

## EEO PUBLIC FILE REPORT

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a complete anniversary of the deadline for filing its license renewal application.

### A. Full-Time Vacancies Filled During Past Year

<b>1. Job Title: Sales Rep</b>	<b>Date Filled: 12/07/11</b>
<b>2. Job Title: Sales Rep</b>	<b>Date Filled: 12/07/11</b>
<b>3. Job Title: General Manager</b>	<b>Date Filled: 01/23/12</b>
<b>4. Job Title: Sales Rep</b>	<b>Date Filled: 02/13/12</b>
<b>5. Job Title: Program Director</b>	<b>Date Filled: 03/19/12</b>
<b>6. Job Title: Promotions Director</b>	<b>Date Filled: 05/07/12</b>

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### B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

**1. Job Title: Sales Rep** **Date Filled: 12/07/11**

Source	Contact Person	Address
Il Broadcasters Assn (1 interviewee)	Debra Gray	iba@ilba.org
Il College (1 interviewee)	Teresa Smith	tcsmith@ic.edu
Il State University (1 interviewee)	Via e-mail	hr@isu.edu
Lincoln Land College (2 interviewees)	Via e-mail Nicole Ralph	<a href="mailto:Nicole.Ralph@Ilcc.edu">Nicole.Ralph@Ilcc.edu</a>
Northern Il University (1 interviewee)	Vial e-mail	hr@niu.edu
State Journal Register (1 interviewee)	Shannon Kierny-Scott	1 Copley Plaza, Springfield, IL 62701
*University of Il Springfield (1 interviewee)	Via e-mail	employerrealitions@uis.edu
IL State University (3 interviewees)	Via e-mail	Illinoisstate.edu

**2. Job Title: Sales Rep** **Date Filled: 12/07/11**

Source	Contact Person	Address
Il Broadcasters Assn (1 interviewee)	Debra Gray	iba@ilba.org
Il College (1 interviewee)	Teresa Smith	tcsmith@ic.edu
Il State University (1 interviewee)	Via e-mail	hr@isu.edu
Lincoln Land College (2 inverviewees)	Nicole Ralph	<a href="mailto:Nicole.Ralph@Ilcc.edu">Nicole.Ralph@Ilcc.edu</a>
Northern Il University (1 interviewee)	Vial e-mail	hr@niu.edu
*State Journal Register (1 interviewee)	Shannon Kierny-Scott	1 Copley Plaza, Springfield, IL 62701
University of Il Springfield (1 interviewee)	Via e-mail	employerrealitions@uis.edu
IL State University (3 interviewees)	Via e-mail	Illinoisstate.edu

**3. Job Title: General Manager** **Date Filled: 01/23/12**

Referral Source	Contact Person	Address
Inside Radio (2 interviewees)	Via e-mail	Ads@insideradio.com
*Taylor on Radio-info (4 interviewees)	Via e-mail	Radio-info.com


<b>4. Job Title: Sales Rep</b>		<b>Date Filled: 02/13/12</b>
<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>
*State Journal Register (1 interviewee)	Shannon Kniery-Scott	1 Copley Plaza, Springfield, IL 62701
Greenville College (1 interviewee)	Via e-mail	Natalie.rinder@greenville.edu
Lincoln Land College (1 interviewee)	Via e-mail	Nicole.Ralph@lcc.edu
Robert Morris College (1 interviewee)	Via e-mail	careerservices@robertmorris.edu
University of Il Springfield (2 interviewees)	Via e-mail	employerrealations@uis.edu
Eastern Il University ( 1 interviewee)	Via e-mail	ddendsley@eiu.edu
Western Il University (1 interviewee)	Via e-mail	

<b>5. Job Title: Program Director</b>		<b>Date Filled: 03/19/12</b>
<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>
IL State University (1 interviewee)	Via e-mail	
*IL Broadcasters Assn (2 interviewees)	Via e-mail	iba@iliba.org hr@isu.edu

<b>6. Job Title: Promotions Director</b>		<b>Date Filled: 05/07/12</b>
<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>
IL Broadcasters Assn (1 interviewee)	Via e-mail	iba@iliba.org
Indiana State University (1 interviewee)	Via e-mail	Career-center@indstate.edu
University Wisconsin – Madison (1 interviewee)	Via e-mail	careers@lssaa.wisc.edu
University of Southern California (1 interviewee)	Via e-mail	www.ccnma.org
*University of IL Springfield (1 interviewee)	Via e-mail	employerrealations@uis.edu

<b>7. Job Title:</b>		<b>Date Filled:</b>
<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>

**C. Total Number of Persons Interviewed For All Full-Time Vacancies Filled During The Past Year (this will be a raw number):** 42

**D. Total Number of Interviews For All Full-Time Vacancies Filled During The Past Year Per Recruitment/Referral Sources:**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>
Eastern IL University	Sent via e-mail	600 Lincoln Ave.,. Charleston, IL
Greenville College	Sent via e-mail	315 E. College Ave., Greenville, IL

IL Broadcasters Assn (5x)	Sent via e-mail	200 Missouri Ave, Carterville, IL
Illinois College (2x)	Sent via e-mail	1101 W. College, Jacksonville, IL
IL State University (3x)	Sent via e-mail	Hovey Hall, Normal, IL
Inside Radio (2x)	Sent via e-mail	PO Box 567925, Atlanta, Ga
Lincoln Land College (5x)	Sent via e-mail	5250 Shepherd Rd., Springfield, IL
Northern IL University (2x)	Sent via e-mail	1425 W. Lincoln Hwy., Dekalb, IL
Robert Morris College	Sent via e-mail	3101 Montvale Dr., Springfield, IL
State Journal Register (3x)	Sent via e-mail	1 Copley Plaza, Springfield, IL
Taylor on Radio (4x)	Sent via e-mail	65 E. Wacker Place, Chicago, IL
University of IL Springfield (9x)	Sent via e-mail	1 University Plaza, Springfield, IL
University of Wisconsin-Madison	Sent via e-mail	Madison, WI
University of Southern California	Sent via e-mail	900 W. 34 <sup>th</sup> St., Los Angeles, CA
Western IL University	Sent via e-mail	1 University Circle, Macomb, IL
Indiana State University	Sent via e-mail	

#### E. Outreach Activities

#### OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2011 – 2012	Name of Activity:
<b>1. Description of Initiative: Participation in Job Fairs</b>	
<p><b>Saga Communications of Illinois has participated in the following fairs:</b></p> <p><b>UIS Foot in the Door career fair on September 1, 2011 at University of Illinois Springfield, Springfield. Illinois attended by Jeff Hall, Promotions Coordinator.</b></p> <p><b>The Greater Springfield Job &amp; Career Fair held September 29, 2011 at the Crowne Plaza Hotel, Springfield, Illinois attended by Jeff Hall, Promotions Coordinator.</b></p> <p><b>The Springfield Collegiate Career Fair held February 16, 2012 at the University of Illinois Springfield, Springfield, Illinois attended by Claire Bitner, Creative Services Director.</b></p> <p><b>The Springfield Chamber of Commerce Business Connections held March 28, 2012 at the Prairie Capitol Convention Center, Springfield, Illinois attended by Krystal Mizuer, Marketing Director and Jeremy Allen, Director of Sales.</b></p> <p><b>Regional Office of Career and Technical Education Career Day held May 6, 2012 at Lincoln Land Community College, Springfield, Illinois attended by Jane Newton, Program Director.</b></p>	
<b>2. Description of Initiative: Participated in events represented groups interested in broadcasting careers.</b>	

**2012 Career and Employment Expo held April 12, 2012 at Illinois College, Jacksonville, Illinois attended by Colleen Durako, Business Manager.**

**Jeremy Allen, Director of Sales gave a presentation on Radio Marketing Strategies to the Introduction to Advertising class at University of Illinois, Springfield, Illinois on November 3, 2012.**

**Jeremy Allen, Director of Sales gave a presentation on Person Marketing and Career Success the Career Management 220 Profession Presence at Robert Morris University, Springfield, Illinois on October 5, 2012.**

**Bob Parrish, Program Director, mentored a student from Lincoln Land Community College's Mass Communications Curriculum, Springfield, Illinois on November 7, 2011**

### **3. Description of Initiative: Established an Internship Program**

**Saga Communications of Illinois has established an internship program with local area colleges. Intern request flyers are sent out to guidance counselors and student advisors with follow up calls made by Claire Bitner, Creative Services Director. Internships are unpaid. An intern must receive college credit to qualify. All interns received training in the fields of promotions and marketing, sales, on air work and production.**

**Internships are coordinated with University of Illinois-Springfield, Lincoln, Land Community College, and Robert Morris College.**

**Internships ran from August 2011 through July 2012.**

### **4. Description of Initiative: Participated in Scholarship Programs**

**Saga Communications of Illinois has established at Scholarship with the Lincoln Land Community College Foundation for students majoring in communications/broadcasting.**

### **5. Established mentoring programs designed to enable station personnel to acquire skills for higher level positions.**

**At Saga Communications of Illinois the following personnel were mentored:**

**A sales representative was mentored by the general manager for the sales manager position.**

**An air talent was mentored by the sales manager for a sales position.**

**A part-time promotions assistant was mentored for the marketing director position.**

**Employees are also members of the local Young Professional Society of Springfield.**

**Saga Communications of Illinois continues to grow talented employees by guiding them into higher positions whenever possible.**

