



1 Broadcast Lane
Oglesby IL 61348
p: 815-223-3100
f: 815-366-1267

spencer@starvedrock.media

August 10, 2021

To whom it may concern,

This report, for the period 12/31/19 – 7/31/20, was uploaded in a timely manner to our station website. However, at that time, it was mistakenly uploaded in the wrong place in our Online Public Inspection File.

Respectfully,

John Spencer, President/General Manager
Starved Rock Media Inc

StarvedRock.media

STARVED ROCK MEDIA, INC
ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2020

For the Period Beginning January 1, 2020 and Ending July 31, 2020

Starved Rock Media, 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 John Spencer, President, at (815) 223-3101 or send an e-mail message to: spencer@starvedrock.media. Mail resumes to: Starved Rock Media, 1 Broadcast Lane, Oglesby, IL 61348 or email jobs@starvedrock.media. There was one part-time position filled between January 1, 2020 and July 31, 2020.

This Report, which covers the prior 7-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. One full-time job was not filed during the Annual EEO Public File Report from January 1, 2020 to July 31, 2020.

Job Titles/Date Hired: Account Executive – not filled

B. Recruitment/Referral Sources used to seek candidates for Account Executive Position Not Filled.

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Illinois Valley Community College	Lisa Witalka	Lisa_WITALKA@ivcc.edu	815-224-0502	0	0
WLPO/WAJK/WLWF Broadcast, Web & Social Media	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	0	9
Illinois Valley Chamber of Commerce	Joni Hunt	ivaced@ivaced.org	815-223-0227	0	0

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

Outreach Activities

Starved Rock Media has not participated in any outreach activities this year due to new ownership and the COVID-19 pandemic. Starved Rock Media anticipates participating in in-person events resume and will explore digital and electronic options in the meantime.

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.

Illinois Valley Community College (IVCC) Student – Participant: Mark Lippert, SRM Director of Sales & Marketing. Wyatt Weisbrook, an IVCC student, was working towards a degree in Marketing and interested in radio marketing. Once a week, Wyatt and Mark would meet and discuss marketing, how to determine a client's needs, preparing a proposal, going on sales calls and more. January 13, 2020 until March 13, 2020.

Staff Training

Kevin Robinson of Robinson Media Training works with Starved Rock Media on-air staff. John Spencer, President has Kevin critique the staff weekly (individually and co-hosts together). Kevin helps them become more effective communicators to better serve our audience. Kevin listens to audio and compares notes with John Spencer. January 2020 – May 2020.

Community Events

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

2020 Bridal Show – Participants: John Spencer, President, Clare Bennett, On-Air Personality, Mark Lippert, Director of Sales & Marketing, Betha Ghighi, Account Executive, Bob Mullane, Account Executive, Matt Thompson, Account Executive, Becky Stiles, Office Manager. The station staff attended and worked the annual wedding show at The Barn at Hornbakers, Princeton IL. The event attracted nearly 1,000 people, browsing booths featuring 40 wedding businesses. Staff talked with listeners about the stations, our programming and how we serve the community. January 26, 2020

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

John Spencer
President