



# STARVED ROCK MEDIA

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August 10, 2021

To whom it may concern,

This report, for the period 8/1/20 – 7/31/21, was uploaded in a timely manner to our station website. It was, however, inadvertently not uploaded to the Online Public Inspection File at that time.

Respectfully,

John Spencer, President/General Manager  
Starved Rock Media Inc

**StarvedRock.media**

Starved Rock Media, Inc (SRM) is committed to providing equal employment opportunities to all qualified persons and does not discriminate on the basis of race, color, sex, national origin, or religion. This employment unit included the COVID-19 pandemic. We were committed to retaining as many of our full-time employees as possible throughout the crisis. As the pandemic raged business waned. While our business office was closed we implemented significant remote efficiencies that resulted in the elimination of an office position due to lack of work. As vaccination rates increased and the country has opened, we have experienced two other full-time employee changes. One leaving SRM for another full-time job, resulting in a full-time hire and a second leaving the area for another job but remaining with us remotely part-time. The latter resulted in an additional part-time hire. This report details our outreach for the full-time position.

**STARVED ROCK MEDIA, INC**  
**ANNUAL EEO PUBLIC FILE REPORT**  
**AUGUST 1, 2021**

For the Period Beginning Aug 1, 2020 and Ending July 31, 2021

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](mailto:spencer@starvedrock.media). Mail resumes to: Starved Rock Media, 1 Broadcast Lane, Oglesby, IL 61348 or email [jobs@starvedrock.media](mailto:jobs@starvedrock.media). There was one full-time and one part-time position filled between August 1, 2020 and July 31, 2021.

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 1<sup>st</sup>.

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 filed during the Annual EEO Public File Report from August 1, 2020 to July 31, 2021.**

Job Titles/Date Hired: WLWF Morning Host – July 1, 2021

**B. Recruitment/Referral Sources used to seek candidates for WLWF Morning Host Position Filled.**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
Shaw Media	Norm Fossmeier	<a href="mailto:nfossmeier@shawmedia.com">nfossmeier@shawmedia.com</a>	815-223-3200	0	0
WLPO/WAJK/WLWF Broadcast, Web & Social Media	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	310-457-6616	0	0



**C. Recruitment/Referral Sources used to seek candidates for the WOLF Co-Host Position  
Filled June 8, 2021.**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone#</b>	<b>Referred Person Hired</b>	<b>Number of Persons Interviewed</b>
WLPO/WAJK/WLWF Broadcast, Web & Social Media	John Spencer	1 Broadcast Lane Oglesby, IL 61348	815-223-3100	1	1

**Outreach Activities**

**Starved Rock Media** has not participated any many activities this year due to the ongoing COVID-19 pandemic. Starved Rock Media anticipates participating in in-person events as they resume and will continue exploring 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.

*Lowaneu District Cub Scout Summer Camp* – Participant: Zach Shaw, WOLF Morning Show Host. Zach went to St. Bede Academy to meet with the scout camp. The focus of this mentoring was to show the Cub Scouts how broadcasting “on the road” is done. Zach met with them and explained how technology has advanced and is mostly recorded on a cell phone and emailed. Zach also took our station vehicle, our new video equipment and gear for game broadcasts. April 2021

**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 2020 – July 2021.

**Community Events**

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

*Pack the Pantries Food Drive* – This year we held an online fundraiser for cash and groceries to be donated to three of our local food pantries. Ads were run on all of our stations encouraging people to make donations. December 2020

*2021 Special Olympics Polar Plunge* – Participants: Sean Walsh, On-Air Personality. All the Starved Rock Media stations aired PSA’s for the Polar Plunge encouraging donations from February 13 through March 14. With no in person event, Sean did a Facebook video of his personal plunge to encourage additional donations. March 2021.

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

John Spencer  
President