box 4481 | Normal | IL | Deb Lesser |
| **** | Ed Morris | 336 N. Henderson | Galesburg | IL | Ed Morris |

WAAG-FM WGIL-AM WKAY-FM WLSR-FM
Galesburg/Knoxville, IL

2011 EEO Public File Report
Outreach Initiative Activity
August 1, 2010 - July 31, 2011

Date of Initiative:

April 6, 2011

Initiative Description/Participation:

Carl Sandburg College Job Fair held at the John Lewis Gym on the college campus. Station Department Heads Shared information about our company, met perspective employees (both full and part-time) and shared information about careers in radio broadcasting. Attended by GSM Chris Postin and GM Roger Lundeen.

Date of Initiative:

April 14, 2011

Initiative Description/Participation:

Participation in Rotary Club of Galesburg Job Shadow Day. Nick Simpson from ROWVA High School spent a half-day in the radio station facility observing hands on careers in radio. He spent time with each of our four station's programming staff members as well as our News Director, Sports Director and Marketing Representative demonstrating typical workdays in broadcasting and answering questions regarding their education and experience.

Date of Initiative:

April 14, 2011

Initiative Description/Participation:

Kiwanis International/Rotary Club/University of Illinois Extension Job Shadow program. Monmouth-Roseville High School student Morgan Eckley and West Central High School student Michael Clark spent the day observing news, on-air and production staff members. Each was able to determine their options in careers in journalism, writing, news, on-air and production. Hosted by Operations Director Brian Prescott and additional programming department staff members.

Date of Initiative:

June 17, 2011

Initiative Description/Participation:

Bradley University Job Shadow. BU student Connor Quealy spent the day observing WGIL morning host Terry Cavanaugh, witnessing the preparation and production of the 6-9 AM WGIL Morning News broadcast and additional broadcast production techniques.

Date of Initiative:

April 27, 2011

Initiative Description/Participation:

Participation in the Galesburg Area Vocational Center Job Shadow program. Galesburg High School students Will Anderson and Emily Schoonover spent the day observing news, on-air

and production staff members. Each was able to determine their options in careers in journalism, writing, news, on-air and production. Hosted by Operations Director Brian Prescott and additional programming department staff members.

Date of Initiative:

May 17 and May 25, 2011

Initiative Description/Participation:

Participation in the Nielson School Spring Media Tour. Seventy students visited the radio station studios and spent time with on-air talent, production staff, news reporting staff, creative services staff and engineering staff. This event was hosted by WGIL Morning Host Terry Cavanaugh and WKAY Program Director Chris McIntyre and Web Developer Chris LaGrow.

Date of Initiative:

November 2010-May 2011

Initiative Description/Participation:

Participation in area youth organization media tour. Several students visited the radio station studios and spent time with on-air talent, production staff, news reporting staff, creative services staff and engineering staff. This event was hosted by programming staff member Ashely Blake. A total of 68 Cub Scout, Boy Scout, Tiger Cubs, and students from COSTA schools participated in the six different events held at the radio station.

Date of Initiative:

Summer 2011

Initiative Description/Participation:

Internship Program. Established a summer internship program for college students looking for careers in marketing and promotions. Operations Director Brian Prescott established program and worked with intern, Nick Simpson as a part of the Upward Bound Program at Carl Sandburg College.

Date of Initiative:

Summer 2011

Initiative Description/Participation:

Internship Program. Established a summer internship program for college students looking for careers in marketing. Sales Manager Chris Postin established program and worked with intern, Rikki Hill, a student at Western Illinois University.