

WIBL (FM) / WRPW (FM) / WZIM (FM)
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Radio Commercials (WIBL/WRPW/WZIM)	Yes	6
2	Il. Center for Broadcasting Springfield, IL	No	0
3	Illinois State University Normal, IL 61761	No	0
4	GPM Websites	Yes	1
5	All Access. com	No	0
7	Internal Transfer/Promotion	Yes	0
8	Employee Referral	No	1
9	Internal Internship Program	No	0
10	Facebook	No	1
11	InsideRadio.com	No	0
12	Indeed.com	No	2
13	Illinois School of Broadcasting - Lombard, Illinois 60148	No	0
14	Bradley University, Communications Peoria, Illinois	No	0

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative	Brief Description Of Activity
1	Annual Recruitment Announcements (not specific to any particular positions) On-Air and on station streaming services	Beginning 8/1/2021 through 7/31/2022, this SEU aired radio commercials on all stations and station streaming services, informing the public that we do not discriminate based on race, religion, color, sex, age, disability, and informing the public that they may visit our station websites to obtain employment opportunities.
2	On-air announcements for full-time position of Promotions Coordinator	Beginning 2/15/2022 through 3/15/2022, this SEU aired radio commercials on all stations informing the public that we had a position of Promotions Coordinator available and directed them to station website to apply. This radio/streaming is separate from our annually scheduled Recruitment announcements, stating that we are an Equal Opportunity Employer.
3	Social Media Posts announcing the full-time position of Promotions Coordinator	. Beginning 2/15/2022 this SEU posted information regarding the available job opening for full-time Promotions Coordinator on its social media channels, informing the public of the position and soliciting applicants to apply and directed them to station website to apply.

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4	Internship Program	<p>During this reporting period, this SEU hosted One (1) student intern in the fall semester. This student expanded their knowledge about broadcasting by obtaining hands-on experience in a broadcast environment. Depending on their particular interests, we allow them to explore different aspects of the business. For example, students may learn to operate studio equipment and assist with remote broadcasts, shadow members of our sales team and assist with the development of sales materials, or they may work in the promotions department. We have established a close relationship with WZND, the Illinois State University radio station as well as the head of the marketing department. This SEU's Brand Manager developed our internship program and has received great recognition from the ISU Professors within both the marketing department and the broadcast department. They recommend that students contact this SEU for interviews.</p> <p>Our Brand Manager interviews all intern applicants before making a final decision on who is the best fit, both for us and for the student. Upon successful completion of the semester-long program, our Brand Manager grades their performance and students are rewarded with course credit hours and the students also submit a review of this SEU's Internship Program. Our retention rate of interns staying on as employees is very high. We are proud of the number of students that grow into part-time and eventually full-time employees.</p>
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5	Veterans Employment Outreach	<p>In July of 2022, this SEU held our annual fundraiser for local veterans. Signage and flyers were prominently displayed encouraging veterans to ask about employment. Veterans were directed to management about current available or upcoming positions within all departments and encouraged them to schedule employment interviews.</p>
6	Internal Mentoring/Training Program	<p>This SEU now has a mentoring program in place, expanding the skills and knowledge of our part-time staff. We find their strengths and ask what they're interested in. Based on those things, we pair them up with someone at management level who dedicates a minimum of a few hours per week developing their knowledge of the department that they would like to learn more about. We currently have two (2) part-time employees who shadow the manager of the department they'd like to learn. The goal is to encourage them to develop the skills needed and the confidence to apply for any full-time vacancies that may become available.</p>