

WGN-AM RADIO 720, CHICAGO, ILLINOIS
ANNUAL EEO PUBLIC FILE REPORT
Date: 8/1/2015

Statement of EEO Policy

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's EEO Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station WGN -AM Radio 720, Chicago, Illinois.

STATION, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact the Human Resources Director at 773-883-3124.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

Full-Time Vacancies Filled During Reporting Period

Full-Time Position		Recruitment Sources Used	Recruitment Source for Successful Applicant	Total Number Interviewed (from all Referral Sources)
1	Producer	1, 3-32, 34-38	40 - Unsolicited/Word of Mouth/Other	27
2	Producer		34 - Tribune Media Company Posting	
3	Producer		41 - WGN Radio Internal	
4	Producer		34 - Tribune Media Company Posting	
5	Producer		40 - Unsolicited/Word of Mouth/Other	
6	Anchor	1, 3-25, 27-28, 30-32, 34, 38	40 - Unsolicited/Word of Mouth/Other	16
7	Anchor		34 - Tribune Media Company Posting	
8	Sales Assistant	1, 3-25, 27-28, 30-32, 34-38	40 - Unsolicited/Word of Mouth/Other	6
9	Promotions & Public Relations Manager	1, 3-25, 27-28, 30-32, 34-38	39 - Employee Referral	4
10	Account Executive	1, 3-27, 29-31, 34-38	40 - Unsolicited/Word of Mouth/Other	12
11	Account Executive		39 - Employee Referral	
12	Reporter	1-25, 27-28, 30-32, 34-38	39 - Employee Referral	3
13	Sales Assistant*	1-14, 16-24, 27-28, 30-34, 36-38	39 - Employee Referral	10
14	Manager of New Media	1-14, 16-24, 27-28, 30-32, 34, 36-38	41 - WGN Radio Internal	8

Total number of persons interviewed during applicable period: 86

Supplemental Recruitment Measures 8/1/14-7/31/15

Activity/Description	Date	Staff Participant	Sponsor
<u>Andrews High School - Empower Your Teen To Make Good Choices:</u> WGN-AM Radio's News Reporter/Announcer served as moderator during panel discussion on empowering kids to make good choices.	10/29/14	News Reporter/Announcer	Andrew High School
<u>The Cara Program:</u> WGN-AM Radio's News Reporter/Announcer emceed the Cara program luncheon representing WGN-AM Radio. This program helps find jobs and homes for the homeless population in Chicago.	11/3/14	News Reporter/Announcer	The Cara Program
<u>Chicago's 14th Annual Diversity Employment Day Career Fair:</u> Human Resources Director and Human Resources Representative attended the career fair, collected resumes, and conducted brief interviews.	11/4/14	Regional Human Resources Director Human Resources Representative	Diversity Career Fair Producitons

<u>Wolcott School Visit:</u> WGN-AM Radio staff hosted a group of 10 students. The students had the opportunity to tour the station and to learn about broadcasting. They visited with various departments and learned their various functions. Wolcott School offers a comprehensive college preparatory curriculum specifically designed for the success of students with learning differences.	1/28/15	VP of Content & Programming National Sales Manger Various Station Personnell	Wolcott School WGN-AM Radio
<u>Deerfield High School Writer's Week:</u> WGN-AM Radio's News Reporter/Announcer spoke to students about her background, work and career. Also discussed how the power of communication affects many different aspects of our lives.	1/29/15	News Reporter/Announcer	Deerfield High School
<u>Chicago Illini Club Awards:</u> News Reporter/Announcer emceed the evening representing WGN-AM Radio.	3/10/15	News Reporter/Announcer	Chicago Illini Club
<u>New Trier High School Senior Project:</u> WGN-AM Radio's VP of Content & Programming mentored a New Trier Senior for 4 weeks. Student learned all about sports journalism through the program.	4/2015	VP of Content & Programming	New Trier High School
<u>Loyola University:</u> WGN-AM Radio's Account Executive visited Loyola University and spoke to a group of students in a Publics Relations class. He gave a speech on Digital Adversiting Targeting and provided his business card to all students attending.	4/2/15	Account Executive	Loyola Unviersity
<u>District 230 Foundation legacy Dinner:</u> News Reporter/Announcer spoke on behalf of WGN-AM Radio and helped celebrate the newest inductees into Legacy Hall for Andrew, Stagg and Sandburg High Schools.	4/17/15	News Reporter/Announcer	Consolidated High School District 230
<u>Chicago's 15th Annual Diversity Employment Day Career Fair:</u> Human Resources Director and Human Resources Representative attended the career fair, collected resumes, and conducted brief interviews.	4/29/15	Regional Human Resources Director Human Resources Representative	City Career Fair Productions WGN-AM Radio
<u>University of Chicago Lab School Senior Project:</u> WGN-AM Radio's VP of Content & Programming mentored a student for 4 weeks. Student learned all aspects of media content production.	5/2015	VP of Content & Programming	Univeristy of Chicago Laboratory Schools
<u>Loyola University Alumn Visit:</u> WGN-AM Radio's Account Executive hosted a minority alumn from Loyola University. During the alumn's visit to WGN-AM Radio she had the opportunity to chat with various department personnell and to see media production from radio's point of view.	5/13/15	Account Executive	WGN-AM Radio
<u>East West University:</u> WGN-AM Radio's Programming Cooridnator gave a lecture for a public relations/media class at East West Unviersity. Programming Coordinator shared her knowledge of the brodcasting industry.	7/16/15	Programming Coordinator	East West University
<u>Sales Internship Program:</u> WGN-AM Radio hosted 2 paid sales internships. Interns must be undergraduates or graduate students. Interns can obtain academic credit.	5/15-8/15	Human Resources Representative Sales Supervisor Account Executive	WGN-AM Radio