

**August 1, 2011 – July 31, 2012 - 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 August 1, 2011 to, and including, July 31, 2012 (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 June 8, 2012, and posted on the stations' web site, in accordance with the FCC's EEO Rules.



[www.wqqb.com](http://www.wqqb.com)



[myconnectfm.com](http://myconnectfm.com)



[www.wgkc.net](http://www.wgkc.net)



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WQQB | WGKC | WSJK & WJEK

WQQB(FM)/WGKC(FM)/WSJK(FM)/WJEK(FM)  
EEO PUBLIC FILE REPORT  
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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
Account Executive – Mary Murphy - 10/24/11	3, 6, 7, 11, 14	14



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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	1	8
2	Illinois Broadcaster's Association		
3	On-Air Announcements	8260 announcements	
4	Internal Transfer/Promotion		
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	4	
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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# Stevie Jay

## Broadcasting

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11	Mike Bradd Eastern Illinois University Department of Communications 600 Lincoln Ave Charleston, IL 61920	2	
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	2	1
15	Internship Program	14	7
16	Self-Initiative (stop by, call, email)	1	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			16



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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 seven (7) student interns, four (4) in the Fall, zero (0) in the Spring and three (3) in the Summer. These students, from Eastern Illinois University, 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 and new skills for resume building.</p>
2	Training	<p>On June 20, 2012, the Sales manager and sales team attended an Illinois Broadcasters Association sponsored seminar in Normal, Illinois. Subject matter covered, general sales trends, emerging technology in mobile platforms, effective cold-calling, the future of radio, and provided staff with a venue to share employment opportunities.</p>



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3	Community Outreach – All Stations	The following events gave this SEU many venues with which to distribute company information and employment opportunities. <b><u>AUGUST 20, 2011</u></b> – Festival of Arts hosted by Champaign Park District. <b><u>AUGUST 26, 2011</u></b> – Sweetcorn Festival hosted by Urbana Business Association. <b><u>MARCH 14, 2012</u></b> – Shopper’s Expo hosted by the Champaign County Chamber of Commerce. <b><u>APRIL 4, 2012</u></b> – Eastern Illinois Job Fair in Charleston, Illinois. <b><u>APRIL 5, 2012</u></b> – Parkland College Job Fair in Champaign, Illinois.
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