

Galesburg Broadcasting Company
WAAG-FM, WGIL-AM, WLSR-FM Galesburg, IL
WKAY-FM, Knoxville, IL
2010 EEO Public File Report
August 1, 2009 – July 31, 2010
Galesburg Broadcasting Company

A. Full-time Vacancies Filled During Past Year

1 Job Title:	News Reporter	Date Filled:	June 7, 2010
2 Job Title:	On-Air Personality	Date Filled:	June 21, 2010
3 Job Title:	Marketing Rep	Date Filled:	May 17, 2010

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>	<u>Referred Referred Hired?</u>
All-Access.com	Joel Denver	28955 Pacific Coast Hwy, Malibu, CA 90265	310-457-6616	No
In-House Posting	Roger Lundeen	154 E. Simmons St., Galesburg, IL 61401	309-342-5131	No
IL Broadcasters Association	Debbie Gray	300 N. PERSHING, SUITE B, ENERGY, IL 62933	(618) 942-2139	No
Recruitment List	See attached list of additional referral sources.			No
Main St. Tattler	Tom Kay	4517 Minnetonka Blvd, Minneapolis, MN 55416	952-927-4487	No
INBA Job File	Bob Roberts	WBBM-AM Radio, Chicago		Yes

2. Job Title: On-Air Personality

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Referred Hired?</u>
In-House Posting	Roger Lundeen	154 E. Simmons St., Galesburg, IL 61401	309-342-5131	No
IL Broadcasters Association	Debbie Gray	300 N. PERSHING, SUITE B, ENERGY, IL 62933	(618) 942-2139	Yes
Recruitment List	See attached list of additional referral sources.			No

3. Job Title: Marketing Rep

<u>Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Tel #</u>	<u>Referred Referred Hired?</u>
In-House Posting	Roger Lundeen	154 E. Simmons St., Galesburg, IL 61401	309-342-5131	No
IL Broadcasters Association	Debbie Gray	300 N. PERSHING, SUITE B, ENERGY, IL 62933	(618) 942-2139	No
Recruitment List	See attached list of additional referral sources.			No
Galesburg Register-Mail	Classifieds	140 S. Prairie St., Galesburg, IL 61401	309-343-7181	No
Radio Advertising	Roger Lundeen	154 E. Simmons St., Galesburg, IL 61401	309-342-5131	Yes
Illinois Workforce Development	Becky Legg	11 West Main St., Galesburg, IL 61401	309-344-1575	No

C. Total Number of Persons Interviewed For All Full-time Vacancies Filled During the Past Year.

21

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.	2
Newspaper Ads	2
On-Air Radio Ads	7
In House Posting	5
All Access.com	2
Illinois Workforce Development	1
Total	21

2009-2010 Additional Referral List

Additional referral sources notified of each full-time job vacancy from August 1, 2009 to July 31, 2010.

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 Services	2 E. South St.	Galesburg	IL	Heather Poppy

	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

2010 EEO Public File Report
Outreach Initiative Activity
August 1, 2009 - July 31, 2010

Date of Initiative:

April 14, 2010

Initiative Description/Participation:

Carl Sandburg College Job Fair held at the John Lewis Gym on the college campus. Station Department Head 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.

Date of Initiative:

April 20, 2010

Initiative Description/Participation:

Participation in Rotary Club of Galesburg Job Shadow Day. Krizia Dayak and Megan Lehman from Knoxville High School spent a half-day in the radio station facility observing hands on careers in radio. Each 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:

June 30, 2010

Initiative Description/Participation:

Web Developer Chris LaGrow made a presentation to the Carl Sandburg College Children's School class discussing careers in broadcasting and radio operations.

Date of Initiative:

April 29, 2010

Initiative Description/Participation:

Participation in the Knox-Warren Special Education Job Shadow program. Knoxville High School student Bryan Nelson spent the day observing news, on-air and production staff members. He was able to determine her options in careers in journalism, writing, news, on-air and production. Hosted by Operations Director Brian Prescott.

Date of Initiative:

November 25, 2010

Initiative Description/Participation:

Broadcast Journalism Class Presentation. News Director Will Stevenson made a presentation to the Carl Sandburg College Journalism class discussing careers in broadcasting and journalism, newsroom operations, broadcast vs. print journalism, writing and newsgathering techniques. He also demonstrated a typical workday and gave information about careers,

skills learned in the field, and technology used in newsgathering. The students also toured the radio station facility and observed live radio broadcasts.

Date of Initiative:

March 12, 2010

Initiative Description/Participation:

2010 Carl Sandburg College Career Day. Four fifteen minute presentations were made to different groups of college students interested in pursuing careers in radio. Topics included writing, creative, and technological skills needed and recommended education for the field and for positions in our company. Presentations were made by WAAG Morning Host Eric Hanson and Web Developer Chris LaGrow.

Date of Initiative:

April 14, 2010

Initiative Description/Participation:

Broadcast Journalism Class Presentation. WKAY Program Director Chris McIntyre (Filling in for News Director Will Stevenson) made a presentation to the Carl Sandburg College Journalism class discussing careers in broadcasting and journalism, newsroom operations, broadcast vs. print journalism, writing and newsgathering techniques. He also demonstrated a typical workday and gave information about careers, skills learned in the field, and technology used in newsgathering. The students also toured the radio station facility and observed live radio broadcasts.

Date of Initiative:

May 14, 2010

Initiative Description/Participation:

Participation in the Nielson School Spring Media Tour. Seventy-six 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:

January 5, 2010

Initiative Description/Participation:

Participation in the Knoxville Tiger Cubs Media Tour. 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 Operations Director Brian Prescott.

Date of Initiative:

Summer 2010

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, Britta Nichols, a Monmouth College Student.

Date of Initiative:

May 11, 2010

Initiative Description/Participation:

Navigating the FCC's Equal Employment Opportunity Rules Webinar. General Manager Roger Lundeen participated in a webinar presented by Brendan Holland, David Wright Tremaine LLP presented through the Illinois Broadcasters Association. Holland explained to the group the reasons for the EEO rules, how to stay in compliance and how to execute and document the proper initiatives.

Date of Initiative:

November 03, 2010

Initiative Description/Participation:

Broadcast Journalism Class Presentation. News Director Will Stevenson made a presentation to the Beginning News Writing class at Southeastern Community College discussing careers in broadcasting and journalism, newsroom operations, broadcast vs. print journalism, writing and newsgathering techniques. He also demonstrated a typical workday and gave information about careers, skills learned in the field, and technology used in newsgathering. The students also toured the radio station facility and observed live radio broadcasts.

Date of Initiative:

Fall 2009

Initiative Description/Participation:

Participation in the Abingdon High School Media Workshops. Radio station staff members helped to coach students on the operations of their student radio station, and website throughout the fall school semester. This event was hosted by WGIL Morning Host Terry Cavanaugh and WKAY Production Director Bob O'Connor, Sales Manager Chris Postin, and Engineer Rick Heath.