

JOHN SPENCER
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LASALLE COUNTY BROADCASTING
ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2017

For the Period Beginning August 1, 2016 and Ending July 31, 2017

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. You may also contact Ginny Parnisari, Human Resources, at (815) 220-6928, or send an e-mail message to: hr@newstrib.com. Send resumes to: LaSalle County Broadcasting, 1 Broadcast Lane, Oglesby, IL 61348. There were five full-time positions filled between August 1, 2015 and July 31, 2016.

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. Five full-time jobs were filled during the Annual EEO Public File Report from August 1, 2016 to July 31, 2017.

Job Titles/Date Hired: WAJK Co-Host – March 20, 2017
WLWF Co-Host (2) – May 30, 2017
Account Executive – May 22, 2017
Production Coordinator – June 19, 2017

B. Recruitment/Referral Sources used to seek candidates for WAJK Co-Host Position Filled March 20, 2017.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Robinson Media	Kevin Robinson	robinsonradio@aol.com	314-882-2148	1	1
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	0	0
All Access Music Group	allaccess.com	28955 Pacific Coast, Malibu, CA 90265	310-457-6616	0	0
Illinois Broadcasters Association	Debra Gray iba.com	200 Missouri Ave Carterville, IL 62918	618-985-5555	0	0

**C. Recruitment/Referral Sources used to seek candidates for two WLWF Co-Hosts Positions
Filed May 30, 2017.**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
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	2	4

**D. Recruitment/Referral Sources used to seek candidates for an Account Executive Position
Filed May 22, 2017.**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville, IL 62918	618-985-5555	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	1
All Access Music Group	allaccess.com	28955 Pacific Coast Hwy, Malibu, CA 90265	310-457-6616	0	0

**E. Recruitment/Referral Sources used to seek candidates for Production Coordinator Position
Filed June 19, 2017.**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
All Access Music Group	allaccess.com	28955 Pacific Coast Hwy, Malibu, CA 90265	310-457-6616	0	0
Illinois Broadcasting Association	Debra Gray iba.com	200 Missouri Ave Carterville, IL 62918	815-223-3100	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane, Oglesby, IL 61348	815-223-3100	1	1

Outreach Activities

LaSalle County Broadcasting participated in station tours, career mentoring, job fairs, on-air 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.

LaSalle-Peru Football Game – Participant: Jeremy Aitken, News Director. Tyler Towne, an aspiring broadcaster attending Illinois Valley Community College attended a football game with Jeremy. Tyler provided color commentary at a LaSalle-Peru football game. Tyler also observed a morning work day at LaSalle County Broadcasting with the air staff. October 7, 2016

Putnam County Junior High School Career Day – Participant: Jeremy Aitken, News Editor. Jeremy met with junior high school students in McNabb, IL to talk about how he got into the radio industry and talked about the different careers in radio, including what type of classes need to work in radio. October 26, 2016

Illinois Valley Entrepreneurial Opportunity Class – Participants: Mark Lippert, Vice President of Sales & Marketing and John Spencer, Vice President of Operations. LaSalle-Peru High School teacher, Marty Makransky, hosted the class with 20 students attending. Mark and John talked about a fundraising event and discussed ideas for marketing the event through radio and other means. They talked about how radio works and how radio still reaches more than 9 out of 10 people each week. They also explained their different positions (marketing, production/on-air) and what it takes to run three radio stations. The staff gave a description of each radio station and their formats and how we are licensed by the FCC to serve our communities. November 17, 2016

LaSalle-Peru High School Business & Technical Writing – Participant: John Spencer, Vice President of Sales & Marketing. The high school senior students wrote their resumes and then they met John and he conducted mock-interviews with the students. He critiqued their resumes and interview skills and offered tips to help them improve. December 2, 2016

LaSalle-Peru High School Career Fair – Participant: Mark Lippert, Vice President of Sales & Marketing. LaSalle County Broadcasting had a booth at LaSalle-Peru High School for the Career Fair. Mark met with high school students and explained the career options in radio broadcasting both in on-air and sales. The students had very good questions about how to get jobs in radio broadcasting. March 14, 2017

Station Tour

LaSalle County Broadcasting encourages interested youth community groups to tour the station and staff interacts with the students and gives them information about broadcasting covering all the different jobs in radio. One of the highlights is showing them how commercials are made and taping their voices.

Girl Scout Troop 1825 of Central Illinois, Jon Shapiro, WAJK On-Air Personality. February 12, 2017

Staff Training

Marketing consultant, Pat Bryson of Bryson Broadcasting, worked with our sales team. Pat spent most of each day working with our news sales rep, Adrian. She worked with him on the benefits of using radio in marketing for local businesses. Pat assisted in interviews for another sales rep position. Pat also worked with our digital sales rep discussing how digital can help our clients be more successful. Pat gives tips to our sales staff and how they can better understand the needs of their clients. May 22-26, 2017

Kevin Robinson of Robinson Media Training spent time with LaSalle County Broadcasting programming teams. Kevin talked about our stations and individual shows performance using research from Nielsen. Using the latest industry research on trends in radio he also worked with the staff on how to attract and retain more listeners. Attendees: John Spencer, Rod Thorson, Jeremy Aitken, Jon Shapiro, Elizabeth Isaacson, Rob Murch and Sean Lopez. August 15-16, 2016

Community Events

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

Ottawa Chamber of Commerce – Participant: Jeremy Reed, Media Sales Consultant. Jeremy represented LaSalle County Broadcasting at the Ottawa Chamber and gave a presentation to working professionals about radio to the Ottawa (Net) Work. Jeremy spoke about how radio is still a very important part of media and how it works with social media in our current market. July 21, 2016

Princeton Business Leads Team – Participant: Bob Mullane, Media Sales Consultant. Bob presented a program to the Princeton Leads team which demonstrated how valuable radio advertising is in the 21st century ("Radio is not Dead"). August 11, 2016

Open House at Douglas Elementary School – Participant: Elizabeth Isaacson. Elizabeth read to kindergarten students and spoke about her position at LaSalle County Broadcasting as WAJK On-Air Personality. She answered questions from the children and parents at the open house about the different positions in radio. September 22, 2016

NCI Works Employer's Conference & Awards – Participant: John Spencer, VP of Operations. John attended the NCI Works conference along with 80+ business professionals. The conference was held to learn team building, communication and the latest in employment law from a speaker at the conference. Over lunch, on behalf of NCI Works and LaSalle County Broadcasting, John presented awards to numerous individuals and businesses in our Illinois Valley area. October 14, 2016

Candidate Forum – Participant: Brad Spelich, On-Air Personality. Brad was the moderator for the Tea Party candidate forum at Pitstick Pavilion in Ottawa, IL. He asked a candidate running for office several questions for an hour and then the forum was opened to the audience. October 27, 2016

IESA Speech Competition – Participant: John Spencer, VP of Operations. John served as a judge in a speech competition at Trinity Catholic Academy for 5th and 8th grade students from around the Illinois Valley area. Students performed solo, duets and groups of 4 on short plays and other material. John was the only judge for 13 routines. The event is held to build confidence. November 11, 2016

Dimmick Grade School Reading – Participant: Rob Murch, On-Air Personality. Rob read a book to a kindergarten class and answered question about LaSalle County Broadcasting. November 17, 2016

Trivia Night – Participant: Rob Murch, On-Air Personality. Rob volunteered to emcee and read questions for the Grand Ridge Elementary PTO fundraiser and trivia night at the Knights of Columbus Hall in Streator, IL. January 27, 2017

LaSalle Rotary – Participant: Rod Thorson, On-Air Personality and Betha Ghighi, Media Sales Consultant, who was the host for the Rotary meeting. Rod gave a 20 minute speech for the LaSalle Rotary meeting at the Uptown Grill. Rod talked about LaSalle County Broadcasting and his position as radio host on WLPO. March 15, 2017

Utica Fire Department – Participant John Small, On-Air Personality. The Utica Fire Department held a meeting on severe weather awareness at the fire station. John answered inquiries on how LaSalle County Broadcasting covers severe weather in the Illinois Valley. April 9, 2017

Job Fair

Participated in two job fairs during the year to discuss job opportunities available at LaSalle County Broadcasting.

Illinois Valley Community College (IVCC) – April 12, 2017. Participant: Ginny Parnisari, Human Resources. Ginny talked to 25 participants attending the Job Fair. This was the 26th Annual Job Fair which is held in the school gymnasium. There were 69 businesses represented at the job fair. The job fair not only attracts students but job seekers from all over the Illinois Valley area. Area businesses presented their job opportunities.

National Association of Broadcasters Education Foundation (NABEF) Career Day – Participant, Pat Bryson, Bryson Broadcasting. Pat is a Marketing Consultant for LaSalle County Broadcasting and attended the NABEF Career Fair at the 2017 NAB Show in Las Vegas, Nevada. Businesses from all over the country attend the show and many participate in the career day. April 25, 2017

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

Joyce McCullough
President