

STARVED ROCK MEDIA, INC
ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2023

For the Period Beginning Aug 1, 2022 and Ending July 31, 2023

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 were no positions filled between August 1, 2022 and July 31, 2023.

This Report, which covers the prior 12-month period, is to be placed in each station's public file and website every year on August 1st.

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 position was not filed during the Annual EEO Public File Report from August 1, 2022 to July 31, 2023.**

Job Titles/Date Hired: Account Executive – not filled

- B. Recruitment/Referral Sources used to seek candidates for Position Filled.**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
				0	0

C. Recruitment/Referral Sources used to seek candidates for the positions

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Ln. Oglesby, Il 61348	815-223-3100	0	0

Outreach Activities

Starved Rock Media participated in career mentoring, a job fair, events in the community and staff training throughout the year.

Career Mentoring

Internship July 10, 2023

Saffron Walter – Participant: John Spencer, President, Mark Lippert, Director of Sales, Becky Stiles, traffic and Office Manager, Jeremy Aitken, News Director and Clare Bennett, Production and On-Air talent. Saffron is interning with our stations for one month as she earns credits for college. She is here a couple hours a day and is working with all departments to learn more about the different jobs and duties in a radio station.

High School Field Trip May 11, 2023

Putnam County High School – Participant: John Spencer, President and Mark Lippert, Director of Sales. John met with the instructor and the students of the Music Production Class. They discussed various platforms available to get your music and well as what part of music interests them. John spoke of the importance of a local radio station as well as how we decide what music is played and how often. Students also met with Brad Spelich, on-air talent, and asked questions they had about radio and productions. They also met with Jaimie London, on-air talent, in the studio and were shown the equipment we use and how things are put on air.

Journalism Class Presentation Nov 3, 2022

Illinois Valley Community College – Participant: John Spencer, President. John Spoke with eight students about the continued importance of journalism. During their hour together, discussion ranged from the changing platforms and delivery methods of news, to jobs available in the industry, and concluded with a tour of the station and an invitation to return to job-shadow staff members.

Shadow for a day. Journalism Student Nov 7, 2022

Illinois Valley Community College Students – Participant: John Spencer, President, Mark Lippert, Director of Sales, Becky Stiles, traffic and Office Manager, Jeremy Aitken, News Director and Clare Bennett, Production and On-Air talent. John Spencer met with the returning Journalism students to explain more about the radio stations and the different positions available within the station. They then met with each of the above for a half an hour each to get more specialized information from each department of what their role is.

Marketing Class Presentation Sept 28, 2022

Illinois Valley Community College – Participant: John Spencer, President and Mark Lippert, Director of Sales. John and Mark met with the instructor and students of the Marketing Class at our radio stations. We discussed how radio is an excellent way for local businesses to market and grow their customer base. Mark also explained how Starved Rock Media is expanding our marketing services to include digital and social media marketing products in partnership with traditional radio marketing campaigns.

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. August 2022 – July 2023.

Community Events

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

Illinois High School Association Journalism Competition – Participants: Tom Henson, WLPO Senior Reporter. On April 21, 2023, Tom drove to Heartland Community College in Normal Illinois to judge the state finals. Tom is helping to nurture and grow the journalism profession by encouraging and positively critiquing tomorrow's reporters at a crucial stage in their development.

Princeton Rotary Speaker – Participants: Rod Thorson, WLPO On-Air Talent; Bob Mullane, Account Executive. On March 14, 2023 Bob Mullane introduced Rod Thorson the attendees at the Princeton Rotary meeting. Rod explained how his job is to connect people and help build businesses all while entertaining listeners.

Career Fair

Participated in one career fair to discuss job opportunities available at LaSalle County Broadcasting. March 14, 2023.

LaSalle Peru Township High School – Participant: John Spencer, President/General Manager. John Spencer represented Starved Rock Media at a Career Fair at LaSalle/Peru Township High School. John talked to dozens of students about radio's importance in our community, the continued evolution of the medium, and the many jobs available in the industry as a whole. John handed out numerous business cards, encouraging all interested students to follow up to and set up a station visit or job shadow.

John Spencer
President