



**4112C Fieldstone Rd.
Champaign, IL 61822
[T] 217-367-1195 [F] 217-367-3291**

WQQB | WJEK | WGKC | WSJK

2010/2011 - ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report ("Annual EEO Report") is to comply with Section 73.2080 ©(6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for the purposes of the EEO Rules:

<u>Call Sign</u>	<u>Community</u>	<u>FIN</u>
WSJK-FM	Tuscola, IL	57471
WQQB-FM	Rantoul, IL	73229
WGKC-FM	Mahomet, IL	10112
WJEK-FM	Rantoul, IL	57466

The information contained in this Annual EEO Report covers the time period from September 3, 2010 to, and including April 14, 2011 (the "Applicable Period"). Consistent with the FCC's Rules, this Annual EEO report contains the following information:

1. A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy(identified by name, person, phone, including any such sources that have asked to receive information from the station(s) about any new job openings, which are separately identified;
3. The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
4. Data reflecting the total number of persons interviewed for all full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station(s) during the Applicable Period.

The following sections provide the required information, and summarize the station(s) EEO efforts during the Applicable Period. This Annual Report was placed in each station's public inspection file on April 14, 2011, and posted on the stations' web site, in accordance with the FCC's EEO Rules.



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**WQQB(FM)/WGKC(FM)/WSJK(FM)/WJEK(FM)
EEO PUBLIC FILE REPORT
August 1, 2010 – July 31, 2011
I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title/Name/Hire Date	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Assistant – Linda Zigament – 11/22/10	10, 11	10
Office – Pia Atkins – 10/12/10	14	14
On-Air Personality – Jeremy Werner – 12/6/10	14	14
On-Air Personality – Patty Dudley – 11/29/10	14	14
On-Air Personality – Diane Ducey – 11/29/10	5	5
Program Director – Ken Cunningham – 8/31/10	14	14
Prod Dir./Traffic Mgr.– Ashley Morgan – 1/3/11, 3/24/11	15, 4	15, 4
Account Executive – Karly Combest - 9/9/10	14	14
Account Executive – Jen Newsom – 1/3/11	15	15
Account Executive – Laura Roberts – 4/11/11	16	16
Account Executive – Brittney Morales – 1/3/11	16	16
Account Executive – Mike Sola – 9/20/10	14	14
Account Executive – Pam Quinlan – 8/2/10	5	5



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II, MASTER RECRUITMENT SOURCE LIST ("MRSL")

Number	RS Information	Number of Interviewees with this source	No. of Interviewees Referred by RS Over Reporting Period
1	IllinoisSkillsMatch.com		8
2	Illinois Broadcaster's Association		
3	On-Air Announcements	1035 announcements	
4	Internal Transfer/Promotion		1
5	Employee Referral		
6	Career Services Center University of Illinois Room 310 610 East John Street Champaign, IL 61820		
7	Parkland College Career Center 2400 West Bradley Champaign, IL 61821		
8	Illinois One Stop Career Center 1307 North Mattis Champaign, IL 61821		
9	NAACP Champaign County Branch Jerome Chambers PO Box 403 Champaign, IL 61824		
10	Main Street Marketing & Promotion 4517 Minnetonka Blvd Minneapolis, MN 55416		



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11	Mike Bradd Eastern Illinois University Department of Communications 600 Lincoln Ave Charleston, IL 61920		
12	Danville Area Community College Career Services 2000 East Main Danville, Illinois 61832		
13	Debra Gray Illinois Broadcasters Association 200 Missouri Ave Carterville, IL 62918		
14	Word of Mouth		10
15	Internship Program		23
16	Self-Initiative (stop by, call, email)		5
TOTAL INTERVIEWEES OVER REPORTING PERIOD			47



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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	<p>During this reporting period, this SEU hosted nineteen (19) student interns, six (6) in the Fall, nine (9) in the Spring and nine (9) in the Summer. These students, from the University of Illinois-Champaign and Parkland College, expanded their knowledge about broadcasting by obtaining hands-on experience in a broadcast environment. The interns began their internships under the tutelage of this SEU's Promotions Director. Depending on their particular interests, however, we allow them to explore different aspects of the business. For example, some learned to operate studio equipment and assist with remote broadcasts, some worked in the sales arena and assisted with the development of sales materials. All interns were rewarded with course credit hours upon completion of the semester-long program.</p>
2	Training	<p>On June 15, 2011, Sales manager and sales team attended an Illinois Broadcasters Association sponsored seminar in Bloomington, Illinois. Subject matter covered, general sales trends, emerging technology, and provided staff with a venue to share employment opportunities. On May 21, 2011 – A trained consultant trained this SEU's Business Manager and Promotions/Intern Director on EEO required paperwork.</p>



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3	Community Outreach – All Stations	<p>The following events gave this SEU many venues with which to distribute company information and employment opportunities.</p> <p><u>MAY 10, 2011</u> – Shopper’s Expo hosted by the Champaign County Chamber of Commerce. <u>JUNE 17, 18, 19, 2011</u> – Taste of Champaign- Urbana hosted by the Champaign Park District. <u>JUNE 24, 25, 2011</u> – Blues Brews and BBQ hosted by the Urbana Business Association. <u>AUGUST 20, 2011</u> – Festival of Arts hosted by Champaign Park District. <u>AUGUST 26, 2011</u> – Sweetcorn Festival hosted by Urbana Business Association</p>
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