

**STARVED ROCK MEDIA, INC**  
**ANNUAL EEO PUBLIC FILE REPORT**  
**AUGUST 1, 2022**

For the Period Beginning Aug 1, 2021 and Ending July 31, 2022

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 were no full-time positions filled between August 1, 2021 and July 31, 2022.

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. 1 part-time position was filed during the Annual EEO Public File Report from August 1, 2021 to July 31, 2022.**

Job Titles/Date Hired: News Person October 6, 2021

We did not have an active opening that we were advertising or seeking to fill. This person reached out to John Spencer after hearing our EEO advertisements that run on all of our stations.

**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
				0	0
				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	1	1

### Outreach Activities

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

#### ***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. August 26, 2021

*Illinois Valley Community College* – Participant: John Spencer, President. John Spencer spent an hour with Journalism students at Illinois Valley Community College. John talked about the continued vital role of media in the world and the particular importance of radio in our area. We discussed jobs available in radio and each student was encouraged to visit the station for a tour and talk about possible part-time positions available at our stations.

Shadow for a day. Macy Anderson      October 5, 2021

*Illinois Valley Community College Student* – 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 Macy to explain more about the radio stations and the different positions available within the station. Macy 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.

Shadow for a day. Hannah Kolczaski      March 23, 2022

*LaSalle Peru Township High School Student* – 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 Hannah to explain more about the radio stations and the different positions available within the station. Hannah 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.

Shadow for a day. Ethan Shaver      June 22, 2022

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. Ethan had called the station and spoke with John regarding not knowing his path forward and what type of jobs were in our industry. John Spencer invited Ethan to come in person the next day. Ethan came and sat with John while John explained more about the radio stations and the different positions available within the station. Ethan 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.

## **Staff Training**

Kevin Robinson of Audience Development Group works with Starved Rock Media on-air staff and sales staff. John Spencer, President has Kevin critique members of the air-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 2021 – July 2022.

Kevin Robinson meets with the sales staff monthly via zoom. He discusses trends in radio listening and selling and provides input on promotions for our clients and listeners.

Kevin Robinson of Robinson Media Training was here for an in person visit on July 18, 2022. He met with the sales team in person, WLWF hosts and Clare Bennett (WLPO music) for face-to-face feedback. Kevin and John Spencer conducted a WLWF listener panel that evening. 16 WLWF listeners were invited to share their thoughts on our hosts and programming and offer suggestions on how we can be a better station for them. The panel was recorded and shared with staff with discussion regarding feedback to come.

## **Community Events**

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

*Halloween on the Hill* – Dylan Zupec, President of Illinois Valley Community College Phi Theta Kappa chapter, Rho Omega. Dylan and five other students assisted our stations Halloween on the Hill event as a service project for their group. October 31, 2021 they assisted in meeting hundreds of listeners as they drove through the event, handed out candy, cleaned up and learned the process of doing an on location remote.

*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 online and at an area grocery store partner. December 2020

*Illinois High School Association Journalism Competition* – Participants: Tom Henson, WLPO Senior Reporter. Tom served as a sectional judge in an on-line capacity. Tom judges students work in photographic storytelling and infographics. April 12, 2022. On April 26, 2022, Tom drove to Normal Illinois to also 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.

## **Career Fair**

Participated in one career fair to discuss job opportunities available at Lasalle County Broadcasting. March 15, 2022.

*LaSalle Peru Township High School* – Participant: John Spencer, President. John Spencer spent nearly two hours talking with LaSalle Peru Township High School students about our radio stations, our continues vital role in our community and careers in broadcasting. Starved Rock Media was one of numerous area employers invited to this Career Fair. A number of students were genuinely interested in radio/broadcasting jobs ranging from on-air to IT and digital. All students that I spoke with were invited to visit our stations and see what we do firsthand.

John Spencer  
President