

ANNUAL EEO PUBLIC FILE REPORT

WMVP(AM)

August 1, 2016

(Period covered: 7/16/15 – 7/15/16)

I. INTRODUCTION AND GENERAL POLICY

This Annual EEO Public File Report covers the equal employment opportunity efforts of WMVP(AM) (“WMVP”) for the one-year period from July 16, 2015 through July 15, 2016. This report will be placed in WMVP’s public inspection file and posted on its website as of August 1, 2016.

Sports Radio Chicago, LLC, licensee of WMVP, has a longstanding commitment to a policy of equal employment and advancement opportunities for all employees and applicants for employment without regard to race, religion, color, gender, sexual orientation, national origin, age, marital status, covered veteran status, mental or physical disability, pregnancy, or any other basis prohibited by state or federal law. This commitment to fair employment practices applies to every aspect of the employment process to ensure that equal consideration is extended to all employees and applicants in recruitment, selection procedure, employee development, performance evaluation, promotions, transfers, benefits, and other aspects of employment.

It is WMVP’s policy to promote the realization of equal employment opportunity through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

II. RESPONSIBILITY

Jim Pastor, Vice President and General Manager of WMVP(AM), is the EEO officer responsible for the administration and implementation of WMVP’s equal employment opportunity program and the accuracy of the information about WMVP documented in this report.

III. JOB-SPECIFIC RECRUITMENT AND POSITIONS FILLED

During the reporting period of 7/16/15 to 7/15/16, WMVP filled four (4) full-time job vacancies, all of which were widely publicized in accordance with the FCC’s EEO rules. The individual positions, and the recruiting methods utilized to fill the vacancies, were as follows:

1. **Project Audio Sales Associate:** This position was open on 8/18/15 and filled on 11/22/15. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to a WMVP list of almost sixty (60) local and national organizations, including universities and professional and minority organizations (See Attachment A);
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association website; and
- 8) Posted the position on the AbilityLinks Job Portal.

Eleven (11) people were interviewed for this position. The hired candidate was referred by the ESPN Careers Website. Referral sources of the other candidates interviewed were as follows: ESPN Careers Website (8); Industry Referral (1); ESPN Employee Referral (1).

2. **Local Sales Manager:** This position was open on 9/1/15 and filled on 1/18/16. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to a WMVP list of almost sixty (60) local and national organizations, including universities and professional and minority organizations (See Attachment A);
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;

- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association's website; and
- 8) Posted the position on the AbilityLinks Job Portal.

Seven (7) people were interviewed for this position. The hired candidate was referred by a WMVP Employee. Referral sources of the other candidates interviewed were as follows: WMVP Employee Referral (3); Internal Candidate (2); ESPN Careers Website (1).

3. **Project Audio Sales Associate:** This position was open on 3/30/16 and filled on 7/10/16. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to a WMVP list of almost sixty (60) local and national organizations, including universities and professional and minority organizations (See Attachment A);
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association's website; and
- 8) Posted the position on the AbilityLinks Job Portal.

Five (5) people were interviewed for this position. The hired candidate was referred by LinkedIn. Referral sources of the other candidates interviewed were as follows: ESPN Careers Website (3); WMVP Employee Referral (1).

4. **Engineer - Audio Technology:** This position was open on 11/9/15 and filled on 12/13/15. To fill the vacancy, ESPN Technology utilized the following recruitment methods¹:

- 1) Posted the position on The Walt Disney Company Careers website, for external access;
- 2) Posted the position on the ESPN Careers website, for external access;
- 3) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 4) Posted the position on Indeed.com;
- 5) Posted the position on the ESPN Careers LinkedIn page;
- 6) Posted the position in Radio Ink;
- 7) Posted the position on the ESPN Careers Facebook Page; and
- 8) Posted the position on the ESPN Careers Twitter Page.

Two (2) people were interviewed for this position. The hired candidate was referred by a WMVP Employee. The referral source of the other candidate interviewed was the ESPN Careers website.

¹ At the time of recruitment for this position, ESPN Radio had reorganized the technology department and the expectation had been that hiring and payroll for this position would be administered through the Bristol, Connecticut office. As a result, WMVP did not recruit for this position and information about this position was not sent to the station's mailing list. Thus, this step in the station's normal recruitment protocol was not followed. After the job had been filled, WMVP was informed that the position would be part of WMVP's payroll.

IV. LONG-TERM RECRUITMENT INITIATIVES

WMVP is committed to performing at least four of the long-term EEO recruitment initiatives set forth in the FCC’s EEO rules within a two-year period. During the one-year period from July 16, 2015 through July 15, 2016, WMVP participated in the following long-term recruitment initiatives:

1. **Participation in Job Fairs** – WMVP participates in various job fairs throughout the year by staffing a table at the event with company personnel responsible for hiring decisions, answering questions about the different departments at the radio station, encouraging attendees to go to school and participate in internships, collecting résumés for distribution to appropriate station hiring managers, soliciting applications, and informing attendees of current job postings at the radio station.

During this reporting period, WMVP attended the following job fairs:

Name of Job Fair	Date of Job Fair	Station Personnel Who Attended *	Title
Choice Career Fairs, Chicago Job Fair	1/28/16	Steve Hoskins*	Digital and Mobile Sales Manager, WMVP(AM)
		Dave Scharf *	General Sales Manager, WMVP(AM)
		Anabel Roda	Executive Assistant, WMVP(AM)
Chicago Wolves Career and Networking Fair	3/18/16	Matt Friscia *	Local Sales Manager, WMVP(AM)
		Anabel Roda	Executive Assistant, WMVP(AM)
Chicago White Sox Sports and Marketing Career Fair	5/20/16	David Scharf *	General Sales Manager, WMVP(AM)
		Anabel Roda	Executive Assistant, WMVP(AM)

* These individuals have hiring responsibilities for full-time and/or part-time employees at WMVP(AM).

2. **Sponsorship of Job Fair** – WMVP was a media sponsor of the Choice Career Fairs' Chicago Job Fair on 1/28/16. In addition to attending the event, WMVP also helped promote the event by running on-air announcements every day for three (3) days prior to the event and also on the morning of the event. WMVP also posted the job fair information on its Facebook and Twitter pages to help inform the public of the event.

The Chicago Wolves Career and Networking Fair was held on 3/18/16, and WMVP attended the event and ran on-air announcements six (6) days prior to the event to help spread the word to individuals who may be interested in attending. To help promote the event, the station also posted details of the career fair on its Facebook and Twitter pages.

For the Chicago White Sox Career Fair on 5/20/16, WMVP ran on-air announcements the day before and on the morning of in order to help promote awareness of the event. In addition to attending the career fair, the station also posted information about the career fair on its Facebook and Twitter pages in order to help spread the word to the public.

3. **Educational Outreach (Career Days/Seminars/School Visits)** – During the reporting period, WMVP personnel represented the station at various schools and events within the Chicagoland area and spoke to the students/audience about pursuing career opportunities in broadcast radio generally and at WMVP in particular. At times, WMVP employees also arranged for groups of students to visit the stations so they could see first-hand how a radio station runs. Afterwards, the students met with various personnel who spoke about their particular departments, as well as the many different career paths available in radio broadcasting.

The sixteen (16) educational career events, in which ESPN employees participated this year on behalf of WMVP, are listed below.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
John Cravens, General Manager	10/17/15	Columbia College Chicago	Chicago, IL	Panelist in the Columbia College/Intercollegiate Broadcasting System Midwest Regional High School and College Radio Conference. He discussed his career, the state of Radio today, how it's changed, and what he sees in the future. He also offered advice on what aspiring broadcasters should do to apply for a job at WMVP and in the broadcasting field in general.
Jonathan Hood, Host	10/22/15	Englewood Film Festival	Chicago, IL	Guest speaker at the event. He spoke to the students about his on air hosting responsibilities at WMVP, the different types of jobs at the radio station, and what they should expect if they decide to pursue a career in the film, broadcasting, and entertainment industries.
Randy Merkin, Assistant Program Director	12/16/15	Skinner West Elementary School	Chicago, IL	Gave the students a tour of the station and then afterwards, spoke to them about his role in the Programming Department and the other types of jobs at WMVP. Later, he stressed the importance of a good education and how vital it is in pursuing a career in broadcasting.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
Jonathan Hood, Host	2/4/16	Illinois Media School, Lombard Campus	Lombard, IL	Guest speaker at the school's monthly Air Check Session. He critiqued the students' air checks and offered advice on how to make theirs stand out from the crowd. He also had an honest talk with the students about how difficult it can be to obtain success in the business, but through hard work and perseverance, it can be possible.
Jonathan Hood, Host	2/6/16	Avalon Park After School Camp	Chicago, IL	Guest speaker at the event. He spoke to students about the problem of violence in Chicago and the alternatives to being inactive and not having goals in their life. He also told them about his own personal goal of having a national radio show and what he had to do during his 21 year journey that finally resulted in him reaching his goal. Afterwards, he answered questions about the field of broadcasting and the different type of jobs at WMVP.
Ray Flores, Reporter	2/11/16	Columbia College Chicago	Chicago, IL	Guest speaker at the college's Introduction to Radio class. He discussed his career at WMVP and what he had to do to get to where he is today. He offered advice on how to become a successful reporter/sports host, and then later, he fielded questions from the students about broadcasting, in general.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
Roman Modrowski, Senior Editor, ESPN.com (NFL group)	3/2/16	Loyola University Chicago	Chicago, IL	Guest speaker at the university's Journalism Class. As ESPN.com Senior Editor with the NFL group, he discussed his career and role at ESPN as well as the different types of jobs at WMVP. He offered advice to the students on how to pursue a career in journalism and in digital sports media.
Marc Silverman, Host	3/2/16	Niles North High School	Niles, IL	Guest speaker at the school's Writers' Week event. He discussed the power and importance of writing and how it has helped him during his career in sports broadcasting. He also spoke to the students about jobs in radio and how important an education is if they are interested in pursuing a career in this highly competitive field.
Andrew Dulaney, Account Executive and Joe McArdle, Production Director	3/17/16	Bernard Zell Anshe Emet Day School	Chicago, IL	Andrew Dulaney gave the students from this Jewish day school a station tour, showing them the different departments that make a radio station work. He discussed his role at WMVP as Account Executive and gave advice on how to become a successful salesperson. Joe McArdle also spent time with the students, explaining his production responsibilities and telling them what kind of training/education is required to secure a job in that field.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
Jeff Dickerson, Reporter	4/28/16	Illinois Media School, Downtown Campus	Chicago, IL	Guest speaker at the school's event. Talent discussed his career as a sports reporter at WMVP and how the Radio business has evolved over the years. He also answered questions from the students about what steps they need to take to pursue a career in broadcasting.
John Jurkovic, Host	4/29/16	Illinois Media School, Downtown Campus	Chicago, IL	Guest speaker at the school's event. Talent discussed how he transitioned from a professional football player to an on air host at a major market sports talk station. He gave honest and sound advice about the highly competitive nature of the business and answered questions about sports broadcasting and broadcasting, in general.
Jesse Rogers, Reporter	4/29/16	Northbrook Junior High School	Northbrook, IL	Presenter at the school's L.I.F.T. Day. He shared his experiences as a sports reporter, answered questions about his job responsibilities at WMVP and about jobs in radio, and stressed the importance of a good education when it comes to pursuing a career in sports broadcasting.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
Nick Friedell, Reporter	5/10/16	DePaul University	Chicago, IL	Guest speaker at the university's journalism class. He shared details of his journey into the world of sports broadcasting and how he was able to obtain a job as a reporter at a major market radio station. He also spent time answering broadcasting questions from the students, as well as offering advice on how to become successful in this high competitively field.
Ray Flores, Reporter	5/13/16	Columbia College Chicago	Chicago, IL	Guest speaker at the school's radio awards ceremony. His motivational speech to the students focused on the importance of getting a quality education and what that can do for them as they pursue their own careers in broadcasting.
Adam Abdalla and JR Straus, Producers	6/16/16	Illinois Media School, Chicago Campus	Chicago, IL	Panelists at the school's alumni event. Abdalla and Straus discussed what the students and alumni's next steps should be in pursuing their broadcasting careers. Afterwards, they spent an hour networking with the attendees and answering questions about sports broadcasting and broadcasting, in general.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
Jonathan Hood, Host	7/14/16	Illinois Media School, Lombard Campus	Lombard, IL	Guest speaker at the school's monthly Air Check Session. He critiqued the students' air checks and offered advice on how to make theirs stand out from the crowd. He also gave the students an honest and real talk about how difficult it can be to pursue a career in broadcasting because it is a highly desirable but fiercely competitive field.

4. **Mentoring Program** – ESPN offered their mentoring program called Open Access, which provides employees, at all levels of the company, access to mentors who will share specific knowledge and experiences and act as resources and liaisons to opportunities that can help mentees meet their development goals. This program was offered to all ESPN employees from July 2015 – May 2016.

5. **Training Program** – ESPN offers staff a schedule of open enrollment LEARN classes that are tools for career development, enabling employees to acquire skills to help them perform their roles or to qualify for higher-level positions.

V. OUTREACH TO COMMUNITY ORGANIZATIONS AND SELF-ASSESSMENT

In compliance with the FCC's EEO rules and as part of a continuing long-term effort to expand and enhance its recruitment sources, WMVP has made the following efforts to inform qualifying groups how they can be placed on the station's mailing list to learn of future vacancies:

1. **Internet** – WMVP’s website has, throughout the reporting year, included an invitation for organizations wishing to be informed of job openings to be placed on the station’s job vacancy mailing list. The website includes a form letter that interested organizations can print, complete, and then mail, e-mail, or fax back to WMVP to accomplish this. No organizations contacted WMVP during the reporting period as a result of this website form letter.
2. **On-Air Announcements** – During the reporting period, WMVP aired multiple announcements per week stating that the station is an equal opportunity employer and that any organization wishing to be placed on the mailing list to learn of future job vacancies can contact the station. No organization contacted WMVP during the reporting period as a result of these on-air announcements and was added to the mailing list for job opportunities.
3. **Individual Outreach** – During this reporting period, WMVP reached out personally to almost sixty (60) organizations, including universities and professional and minority organizations (See Attachment A), via phone, e-mail, and fax, informing them that they could remain on or be added to the company’s mailing lists for job vacancies. Thirty-six (36) organizations responded positively to our outreach and four (4) new organizations were added to the list.

WMVP continually reviews its recruitment methods to ensure that it is receiving qualified applicants from a wide array of sources. WMVP will also continue to strive to update, refine, and expand its mailing lists through further efforts like these in the months and years ahead and to use the improved mailing lists for virtually all full-time job openings.

ATTACHMENT A

WMVP(AM)'S JOB VACANCY MAILING LIST

Time period: 7/16/15– 7/15/16

New Listing

Organization	Street Address	City	ST	Zip	Phone/E-mail/ Contact
Anixter Center	2001 N. Clybourne, Suite 302	Chicago	IL	60614	773-973-7900 x280
Arab-American Action Network	3148 W. 63rd Street	Chicago	IL	60629	773-436-6060
Asian Americans Advancing Justice (formerly Asian American Institute)	4753 N. Broadway, Suite 904	Chicago	IL	60640	773-271-0899
Bradley University	1501 W. Bradley Avenue	Peoria	IL	61625	309- 677-2510
Broadcasters Mentoring Group	9505 Yawl Court	Burke	VA	22015	703-372-1512 818- 879-0858 888-307-2346
Centers for New Horizons	226 E. 43rd Street	Chicago	IL	60653	773-538-2388 773-451-1352
California Indian Manpower Consortium/American Indian Center	1630 W. Wilson	Chicago	IL	60640	773-271-2413 or 800-463-5747
Cambodian Association of Illinois	2831 W. Lawrence	Chicago	IL	60640	773-878-7090
Capital Area Career Center / WQNA Radio	2201 Toronto Rd.	Springfield	IL	62712	217-529-5431 x164
Chicago State University	9501 S. King Drive, CRSU 180	Chicago	IL	60628	773-995-2327
Chicago Urban League, Michigan Avenue Location	4510 S. Michigan Avenue	Chicago	IL	60653	773-285-5800
Chinese American Service League	2141 S. Tan Court	Chicago	IL	60616	312-791-0418
College of DuPage	425 Fawell Blvd.	Glen Ellyn	IL	60137	630-942-2800
Columbia College Chicago	623 S. Wabash Avenue, Room 307	Chicago	IL	60605	312-369-8158 or 312-369-7280
Columbia University Graduate School of Journalism	2950 Broadway, 2M07 Journalism Building	New York	NY	10027	212-854-4422
DePaul University	1 E. Jackson, Suite 9700	Chicago	IL	60601	312-362-5874

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New Listing

Organization	Street Address	City	ST	Zip	Phone/E-mail/ Contact
Dominican University	7900 Division Street	River Forest	IL	60301	708-524-6786
Eastern Illinois University	600 Lincoln Avenue	Charleston	IL	61920	217-581-2412
Emma L. Bowen Foundation of Minority Interests in Media (FMIM)	New York Office, 1221 Avenue of the Americas	New York	NY	10112	www.emmabowenf oundation.com/ contact_us
Fox College - Tinley Park & Midway Campus	18020 S. Oak Park Avenue/ 6640 S. Cicero Avenue	Tinley Park / Bedford Park	IL	60477 / 60638	708-444-4500 / 708-802-6582
Harold Washington College	30 E. Lake St.	Chicago	IL	60601	312-553-3159
Harper College	1200 W. Algonquin Road, Building A, Room A347	Palatine	IL	60067	847-758-2372
Illinois Center for Broadcasting	455 Eisenhower Lane, Suite 200	Lombard	IL	60148	630-916-1700 x3114
Illinois Department of Human Services (IDHS), Division of Rehabilitation Services, South Wood Office	1151 South Wood Street	Chicago	IL	60612	312-633-3566
Illinois Department of Human Services (IDHS), Division of Rehabilitation Services, North Broadway Office	5050 N. Broadway, 4th Floor	Chicago	IL	60640	773-989-5016
Illinois Wesleyan University	1312 Park Street	Bloomington	IL	61701	309-556-3095
Casa Italia Chicago (Italian Cultural Center)	1621 N. 39th Avenue	Stone Park	IL	60165	708-345-3842
Japanese American Citizens League	5415 N. Clark Street	Chicago	IL	60640	773-728-7171
Jewish Vocational Service	216 W. Jackson Blvd., Suite 700	Chicago	IL	60626	312-673-3400 or 312-673-3444
Korean American Community Services	4300 N. California	Chicago	IL	60618	773-583-5501

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New Listing

Organization	Street Address	City	ST	Zip	Phone/E-mail/ Contact
LIFT	1620 I Street NW, Suite 820	New York	NY	20006	312-316-1899 202- 289-1151
Living Springs Community Church	19051 S. Halsted Street	Glenwood	IL	60425	708-709-0100
Loyola University Career Development Center	6525 N. Sheridan Rd.	Chicago	IL	60626	773-508-7716
MacCormac Business College	29 E. Madison	Chicago	IL	60602	312-922-1884
Madison Media Institute	2702 Agriculture Drive	Madison	WI	53718	608-663-2000
Malcolm X College	1900 W. Van Buren, Room 2307	Chicago	IL	60612	312-850-7087 x7080 or 312-553-3381
Mayor's Office for People with Disabilities	2102 W. Ogden Ave.	Chicago	IL	60612	312-746-5743 x185 or 312-746-5746
Mayor's Office of Workforce Development	1615 W. Chicago Ave. – 5th Fl.	Chicago	IL	60622	312-746-7760
Mitchell Museum of the American Indian	3001 Central Street	Evanston	IL	60201	847-475-1030
Moody Bible Institute	Career Development Center, 820 N. LaSalle Blvd.	Chicago	IL	60610	312-329-4414
National Association of Black Journalists	1100 Knight Hall, Suite 3100	College Park	MD	20742	301-405-0248
National Council of La Raza	161 N. Clark Street, #4700	Chicago	IL	60601	312-269-9250
National Latino Education Institute	2011 W. Pershing Road	Chicago	IL	60652	773-247-0707 Ext. 264
National Lesbian and Gay Journalist Association	2120 L Street NW, Suite 850	Washington	DC	20037	202-588-9888
Northwestern College	4829 N. Lipps Avenue	Chicago	IL	60630	773-777-4220 x2203

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New Listing

Organization	Street Address	City	ST	Zip	Phone/E-mail/ Contact
Northwestern University	620 Lincoln Street	Evanston	IL	60208	847-491-3700 847-491-2567
Oakton Community College	1600 E. Golf Rd., Room 1125	Des Plaines	IL	60016	847-635-1735
Olive-Harvey College	10001 S. Woodlawn Avenue	Chicago	IL	60628	773-291-6656
Phalanx Family Services	1201 W. 115th Street	Chicago	IL	60643	773-291-1086
Rainbow PUSH Coalition	930 East 50th Street	Chicago	IL	60615	773-373-3366 x723 or 773-256-2741 or 2742
Robert Morris University, Chicago	401 S. State Street	Chicago	IL	60605	800-762-5960
Roosevelt University	430 S. Michigan Avenue	Chicago	IL	60605	312-341-3560
Saint Hubert Job & Networking Ministry	729 Grand Canyon St.	Hoffman Estates	IL	60169	847-885-7700 or 847-843-0020
Southern Illinois University	1263 Lincoln Drive, Suite 0179	Carbondale	IL	62901	618-453-2391
South Asian Journalists Association (SAJA)	c/o Columbia Graduate School of Journalism, 2950 Broadway	New York	NY	10027	saja@columbia.edu
University of Missouri	105I-J Anheuser-Busch National Resources Bldg.	Columbia	MO	65211	573-882-8155 or 573-882-9592
Western Illinois University	1 University Circle	Macomb	IL	61455	309-298-1838
Wheaton College	501 College Avenue	Wheaton	IL	60187	630-752-5048