

**LASALLE COUNTY BROADCASTING  
ANNUAL EEO PUBLIC FILE REPORT  
AUGUST 1, 2019**

For the Period Beginning August 1, 2018 and Ending July 31, 2019

LaSalle County Broadcasting, an Equal Opportunity Employer, is dedicated to providing broad outreach regarding job vacancies. Organizations that wish to receive information about vacancies at the station should contact Joyce McCullough, President, at (815) 220-6929, or send an e-mail message to: [joyce@millergm.com](mailto:joyce@millergm.com). You may also contact Ginny Parnisari, Human Resources, at (815) 220-6928, or send an e-mail message to: [hr@millergroupmedia.com](mailto:hr@millergroupmedia.com). Send resumes to: LaSalle County Broadcasting, 1 Broadcast Lane, Oglesby, IL 61348. There were two full-time positions filled between August 1, 2018 and July 31, 2019.

This Report, which covers the prior 12-month period, is to be placed in each station's public file and website every year on the anniversary of the due date of the station's renewal application.

This Report covers the following employment unit:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
WLPO	AM	36645	La Salle	IL	No
WLPO	FM	151843	La Salle	IL	No
WAJK	FM	36181	La Salle	IL	No
WLWF	FM	3958	Marseilles	IL	No

The following is information concerning the recruitment efforts undertaken by the employment unit to fill a full-time vacancy during the period covered by this Report.

**A. Two full-time jobs were filled during the Annual EEO Public File Report from August 1, 2018 to July 31, 2019.**

Job Titles/Date Hired: Account Executive – August 31, 2018  
WLWF Co-Host – June 10, 2019

**A. Recruitment/Referral Sources used to seek candidates for Account Executive Position Filled August 31, 2018.**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	2
Illinois Broadcasters Association	Debra Gray iba.com	200 Missouri Ave Carterville, IL 62918	618-985-5555	0	0
NewsTribune	Amy Picco	426 Second Street LaSalle IL 61301	815-223-3200	0	1
Facebook Ads	Mark Lippert	1 Broadcast Lane Oglesby, IL 61348	815-223-3200	0	1

**A. Recruitment/Referral Sources used to seek candidates for two WLWF Co-Host Position  
Filled June 10, 2019.**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone#</b>	<b>Referred Person Hired</b>	<b>Number of Persons Interviewed</b>
Illinois Broadcasters Association	Debra Gray iba.com	200 Missouri Ave Carterville, IL 62918	618-985-5555	0	0
All Access Music Group	allaccess.com	28955 Pacific Coast Hwy, Malibu, CA 90265	310-458-6616	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	3

**Outreach Activities**

**LaSalle County Broadcasting** participated in career mentoring, job fairs, announcers and advertising staff training and events in the community throughout the year. Staff participants discuss the education required for broadcasting and the different job opportunities that are available working in radio.

**Career Mentoring**

Students are able to work with staff members to learn about the operation of a radio station, the skills required and the availability of radio careers they are interested in pursuing.

*Syracuse Student* – Participant: Brad Spelich, News Reporter. Brad spent about 45 minutes on the phone talking to Stefan Olive, a Syracuse student, who was working towards a degree in Journalism and was interested in radio broadcasting. Stefan was very interested in how Syracuse College impacted Brad’s career in radio, the state of journalism and working in radio in general. August 14, 2018

*La Moille High School* – Participant: John Spencer, Vice President of Operations. La Moille High School contacted LaSalle County Broadcasting to see if they would like to sign up for a Career Start Program along with Area Career Center courses and Illinois Valley Community College courses. This program would give students who are motivated towards having a career as soon as they graduate, business contacts for a possible job shadowing experience, internship, or cooperative education and/or on-the-job training. February 21, 2019

*LaSalle-Peru High School Career Fair* – Participant: John Spencer, Vice President of Operations. John talked to sophomore students at LaSalle-Peru High School during the Career Fair. John talked about pursuing a job in radio, including career options in radio and educational requirements. March 19, 2019

*LaSalle-Peru High School Mock Interviews* – Participant: John Spencer, Vice President of Operations. John conducted a mock interview with a senior student in a Business class at LaSalle-Peru High School. John looked over the students resume and asked questions as if the students was applying for a job with a company. After the interview, John provided written and oral feedback on the student’s performance along with encouragement. John also talked to another student about marketing and radio opportunities. May 2, 2019

**Staff Training**

Pat Bryson of Bryson Broadcasting, Marketing Consultant. Participants: Mark Lippert, VP Sales & Marketing and LaSalle County Broadcasting sales staff. Pat Bryson, Bryson Broadcasting International Consulting worked with the advertising staff on Monday, November 12 to Friday, November 16. Pat is a sales consultant we use to help our sales reps become more proficient in helping their clients grow their business through target marketing campaigns using radio, digital and event marketing. While Pat was at LaSalle County Broadcasting she conducted a group training session with all Account Executives and focused “on telling better stories leads to increased sales.” Pat also spent time on the street with each Account Executive observing their interactions with clients. November 12 to November 16, 2019

Kevin Robinson of Robinson Media Training works with LaSalle County Broadcasting Air staff. John Spencer, Vice President of Operations, has Kevin critique the On-Air staff weekly (individually and co-hosts together). Kevin helps them

redefine our target listener and become more effective communicators to better serve our audience. Kevin listens to the air staff audios and compares notes with John Spencer. Kevin also spent two hours with our sales team about the target listeners for WLPO/WAJK/WLWF. This will help the sales team choose the right station to achieve the best results for our clients. February 18, 2019

### **Community Events**

Station staff participates in community events throughout the year to promote station awareness and to talk to potential station employees and customers.

*Fill the Mayflower Food Pantry Drive* – Participants: John Spencer, VP Operations; Rod Thorson, WLPO Air Personality; Jeremy Aitken, WLPO Air Personality; Sean Walsh and Ryan Ziegler, WLWF Air Personality; Mark Lippert, Vice President of Sales and Marketing and Bob Mullane, Account Executive for LaSalle County Broadcasting. LaSalle County Broadcasting and Illinois Valley YMCA were sponsors of the Mayflower Food Pantry Drive. They collected food at Hy-Vee that people donated to the Food Pantry. A Mayflower semi was filled with the food donations and delivered to the local Food Pantry the same day. November 17, 2018

*Rotary Park Christmas Light Display* – Participants: Mark Lippert, Vice President of Sales and Marketing and Betha Ghighi, Account Executive, represented LaSalle County Broadcasting at the Christmas Light Display at Rotary Park collecting donations for the light display. Mark and Betha handed out 2019 radio station calendars to people who came to tour the light display. November 19, 2018

*Streator Chamber of Commerce* – Participant: Mark Lippert, Vice President of Sales and Marketing. Mark attended the monthly Business and Bagel Business Breakfast meeting. Area business owners meet and share information about coming Events. Mark presented information about WLPO/WAJK/WLWF and told members and guests about our upcoming Home Show March 17 at Celebrations in LaSalle. Mark invited businesses to contact him if they would like to set up a display at the Home Show (February 1, 2019). Mark also attended the monthly Streator Chamber of Commerce Breakfast meeting. Mark shared coming events at LaSalle County Broadcasting and invited everyone to attend the Home Show on March 17 (March 1, 2019). Mark attended the Streator Chamber of Commerce Annual Business and Awards Dinner as a representative of LaSalle County Broadcasting and talked to several business owners about WLPO/WAJK/WLWF. March 19, 2019

*Pleasant View Lutheran Home* – Participants: Mark Lippert, Vice President of Sales and Marketing and Betha Ghighi, Account Executive, attended the Pleasant View Home Breakfast representing LaSalle County Broadcasting. Mark and Betha toured the facility and talked to the staff on how WLPO/WAJK/WLWF can educate our listeners about their facility. February 28, 2019

*Illinois Valley Home Show* – Participants: John Spencer, VP of Operations, Jeremy Aitken, News Director; Tom Henson, News Reporter; Mark Lippert, Vice President of Sales & Marketing; Betha Ghighi, Bob Mullane and Matt Thompson Account Executives. The station staff attended and worked the annual home show at Celebrations banquet center. The event attracted nearly 1,000 people, browsing booths featuring 38 home improvement businesses. Staff talked with participants about the stations, our programming and how we serve the community. March 17, 2019

*Princeton Chamber of Commerce* – Participant: Mark Lippert, Vice President of Sales and Marketing and Bob Mullane, Account Executive. Mark and Bob attended the annual Princeton Chamber dinner and awards presentation. LaSalle County Broadcasting has been a member for 20 years. They sat with a group of volunteer ambassadors and informed them on what WLPO/WAJK/WLWF have been doing in the community. April 18, 2019

*Illinois Valley Chamber of Commerce* – Participant: John Spencer, Vice President of Operations and Mark Lippert, Vice President of Sales and Marketing. John and Mark did a presentation to 27 local business owners and managers on "Local Radio is Alive and Well." They discussed the importance of local radio and the value we provide serving our local communities. They also talked about looking for local talent and sales reps to work at WLPO/WAJK/WLWF. May 16, 2019

*Ottawa Area Chamber of Commerce* – Participants: Mark Lippert, Vice President of Sales and Marketing and Betha Ghighi, Account Executive. Mark and Betha attended the Ottawa Chamber dinner representing LaSalle County Broadcasting. They sat with business owners and talked about some of the events WLPO/WAJK/WLWF been invited to the past year. May 16, 2019

**Job Fair**

Participated in one job fair to discuss job opportunities available at LaSalle County Broadcasting.

*Illinois Valley Community College (IVCC) Career Fair* – April 11, 2019. Participant: Ginny Parnisari, Human Resources. From 11am to 3pm, Ginny talked to participants attending the Job Fair looking for employment. This was the 28<sup>th</sup> Annual Job Fair which is held in the school gymnasium. The job fair not only attracts students but job seekers from all over the Illinois Valley area. 70 area businesses presented their job opportunities.

We continue to be committed to providing Equal Opportunity Employment to those we hire and promote at our radio stations.

Joyce McCullough  
President