

EEO Public File reports

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. 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, 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 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
W280EG	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. There were no full-time positions filed during the Annual EEO Public File Report from August 1, 2021 to July 31, 2022.

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

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 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 2021 – July 2022.

Kevin Robinson of Robinson Media Training was here for an in person visit on July 18, 2022. He met with the WLWF morning show hosts and Clare Bennett to continue training for their respective shows. Kevin and John Spencer held a WLWF listener panel that evening. 16 WLWF listeners were invited to share their thoughts on what they like and what they would like to see us do in regard to WOLF.

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

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. 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.

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

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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

Job Fairs

- a. 3/14/23 – Email confirming participation by Starved Rock in Job Fair, follow-up emails from attendees, list of participants that stopped by the Starved Rock desk at the Job Fair

LP Career Fair

spencer starvedrock.media <spencer@starvedrock.media>

Wed 2/22/2023 4:58 PM

To:csarabia@lphs.net <csarabia@lphs.net>

Cristina,

Starved Rock Media would love to be part of this again. I'll be attending (name & title is below). One table would be great and power would be nice, but probably not essential for a couple hours.

Looking forward!

John Spencer, President/GM

Starved Rock Media, Inc

1 Broadcast Lane

Oglesby IL 61348

(p) 815-223-3100

(c) 815-228-0049

(f) 815-366-1267



Starved Rock Media Inc. does not discriminate, in any way, on the basis of race, gender or ethnicity, in its advertising practices. Advertiser certifies that it is not buying advertising with SRM for discriminatory purposes.

RE: Thank you.

spencer starvedrock.media <spencer@starvedrock.media>

Tue 3/14/2023 2:25 PM

To: Kaylie Clifton <250111@students.lphs.net>

Kaylie,

I enjoyed meeting you and wish you the best in all you do. If you have an interest in radio, media, journalism or marketing, feel free to reach out any time.

Looking forward,
John Spencer, President/GM
Starved Rock Media, Inc
1 Broadcast Lane
Oglesby IL 61348
(p) 815-223-3100
(c) 815-228-0049
(f) 815-366-1267



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----- Original Message -----

Subject: Thank you.

From: "Kaylie Clifton" <250111@students.lphs.net>

Date: 3/14/23 2:18 pm

To: "Spencer@StarvedRock.media" <Spencer@StarvedRock.media>

Hi Mr. John,

Today I talked to you at the LP job fair. It was really cool talking to you about why you choose that career. It was neat learning about the starved rock media. Thank you for taking time out of you day to come talk to us students.

Best,
Kaylie Clifton

RE: Thank you

spencer starvedrock.media <spencer@starvedrock.media>

Tue 3/14/2023 3:42 PM

To: Brandon Vazquez <250389@students.lphs.net>

Thank you, Brandon. I enjoyed meeting you. Feel free to reach out if you're ever interested in stopping by for a tour or learning more about how and why we do what we do!

Best wishes,

John Spencer, President/GM

Starved Rock Media, Inc

1 Broadcast Lane

Oglesby IL 61348

(p) 815-223-3100

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----- Original Message -----

Subject: Thank you

From: "Brandon Vazquez" <250389@students.lphs.net>

Date: 3/14/23 2:37 pm

To: "Spencer@starvedrock.media" <Spencer@starvedrock.media>

Hi, John

Thank you for taking the time out of your day to meet with me. I appreciate the work you put in to keep us informed and entertained. It was very insightful talking to you today because I learned a lot overall. I will improve my communication skills and participate in more events. I will also try to be more informed and involved in opportunities near me.

It was really fun and interesting finding more about your career while talking to you. I enjoy listening to the radio and talking to a person with that career was a great opportunity. I think that it is important as well as it also keeps us informed in the event of a natural disaster.

Sincerely,

Brandon Vazquez

Starved Rock Media at LPHS Career Fair 3/14/23

Name	Town	Contact Info	Career Interest
Jack Kuzma	La Salle	815-326-9274	Camera work
Emalynn Hoff	La Salle		
Leo Krueger	Utica	779-348-7335	marine biologist
Rob Lopez	Peru	815- 711 -764-7193	Illustrator
Drew Griffith	Lasalle	815-720-7200	
Jonathan Kellett	Lasalle	815-326-2739	
AJ Seneca	Utica	815 993-6605	
Juysen Grigliore		815-672-0702	
Joel Hernandez	Peru	815-202-0086	
Addy Nance	Peru		
Thomas McDunn	Lasalle		
Zach Quick	Oglesby		
Brandon Vazquez	La Salle		
Adrian Martinez	La Salle		
Megan Olson	Peru	815-915-3083	
Jessica Arce	La Salle	815-681-2184	
Stephanie Zaniacki	Peru	815-200-3221	Graphic Design
Megan Zaniack	Tonica	815-992-1388	Audio Engineer / Foreign Language
Zachery Cain	Lowell		
Ersk Barber	La Salle	815-416-7858	
	La Salle	815-228-3979	

- b. 3/18/22 -- Email confirming participation by Starved Rock in Job Fair, follow-up emails from attendee, list of persons who attended Job Fair and signed in at Starved Rock desk

Career Fair

spencer starvedrock.media <spencer@starvedrock.media>

Wed 3/2/2022 3:09 PM

To:bnewell@lphs.net <bnewell@lphs.net>

Cc:officemanager starvedrock.media <officemanager@starvedrock.media>

Hi Bobbi,

Count Starved Rock Media IN! I'll see you on the 15th.

Looking forward,
John Spencer, President/GM
Starved Rock Media, Inc
1 Broadcast Lane
Oglesby IL 61348
(p) 815-223-3100
(c) 815-228-0049
(f) 815-366-1267



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RE: Thank You

spencer starvedrock.media <spencer@starvedrock.media>

Fri 3/18/2022 10:55 AM

To: Andrea Eichelkraut <aeichelkraut@lphs.net>

My pleasure, Andrea. Thank you for your efforts in helping to set these students up for success. Feel free to reach out any time we can help in any way.

Looking forward,
John Spencer, President/GM
Starved Rock Media, Inc
1 Broadcast Lane
Oglesby IL 61348
(p) 815-223-3100
(c) 815-228-0049
(f) 815-366-1267



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----- Original Message -----

Subject: Thank You

From: "Andrea Eichelkraut" <aeichelkraut@lphs.net>

Date: 3/18/22 10:36 am

To: "spencer@starvedrock.media" <spencer@starvedrock.media>

Hello John,

To begin, I would like to personally thank you for participating in LaSalle-Peru High School's Career Fair. Your willingness to share your expertise will impact our students for years to come. Additionally, I know that your time is valuable, and I am grateful of your willingness to spare some of it for the students of LP. It was exciting to watch our students interact with each of you, and after speaking with them, their enthusiasm about the event is apparent. They, too, are very appreciative of you taking the time to come to our school and meet with them.

To close, some of our students have been asking about job shadowing opportunities and may be contacting you to set this up if you indicated on the evaluation that this is a possibility. Those arrangements are to be made by the student, and job shadowing opportunities must be done on the student's time. Our spring break is right around the corner, and you may be receiving some phone calls from students with these requests. If you cannot accommodate a job shadow, please do not feel pressured to say yes. The students have been prepared for this as well.

Again, thank you so much for participating in LP's Career Fair. Because of your support, this event was a huge success. I look forward to working with you again next year.

2022 Career Fair Visitors

<u>re</u>	<u>Town</u>	<u>Grade</u>
th Arkins	Oglesby	10th
Hailey Archer	Tonica	10th
Wyatt Fieck	Tonica	12th
Ella Raef	Tonica	10th
Zach Shirk	LaSalle	12th
Taylor Schrader	Utica	10th
Hammond Hubinsky	LaSalle	10th
Piley Doerr	Utica	10th
Olivia Weber	LaSalle	10th
Jayce Valentin	Peru	10th
Avi Molana	LaSalle	10th
Addison Settray	Peru	10th
Kaleb Vela	LaSalle	10th
Evan Hoff	LaSalle	10th
Jenna Picco	cedar point	11th
Leighanne Turner	Peru	12th
Ellie Radtke	Peru	10th
Hannah Kolesinski	Oglesby	10th
Clara Guglielmetti	LaSalle	10th

EMPLOYEE TRAINING/COACHING 2022-2023

ON MULTIPLE DATES (SEE ATTACHED), KEVIN ROBINSON MET WITH DIFFERENT UNIT STAFF MEMBERS TO REVIEW PERFORMANCE AND OFFER SUGGESTIONS ON HOW TO IMPROVE AND ADVANCE IN UNIT JOBS.



G R O U P

Indianapolis

Clare Bennett

103.9 WLPO

August 22nd, 2022

It's always a pleasure hearing your work. Your content and prep are solid. You're a **perfect fit for at-work listening** on 103.9 WLPO!

Just a few notes from Monday's session:

Posting Content -.John and I talked about posting content to Face Book other than news. We agreed that the occasional post (*like the Peter Gabriel video*) is a good thing when it's appropriate. It doesn't have to be every day. Just when you have a visual piece of content, post it and reference where to see it.

Time-Stamp – When pre-promoting, mention the time (*number of minutes, before a certain time, etc.*) that the news, weather and song will come up. It gives the listener an exact moment to anticipate the song or content.

Clare's Classics – We've agreed Clare's Classic are content gold. You already have hundreds recorded and written. Thanks for sharing! I suggest programming them with the artist you profile to follow the Clare's Classic. Once per daypart to start. If it grows, we could go every other hour.

It's a gift to the cluster to have **your veteran skills** on and off the air. Don't hesitate to content me between sessions if you have any questions or issues!

Have a great week!

Kevin L. Robinson
Kevin@RobinsonMedia.fm
(314) 882-2148 Cell

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103.9 WLPO Coaching Notes

Tom Henson
September 7th, 2022

Great to catch up last week! I admire **your dedication to your craft**. You put in the hours to insure we have the story – and the story is always spot on! Here are notes from our Thursday chat:

- **Audio Audit**

The piece of audio we discussed was ALL local – the stories had local ramifications.

- Local cocaine sentencing
- Pritzker's Audit – with audio (*and the audio had audio!*)
- Covid vaccine for new strain
- Westclox sculptures – also audio!
- Blue light from computers on aging

Solid cast top to bottom!

- **LaSalle Story**

The audio we discussed about adding an hour for LIVE music in LaSalle came at the end of a cast. It also had audio from the town meeting (good!) and you said that usually it would lead a news cast. Great example of a local 'buzz' story which should lead a cast.

Good to hear you're **more comfortable** behind the mic when you host Saturday mornings! Let me know when you're on next so I can hear your work!

Call or message anytime if you have questions!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson".

Kevin L. Robinson
(317) 769-0583 O
(314) 882-2148 M

**Robinson
Media**



INDIANAPOLIS

Jeremy Aitken Coaching Notes

Classic Hits 103.9 WLPO
September 13th, 2022

Good to catch up this week! Glad to hear things are well and you're also still hosting Saturdays. Would **love to hear audio** on your next show.

Newscast selection and delivery were excellent!

- Cyber-attack on schools (w/audio)
- Shots fired in Ottawa
- Cocaine dealer sentenced
- Missing person in LaSalle
- Car theft in Speedway on I-80

Local – and crisp. Nice

- **Hendrix Break** – Loved the content on Jimi Hendrix! In addition to the data on this last show anniversary, develop the break into a story. That he's a part of The 27 Club – the last song he played – any mastery surrounding his death. You asked how long content (or story) should be. The short answer is as long as it takes to tell an interesting, lean-forward story.

The football game(s) sound terrific on YouTube even though you're fighting with an animated PA guy! Video and graphics are **sharp and big-time!**

If you even want to throw out an idea or have questions, please reach out between sessions!

Best Regards,

A handwritten signature in dark ink, appearing to be "KL Robinson", written in a cursive, flowing style.

Kevin L. Robinson
Audience Development Group
(314) 882-2148 M
Kevin@RobinsonMedia.FM



Coaching Notes

103.9 WLPO - John Small

September 28th, 2022

Sound like a **banner fall** is ahead for your farm and harvest – thanks for taking a break to catch up!

Just a couple of comments on your news:

Tease – Story Set-Up – It's great hearing you working on story tease and set-up. They have the ability to 'hook' the listener prior to the news. Consider adding the 'why' or 'where' to the tease or set-up. On the story where the woman was trapped on a conveyer belt, the tease was 'life-flight' called without any other mention on the 'why' or 'where'. Understand that the story was 90 minutes old. Great job getting it on. Add a 'where' or 'why' ("*Life flight called for injured woman – "Life flight called to local business, etc."*) creates a lean-forward presentation.

Weather – We discussed the reason for 'weather usage' and 'weather words' in this session. You are correct that grown people – when hearing the weather – *SHOULD* know what to wear and how to act in today's weather. We coach weather words because research has shown it connects on a human level. When listeners hear 'usage', their attention is peaks. Numbers and meteorological terms tend wash over them.

Casts are well selected and assembled! You're a LARGE part of the success of the cluster and your tenure with the station(s) is remarkable! Congrats!

Have a wonderful holiday season!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson".

Kevin L. Robinson

(314) 882-2148

Kevin@RobinsonMedia.fm

Indianapolis

103.9 WLPO

Michael McKenna

October 5th, 2022

Always good to catch up and **hear all that you're up to!** It's good to have a talent like you to lean on during weekends and weekday fill in!

We reviewed a newscast – here's some notes:

- **Confidence** – At times your presentation comes off as pensive or timid. This could be part mic technique or a confidence issue. When presenting, project a touch more with accelerated pacing. The end result will have the listener hear a newscaster who's sure of themselves behind the mic. Listen to future cast for improving confidence.
- **Lean Forward Tease** – Really enjoy how you're leading with a tease about the first story of your cast. It keeps the listener engaged right away. Look for a stronger tease that creates a lean forward atmosphere. Example, your lead of Ian and the residents hunkering down for the storm was good. However, everyone knows that. If you lead with '*The most POWERFUL storm to hit Florida is three hours away...*' creates an urgency for the listener.
- **Audio** – Really enjoyed your audio you put into two of the three stories. Keep reaching for this story assistant as it creates a more robust newscast!

If you ever have a concern or a question between sessions, **please dial me up.** I'm available nearly every day of the week!!

It's an **honor to coach** you!

Best Regards,



Kevin L. Robinson

(314) 882-2148 M

Kevin@RobinsonMedia.FM



Indianapolis

Clare Bennett

103.9 WLPO

November 1st, 2022

Congrats again for your **statewide recognition**! First time entering – first time win! Now *everyone* knows what a truly gifted talent you are!

You sound terrific and perfect for midday's – Here's a couple of small reminders:

Content – Heavy Breaks -. The content break we shared was your first break of the show. Resist the temptation to pre-promote many things upcoming in your show. Instead, pre-promote the next 1-2 quarter hours. This will make the break consumable for the listener. As presented there were 5 different items in the break including a weather tease twice. The Halloween on the Hill portion of the break was gold! We need content like that to stand-alone in order to 'print'.

First In – Often, veteran talent like us can't break the FIRST IN crutch for station ID and your name. Be mindful to switch it up with regularity.

Clare's Classics – The piece on Warren Zevon was perfect for Clare's Classics. There were several things in the break *that I didn't know*. As we've discussed before we'll work toward a system that you can easily post that content on our digital platforms.

Reminder that I'm here to **assist with copy ideas**, character voices or copy VO work. If you get '*stuck*', let's get together!

Have a great week!

A handwritten signature in dark ink, appearing to be "KL Robinson", written in a cursive, stylized script.

Kevin L. Robinson
Kevin@RobinsonMedia.fm
(314) 882-2148 Cell

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Jeremy Aitken Coaching Notes

Classic Hits 103.9 WLPO
December 1st, 2002

Good to see you last month AND on Zoom last week! Got a chance to hear a bit of your Saturday show. Real comfortable behind the mic! Nice work!

Wanted to map an hour to hear how YOU are exposed during the hour. Here's a content audit from November 28th:

- **TOH** – Recorded legal ID
 - **Liner** – Starved Rock News – Talk – Classic Rock
 - **Liner** – 103-9 WLPO
 - **J.A.** – Content break on cold and getting sick on vacation
 - **SPOTS**
 - **J.A.** – Weather with solid 'usage' – back to work – back to school
 - **Liner** – 103-9 WLPO
 - **Liner** – Rock Right Back – 103-9 WLPO
 - **Liner** – Starved Rock News – Talk – Classic Rock
 - **J.A.** – NEWS – Comfort For A Hero – Hallmark Movie/Utica – Murder w/ Bow & Arrow – Northern Illinois Fire – Holiday flight delays – ABC Audio – Sports - Weather
 - **Liner** – 103-9 WLPO
 - **Liner** – 103-9 WLPO – Music Montage
 - **J.A.** – Content break about R.E.M. and your experience in high school – their highest charting record
 - **J.A.** – Wx Basic
 - **Liner** – Starved Rock News – Talk – Classic Rock
-
- **Exposure** – As you can see, you're exposed with content (*outside news & tease*) only twice. Talk with John about an extra content break or quick line about a song or artist over the ramp of a record in a set. Include your NAME more often, also.



103.9 WLPO Coaching Notes

Tom Henson
December 6th, 2022

Good to see you last month – and this week! The event was special and I got to meet your mom! And – it's always **good to hear** your air work!

Here's a few notes during discussion:

- **Tell When/ Where** - Nice tease of the upcoming news:
 - Local cannabis bust – guy from L.A.
 - Trump calls for end of Constitution
 - Guy calls police hundreds of times to complain

However, let's work toward the end of *'when'* the next cast will air. Our running joke is that we're *'never'* on time with casts. Even if it's *'before 6:30'* – or *'in the next 15 minutes...'*. Give the listener a window to hear the detail. Also, in sports during the Baseball Hall portion, you never mention *'what/when'* the HOF is and when is the ceremony. Let's not assume the audience knows you're discussing the Baseball HOF.

- **Communication** – Rod brings you in on topics he's ready to air. This monitor included your reaction to – **The Menu** (movie) – **How much Forest Gump would own in Apple Stock today** – **Yeti Coolers missing**. If you KNOW what's on the menu for content today, you'll be better prepared. Let's continue that discussion.

I like your **philosophy for Saturday Mornings**. Like *'simply having coffee at a diner with friends'*. Happy you've found your sweet spot with hosting! Text me when you're on next!!

Call or message anytime if you have questions!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson".

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**Robinson
Media**



INDIANAPOLIS

Jeremy Aitken Coaching Notes

Classic Hits 103.9 WLPO

February 9th, 2023

Good to reconnect today and compare health issues! It's what old men like me talk about – and the weather!

Here are notes from today's session:

- **Story** – We're encouraging talent to create a story – no matter how small – to accompany simple *'fact-giving'*. With the weather, we've discussed *'weather words'* in the past. How could you make the weather forecast we shared into a small story? What does the day-to-day weather variance mean to the listener? A temp move like that certainly is a story!
- **Contesting** – The promo of The Big Board we shared sounds as though you simply read the liner. In addition to *putting it into your own words*, LEAD with benefit (\$money\$) to create a lean-forward listening experience. Then replace *'qualify'* with *'WIN'*. In other words, *'WIN a square'* with final winners announced on Friday. Explain the game in the front part of the piece, too!

There was also a **LONG stretch** between you and Michael's break in the 4pm hour (*you had to leave to get to a game*). If at all possible, let's have you **track additional breaks** OR have Michael break in earlier.

New Year new **GOALS** – be thinking about what you'd like to accomplish this year!

Best Regards,

A handwritten signature in black ink, appearing to be "Kevin", written in a cursive style.

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103.9 WLPO Coaching Notes

Tom Henson

February 14th, 2023

Great to catch up this week. I'm **super-excited about the video project** you have in mind. If you need assistance with branding – audio or video logo – please let me know!

Your work is first-rate! Just a few notes to make it sparkle:

- **Lean – Forward Tease** – When teasing the NEWS ahead of the CAST, structure your pre-promote in a manner where it builds intrigue. At times, your tease gives away the whole story. For example, St. Margret's TEASE let the audience know that NO \$\$ relief was on the way for The Illinois Valley. If you craft it like – *"Lawmakers decide the financial fate of St. Margret's – answer in 30 minutes..."* That creates a lean-forward moment for the audience and builds suspense for the upcoming pay-off!
- **Stronger leads** – At times, the great content you pick and the stories you build have a 'News Magazine' feel. Encourage you to build a headline that grabs the audience. Example – The Streator woman who fired the show led with a times-line of the shooting rather than the reason for the story. MOST times you DO place the event first or near the front. I'd be consistent with this.

It is always a **pleasure to hear your work!** You – and the newsroom – have been the leading source for information on the health-care crisis on The Illinois Valley. This coverage will only create further interest. Bravo!

Let me know – **via text or call** – if I can assist you between sessions!

Best Regards,

A handwritten signature in blue ink, appearing to read "K. Robinson".

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Coaching Notes
103.9 WLPO - John Small

February 24th, 2023

Always a **pleasure** having a conversation, John! It seems air learn something every time we talk! **Fascinating!**

The audio we discussed is attached for you review:

Confidence – Work on your confidence behind the mike. This is both a story construction and pacing issue. Listen closely to the NRA story and the Birthdays and Anniversaries. You sound as though you're not entire certain launching into the story. On Birthdays, it appears you are reading the name(s) for the very first time. I'd practice your stories before going to air. It will build your confidence.

Sharpen The Story – At times your stories contain a few too many details and can come off sound like a 'news magazine'. I am certainly NOT a newsman like you but I rewrote and recorded your NRA story. It's attached. Simply to demonstrate how this story can have a lean-forward intro and a bit more sharp in the presentation with audio.

We live is a world where many **news stories are 2-3 lines** – National News both radio and television. With our brand, we have the opportunity to **expand the story**. In order to keep attention, the writing needs to be sharp and engaging.

It's a **true blessing** to have you in our cluster!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson".

Kevin L. Robinson
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Good chat this week!

Kevin Robinson <kevin@robinsonmedia.fm>

Thu 3/2/2023 2:32 PM

To: Rod Thorson <rthorson64@gmail.com>

Cc: spencer starvedrock.media <spencer@starvedrock.media>

Rod - nice to catch up on Zoom!

It's always a great pleasure to hear your work and the past week was no exception.

As discussed, we're prepping for a market disruption with the sale of Studstill Media to Shaw. To that end, I was listening for LOCAL content Friday and Monday - and you nailed it.

Friday - Illinois State Police hate warning - posted Thursday and all over it Friday - Peru Mall theatre closed for the weekend - Local Basketball game status - I-80 Closure - 'NEW' turning lane on Airport Road

Monday - Good AND Bad Local Businesses - Call from man who has chemical emergency plans for local warehouses - Businesses corrupt pushed by big lobbyists - Camp Armoni (*always make live spots sound like content*) Cedar Point Fire Department kills over 100 Coyotes - Markets with local ramifications

Now - we're the ONLY true local source for consistent local information. Nice work reflecting this.

These show also presented with intention - and solid communication.

Love the process where you group - text the team what you're show prepping for the next show. Allowing others to be ready when you launch the content. Bravo!

You continue to be a physical face for our brand in the community. We discussed perhaps finding ONE big cause to attach yourself to. In focus groups with other morning shows, this type of community involvement comes back - big!

If we continue to reflect what our listeners are buzzing about and surprise them with unknown but engaging content, the brand will grow!

When I have a show idea or suggestion, I'll certainly connect. Please do the same in the future!

Cheers!

Kevin L. Robinson

[Audience Development Group](#)

[The Values Conversation](#)

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Indianapolis

Clare Bennett

103.9 WLPO

March 23rd, 2023

Nice to catch up this week! It's always **a great pleasure to hear your work**. Air work *and* your production writing skills! We're fortunate to have talent like you with range and support off the air!

We discussed a few tactical items to address:

Cadence -.We all do this at some time. We're in the studio and stacking up voice tracks. We then get into 'list' mode. We're treating content like a list of things to do. Listen to your first break we shared. Your voice gets into an artificial cadence while listing items in the break. It's human nature but I wanted to point it out. Work on improved *'listener eye contact'*.

Coming Up – Look for varying ways to say *'coming up'* when pre-promoting content. Instead say – *'before 3 o'clock'...* *'in 10 minutes...'* – *'just ahead'*. It will present as less robotic.

Ramp Breaks – What you do between songs in a sweep is gold. In the hour monitored, I only heard two. Perhaps one or two were *'dropped'*? Don't be afraid to add a few more in each hour. You're good at it – a *'nugget'* inserted in a brief manner...

The spots you sent were good! We'll written and presented! Bravo!

Try and **'stretch' your range** using *caricature* voices like in the mattress spot. It's a natural for you. In creative, you don't know what you're capable of until you try it!

Let me know if I can help between sessions! Have a wonderful spring!

A handwritten signature in dark ink, appearing to read "Kevin L. Robinson", with a stylized, looping flourish at the end.

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Clare Bennett

103.9 WLPO

June 11th, 2023

Great to catch up and share "*what's going on*"! And many thanks for the Hello Fresh Box. Arrives today – **certainly to be yummy!**

It's also nice to hear your work. You take great pride in your work and it shows on air and in production. Bravo!

A couple of things observed in the audio shared:

Track Levels -.Review with John and the engineer the first piece of audio in the air check. You were buried in the music. At least you were on the stream. The music you talked over was also loud and busy. That may have contributed. See if music level in sweeps could be toned down a notch during tacks.

Content Relevance – I love how you mine for content and stories. The break about the Sherpas on Everest, however seemed to '*fall out of the sky*'. Good story that appeared to have little connectivity to the show or listener. You shared that you had previously aired a similar story before. Keep in mind that everyone doesn't hear *all* your content. And – ask "*what does it mean to me*" (*the listener*).

The Pride Promo on the air check was excellent. Fun, uplifting and well-written. Speaking of well-written, **the A.I.spot for the salon is scary good!** Tech is steamrolling ahead. Good to see you're on that train!

Remember I can be a voice for you - anytime! Have a GREAT summer!

A handwritten signature in blue ink, appearing to read "KL Robinson".

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Tom Henson Coaching Notes

103.9 WLPO - News

June 11th, 2023

Your work on 103.9 WLPO is **the backbone of our brand**. Your professionalism is always appreciated and noted! Bravo!

Notes here from our discussion:

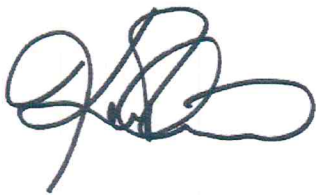
- **Crisper Stories** – Your story selection is fantastic. The news flows well and contain plenty of details. At times there are a few lines of detail that doesn't advance the story or isn't organic to the message. We discussed a few examples as you pointed out why you might add a detail (*Judges Name, etc.*). Crisp - prints harder - to the listener.
- **Assumptions** – We have the tendency- when we cover ongoing stories – to believe that the listeners knows all the details. Be aware that some of our cume won't be updated on an ongoing news item. Example – the story about Angel Farmer did not mention where the event took place. Small detail. Simply be mindful of this.

Try and make it a habit to hear a **cast at least once per week**. Your sharp self-evaluation will help you improve and evolve.

Always great to hear you behind the mic!

Have a great weekend!

Best Regards,



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Indianapolis

Rod Thorson Show Notes

103.9 WLPO Coaching Session

June 29th, 2023

It was good to see you and **always great to hear your work** last week. You are appreciated in all the efforts and value you provide to the cluster! A true pro!

Here's just a few notes from our talk:

Consistent Content – There's a sweep in your clock where we don't get actual '*content*' from you. It begins around 7:55 and extends to approximately 8:25. During this period we get:

- Weather from you
- Presell of sports
- Sports that runs nearly 5 minutes
- Presell of news
- Newscast
- Dr. Gupta
- Live read which you make into content

As we discussed with John, it's a 'heavy' sweep of information. I'd carve out time for a 3-5 minute Rod CONTENT piece during this time. Perhaps shorten the sports or move Dr. Gupta. Or both. It will break up the information sweep and give the listener a piece of you that's missing during this time – YOU!

After re-reviewing the audio from that show, one thing we didn't bring up. You played a Prince song with a great presell **on WHY you were airing it**. Make sure you also back-sell a special piece like this so those popping into the show know the motivation behind playing a special song. It was missing after the song.

You do an excellent job **of being UPBEAT** during the show especially in the face of dire news. **Inspirational motivation** for your listener! Bravo!

Remember to reach out between call for ideation or feedback!

Best Regards,

A handwritten signature in black ink, appearing to read "K. Robinson".

Kevin L. Robinson
Robinson | Media



Coaching Notes

103.9 WLPO - John Small

July 14th, 2023

It's a **joy to have conversations with you** outside of what we do between the headphones. So sorry to hear about your health issues – **you're gonna beat it!**

Here's a few notes on the brief audio we shared:

Announcer VS. Personality – Enter the break with confidence. And add personality. The break where you presold Kansas and Lucky Bucks, you're being an announcer. Put some *'meat on the bone'*. That is, how about a line about Kansas (*they're touring – for example – this year*). Also, add a line about WHAT lucky Bucks is – and HOW you win. Finally eliminating "chance" – 'qualify' softens the impact. Simply say *'win lucky bucks at 3:30'*. As an example. ADD your personality to the break!

Power of The Tease – Your tease of the issues about the social media posting was structurally good! You're also doing this with your news. Let's lead with the firecracker line. The social media post that *leaves a city employee in hot water*. Naming a councilman at the podium isn't nearly as *'lean forward'* as the controversial post.

Move toward ***'what's the weather like'*** conversational presentation of the cast and away from meteorological terms. What's the weather mean to ME (*the listener*)? *"All clear for the possible view of The Northern Lights..."* – *"Bathing suit weather for the weekend..."* – *"Might be dodging a shower or two for The Pistol Shrimp game..."*. You get the idea.

We're fortunate to have a **solid talent** like you in Starved Rock Media!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson".

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99-3 WAJK

Sean Walsh

August 16th, 2022

Good to **see you today!** How is it that we haven't had a session in almost year! We'll monitor that for sure!

Here are a few notes from our Zoom:

WAJK-Wolf Transition – As outlined in our call, The Wolf during our Listener Panels our favorites not only recall you but love and miss you. This leaves us to believe that your work would have more traction for The Wolf. Although WAJK is soaring in the ratings, your talent and recognition is better suited to lift The Wolf. Even in PM Dive. While you indicated you'd mull it over, early indications that's it's a 'yes'?

Streaming Break – This is exactly what we need in afternoon drive. You not just do a 'shift', you create a 'show' daily. The break was topical (*Field Of Dreams Game – streaming prices increasing*) and it was honest. You hyped the game but told the audience you didn't watch. Bravo! More of this!

Presentation – Your presentation has developed tremendously over the past year. Your comfort on the mic, listener eye contact and crisp content are all Blue Chip! Thanks for being coachable!

Although you're over 1,000 miles away, please **do not hesitate to reach out** if you have any questions. John and/or I will be in touch about the flipping shows!

Great **honor to have you on our team** – and to coach you!

Best Regards,

A handwritten signature in blue ink, appearing to be "K. Robinson", written in a cursive style.

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Indianapolis

99-3 WAJK Mornings

Brad Spelich

Abby Zukowski

October 10th. 2022

Good to catch up from the road today! The **chemistry and audience acceptance** truly makes this a Level 3 if not Level 4 show. Execution is relaxed and seamless!

This session we had YOU coach YOURSELVES through the audio:

- **Brad** – Utilized the Top Of The Hour for the Hocus Pocus 2 review when we usually give Survival Elements. The Smile review was somewhat 'inside' for us. Missed the opportunity to localize as I went to The Roxy which is more 'old school' theatre experience.
- **Abby** – Should have taken the opportunity to relate the Hocus Pocus 2 review to children vs. the first HP movie. Also, wants to launch a segment called 'Oops, I Did It Again' where she shares new opportunities to experience different practices she gets exposure. Holistic experiences especially.
- **Kevin**– BOTH breaks were topical and relatable! Keeping with Brad's 'local' angle, the reviews from texting listeners on HP2 would be better if we knew their town location. The Smile review would have been stronger if Abby knew the points Brad was going to make (*Being scared, marketing angle, where he saw it*). Being more intentional with prep and set up would have made the story stronger.

The feedback on your benchmarks reflect that **people LOVE** what you're doing! Ratings remain strong and only confirm it! Keep it up!

Call or email between sessions if you have any questions!

Best Regards,

A handwritten signature in black ink, appearing to read "Kevin L. Robinson".

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99-3 WAJK Mornings
Abby Zukowski

October 25th, 2022

It's a **true joy** hearing your growth the past three years. You've developed into a seasoned and successful host in The Illinois Valley! We're **fortunate to have YOU** on our crew!

Session notes:

- **Mastermind** – This is a great benchmark for the show. YOU handled well solo! When presenting the story, be mindful of repeating content. What we call 'hitting the hole', set up the interaction and call to action. Once. Without repeating. It will make the break crisper!
- **I.D.** – In the three breaks we shared, you did not say YOUR name and just as important – the station name. It might help when you're anchoring to have a printout of the frequency, calls and your name in front of you. I do it when I voice-track. It helps to keep it top of mind! And – while you've been here a few years, you're our less-tenured talent. People gotta hear YOUR name! Loud and often!!

Be **thinking about 2023** goals in which I can help! Putting these on paper is important to achieving those goals!

Hope to **see YOU** soon!!

Best Regards,

A handwritten signature in blue ink, appearing to read "Kevin L. Robinson".

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Coaching Notes

99-3 WAJK

Jaimie - Middays

November 22, 2022

It was great to see you and the entire crew last week! A great night to mingle and hand without 'working'! And – the **bowling game was a blast!** Thank you for hosting!!

Here's a few notes from our session:

Say Your Name (Revisited) – Even though you're a familiar talent in The Illinois Valley, don't assume everyone knows who they're listening to. Me thinks you're the only high-profile 'Jaimie' in The Valley. Say it often and with conviction!

Intent – Let's use the same intentional presentation that you use when you're 'live'. While you're connecting with LOCAL content, employ '*listener eye contact*' that is present in mornings. At times, it appears that you're simply laying down tracks. Not fully engaging.

Explain – The breaks promoting the Marseilles Shop With A Cop and The Holiday Happenings were certainly local and efficient. Add a line or two about WHAT those two events do for the community. What IS Shop with a Cop (*helps the under privileged to get gifts this holiday season – Holiday Happenings is your guide to all things 'holiday' in The Valley*). Let's not assume the listener knows. .

Here's to a great Christmas Seasons and a banner New Year! It's **an honor coach you!**

Best Regards,

A handwritten signature in black ink, appearing to read "Kevin L. Robinson".

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Indianapolis

99-3 WJK Mornings

Brad Spelich

Abby Zukowski

December 28th, 2022

Good to hear your work and to catch up this week! The show **has really hit a solid stride** and your storytelling has developed nicely!

Here's a few tactical items we covered:

- **Audio** – Look for audio to support content in newscasts and other breaks. In your *'Trending'* segment, having audio of Drew Barrymore discussing her battle with alcohol addiction or an audio piece on your *'Sleep Struggles'* bit, it would bring more dimension to your show. This also includes audio from listeners throughout the show.
- **Improv** – We discussed that one of the proud moments of 2022 was your ability to *'Improv'* through your breaks. This is an important skill of any audio team. However, knowing content and prep before the break will tighten breaks and create efficiency with your content.
- **Name In Content** – On occasion, Brad will say Abby's name during conversational content. This – among a two person audio show – isn't necessary. This might be a by-product of being in two different studios. Just make it a normal conversation.

Put some mindfulness to **2023 GOALS**. We'll set those in the coming weeks. I've attached your **2022 GOALS**.

Happy New Year!

Best Regards,

A handwritten signature in blue ink, appearing to be "K. Robinson", written over a white background.

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Indianapolis

Clare Bennett

99-3 WAJK

January 11th, 2023

Good to see you today! Hard to believe we're two weeks past the holidays and it's **10 more Wednesdays to spring!**

Really **enjoy what I hear** when you're on air – your cadence is seamless and you grab **JUST** the right content for the target!

Here's a few notes to create depth to your breaks:

Local -.Whenever you present content that has a LOCAL angle, take advantage of our place in the Illinois Valley as the LOCAL leader. Your story on Eagles and Eagles-watching. You DID mention location in several breaks prior but not in the one monitored. Just a quick mention where to see them would be great. For The Wedding Show, a quick mention (*when available*) of a vendor or two also says 'LOCAL'. – Weather – Name a few LOCAL vendors already on board.

Personalize Content – For The Wedding Show, how does that make CLARE feel knowing she just went through the process with her daughter. For Eagle-watching, Clare has passion for it – let us hear your feeling on content like this.

Exposure – There's a large gap between hearing YOU in the clock. Know that you have the green light to add a content piece in this sweep. It's a long time between break at times.

Appreciate your brevity on 1st hour break with name and quick ID. Let's put a little '*meat on the bone*' goes along way. Even if it's '*just ahead of Doja Cat, here's FGL*'.

Have a great weekend!

A handwritten signature in blue ink, appearing to read "K. Robinson".

Kevin L. Robinson

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Brad & Jaimie

Starved Rock Media - Mornings

March 30th, 2023

You **should be proud** of the way you've tackled your new roles. The awesome attitude coupled with excellent execution has flipped a difficult internal decision to a great win! Bravo!

Today, we covered near-future next steps:

- **Name** – While we've bantered show names around for a few weeks – none appear to be jumping out. We've been circulating on "*Your Morning B.J.*" or something similar. Internally, it sounds like a winner. It's memorable and there's plenty of innuendo we could craft. Certainly need to keep it family friendly! We could start to weave in the lines in our open/close and see what the reaction is externally before we dive right into that pool. It's totally up to John. 😊
- **Promos – Logo – Social** – Once landed on the show NAME, we can start developing a tactical plan for promos - branded for each station. A logo that 'pops' would also be a branding option. Please send sketches or perhaps see what a 'Fiverr' could come up with. A social plan would also be in order – where we want to be – inside station social or independent - etc.
- **Evergreen Breaks** – Now that we are recording breaks, keep in mind that we have the tools to develop breaks that are 'evergreen' and could be used seasonally or anytime in the near future. The break about VIP 'points' at local vendors is just one example. Build a library of these moving forward!

To quote The Carpenters – ***'We've Only Just Begun'***.

Have a great weekend!

Best Regards,

A handwritten signature in blue ink, appearing to read "K. Robinson". The signature is stylized with loops and a long horizontal stroke at the end.

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99.3 WATK

Brad Spelich

May 9th, 2023

Good to catch up and hear your work! And no. We WON'T be pulling out old audio! At this point you're a **great evaluator** of your own work!

Just a few notes from our session Tuesday:

- **Meat on Tease** – The Taylor Swift story was a good piece of content. Even on the pre-promote, put a little meat on the bone. Instead of *'talk a little bit of Taylor'* ahead, say that in includes news on her dating life. Which is always a buzz story. Keep the audience interest peaked!
- **Weather Words – Tease** – Even while Jeremy is doing the weather, let's use a line about what the weather is going to do. *'Sunny days ahead – rain on the way – weekend looks nice, etc.'* Again, let's peak the audience interest with the pre-sell.
- **Say Your Name (Revisited - again)** – You caught it when you heard the audio. *To your own admission, you need to mention YOU – more often. You can't get credit for the great content you present if they don't know your name!! ☺!*

Take **time to listen** to your solo and B.J. work. You'll hear things to improve between sessions.

You're a **BIG part** of what we do! Thank you!

Best Regards,

A handwritten signature in dark ink, appearing to be "K. Robinson", written in a cursive style.

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Coaching Notes

Rise & Grind – Jaimie & Chris

August 9th, 2022

The work you're putting into the show is **paying off with the listener!** We see that in ratings and now HEARD it in our Listener Panels! Bravo!!

Things we covered in Monday's session:

Social – We're doing a good job with Tik Tok. However, we've heard from our Loyal Listeners they're on Face Book 1st – Instagram 2nd. Let's find a way to re-boot our Meta accounts and share reels from Tik Toc on those accounts. We have a greater reach on Face Book and Instagram.

Rise & Grind Show Open – If we're going to continue to run a 6:10am show open let's freshen it. And shorten it. It's long and hard to hear in parts. Perhaps do one for each day of the week? Also, be intentional with that content after the open. It rambled a bit and the 'out' wasn't real strong.

(Revisiting) Goals 2022 – Jaimie wanted to do an All-Girls Country Hour in 2022. Perhaps a weekend segment? Chris has talked to John about a 90's Rock Show on WLPO. Also, more (*entertaining*) guests in studio? Or – comedians coming to The Valley on the phone?

We are running fresh **morning show promos** throughout the day – nice! Let's put an open on it so it just doesn't 'appear' without a set-up.

Have a **fantastic week and weekend!**

Best Regards,



Robinson | Media

**Robinson
Media**



Indianapolis

96-5 The Wolf
Brad Spelich

August 29th, 2022

Hard to believe it's been almost a year since we've covered your solo work. The three days I monitored demonstrates **the effort you place on prep** and creating compelling breaks. Bravo!

Just a few notes from our Monday session:

- **Say Tour Name** – During the select hours I heard, your NAME didn't appear once. People will only get to *know you* if you identify – you! So when you do personalized breaks (*mention your buddies – how you consume Bears season*) it's lost unless they know who you are. Say your name with the same frequency as you do on 99-3 WAJK and the listeners will KNOW who YOU are!
- **Listen To Audio** – When asked '*what's a great break from last week*', it's hard to recall simply because we create a ton of audio. Set up a regular time – say 15 minutes – a week to listen to your audio. You'll hear the great stuff you've presented. Then archive it for yourself and future usage (*station composites, awards, etc.*). Hearing yourself – especially in a different environment – will enlighten you on how the product is delivered to the audience.

The **attention to LOCAL** is deep in your show – whether it's an event or football – is fantastic. More of that!

Call or write if you have questions!

Best Regards,

A handwritten signature in blue ink, appearing to be "K. Robinson".

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Indianapolis

Coaching Notes

Rise & Grind – Jaimie & Chris

October 18th, 2022

So many positive markers for this show – **ratings – awards – chemistry – listeners!**
Hard work and intentional content pays off!

Things we covered in last week's session:

Hero of the Day – Love this segment! The pre-sell and payoff were all good. Perhaps in the future we could get the 'hero' on the phone for a short conversation? And he's close – an hour away. The message about the music and health is a strong one! We didn't talk about recycling this bit later in the show but it's a good idea! Also would make a great promo!

Exit – As we discussed, Stephen King writes his ENDING first. We should do the same. Make sure we have a strong out – end and exit on a high note. This could also be a strong pre-sell of compelling content. Close the door with a solid exit.

Jaimie's dream of starting an **All-Girls Country Hour** sounds like it might be a reality soon? Chris's 2022 goal of a **90's Rock Show** on WLPO is gaining steam! Bravo!

The OPEN to the show promos makes more sense. With your logger down, let me know if you ever need me **to roll audio** on your show(s). I could set up a recurring recording session.

Have a **great week!**

Best Regards,



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Media**



Indianapolis

96-5 The Wolf

Sean Walsh

November 8, 2022

It's always **great to catch up** and always **great to hear your work**. With your schedule, we're fortunate to still have you as a big part of Starved Rock Media!

Just a few suggested adjustments from our Zoom:

Clock Exposure – Had a conversation with John about clock/voice track exposure through the hour. While there may be sweeps where you're not exposed – at times over a quarter hour – feel free to insert a voice track if you feel you want to add content. He's also reviewing the clock for spots where he could add a track – or two.

Morning Voice – You have a *lot* on your schedule – family, work, outside gigs, radio show to do. That's a plate-full! *Take care of your voice*. With your allergies, stress on the voice and morning voice, you're pushing a tad too hard early in the morning. Suggest a warm cup of tea with honey to warm up in the morning.

Posting Content – When you add content like '*what to do with your pumpkins*', look to add the source to our digital assets. John has told me you should have Face Book access at a minimum. He will re-send credentials in case you've misplaced them. That *sort of content is great* – the wackier the better!

Great to have **you back on 96-5 The Wolf!** You're attributed to that brand and it's where you belong! Thanks for the flexibility!

It's an **honor to coach** you!!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson".

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96-5 The Wolf
Brad Spelich

November 15th, 2022

Always great to hear your work and reminiscing on your development! You go out of your way to **create sticky content** outside your morning brand. Thank you!!

Just a few notes from our session today:

- **Local** – at Starved Rock Media, we're the LOCAL brand(s) and glued to the community! Look for what you might consider 'small' ways to further glue us to The Illinois Valley. The LOCAL football update is a good example. Telling the audience where they can HEAR it plants us as the LOCAL football broadcast leader. Duck Races – GOOD local break (*see next paragraph*)!
- **Payoff** – Another local angle to take advantage of was the good piece of content on the great weather and Christmas decorations. Local mention of perhaps where YOU'VE seen early Christmas lights – exact location – would be a good local mention. You solicited for listener feedback – but didn't '*pay it off*' for a few quarter hours. When you ask, get them the payoff next OR second break.
- **Say Tour Name (*Revisited*)** – We didn't cover on THIS session. However, hearing your audio again – no mention of YOU! You can't top Spencer as the #1 radio talent in The Illinois Valley if they don't know your name! 😊!

One final thought – look for ways to **pre-sell with variety**. Instead of 'next', 'coming up', add 'still ahead', 'before 2pm', 'you're going to hear', etc. Comes off at **less robotic**!

See you soon!

Best Regards,

A handwritten signature in black ink, appearing to be "K. Robinson". The signature is fluid and stylized, with the first and last letters of the first and last names being prominent.

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Coaching Notes

Rise & Grind – Jaimie & Chris

January 4th, 2023

We opened with an ask about **what YOU think of the show** – especially the breaks we reviewed. Good to hear that the show is *'perfect'*. Thanks Jaimie! 😊

Rise & Grind is **a great show!** But we should always look for improvement. As Chris aptly said *"it was a little long"*.

We've been together long enough that **your OWN assessment** is valuable. I encourage you to listen to your work outside these sessions.

Notes from our session this week:

- **Top Of House Tease** – Sawyer Brown at The Fair – Wolfly Impossible Trivia (*with time stamp*) – 100 Year Predictions (*with time stamp*) – Natural Run Amuck (*with time stamp*). Good precap of the hour. However, let's focus on the NEXT quarter hour. Mention the other benchmarks. Only lean forward tease on the NEXT feature (*with time stamp*). Will make it crisper!
- **Nature Run Amok** – GREAT benchmark. If we're going to do TWO stories, let's tighten them up. There was no road - mapping on the break – especially *'Bat Lady'*. It tended to ramble. Great content loses impact if brevity is ignored.

Also, be mindful that our content can be – should be – **visual on social media**. A pic of the Bat Lady and her bats would be great support of that stories. You also mentioned Sawyer Brown – and a dancin' fool'. If there's a video to share – share it!

Have a great week!

Best Regards,



Robinson | Media

**Robinson
Media**



Indianapolis

96-5 The Wolf

Sean Walsh

January 18th, 2023

Good to catch up! You're a busy guy – thanks for making the time and **being coachable!** Here are the notes from our session this week.

Great Content – Keep up the prep and great content. The pre-sell on the Carrie Underwood video and payoff are both gold. Same goes for the Golden Globes piece. In BOTH segments I learned something about YOU. It's what we're searching for on this brand. Bravo!

Goals 2023 – We like to set annual goals (not resolutions) for each year. Here's what we discussed for Sean 2023:

Web Site – you're setting a goal for building and promoting a new web site. Zach says he'll assist. This site will have all things Sean – air work – voice over – entertainment schedule and booking.

Local Bookings – looking to have gigs CLOSER to home rather than the hour or so you're traveling now for your shows. You're going to get connected to Tampa-based entertainment venues to avoid excessive travel and then spending more time with family.

Tampa Air Work – You're going to secure weekend or full-time show locally in 2023. I certainly will continue to expose you to my network in Tampa!

It's always a **pleasure to hear your work** and we're fortunate you make the time to add your talent to 96-5 The Wolf!

Here's to a **banner 2023!**

Best Regards,

A handwritten signature in dark ink, appearing to be "K. Robinson", written in a cursive, flowing style.

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Indianapolis

96-5 The Wolf
Brad Spelich

January 25th, 2023

*Lots of news in the radio scene in The Illinois Valley! And by the way - checked history – we're coming up on **your 8th anniversary** in March! Whoa. That's great!!*

Just a few notes from our session today:

- **Stories** – the Union Story could have been more interesting if you added a personal or local angle. Yes – unions are disappearing. But how does that effect you. Or is there a strong local union you could point out that does great work (*construction – electrical*)? Telling a story engages better than simply reading information. Think F.L.O. Also, did NOT hear a payoff from you after asking for telephone feedback – FYI.
- **Crutch** – watch developing a crutch in The Wolf Run Seeps. During the monitor, you used the phrase '*Keeps Things Rolling*' at least three times in the commercial free segment. Just switch up how you present the feature.
- **Say Your Name (*Revisited*)** – to your own admission, you need to mention YOU – more often. You can't get credit for the great content you present if they don't know your name!! ☺!

Always **great to connect** and hear your work!

Thanks for **being coachable**!

Best Regards,

A handwritten signature in dark ink, appearing to be "K. Robinson", written in a cursive, flowing style.

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Brad & Jaimie

Starved Rock Media - Mornings

March 30th, 2023

You **should be proud** of the way you've tackled your new roles. The awesome attitude coupled with excellent execution has flipped a difficult internal decision to a great win! Bravo!

Today, we covered near-future next steps:

- **Name** – While we've bantered show names around for a few weeks – none appear to be jumping out. We've been circulating on "Your Morning B.J." or something similar. Internally, it sounds like a winner. It's memorable and there's plenty of innuendo we could craft. Certainly need to keep it family friendly! We could start to weave in the lines in our open/close and see what the reaction is externally before we dive right into that pool. It's totally up to John. ☺
- **Promos – Logo – Social** – Once landed on the show NAME, we can start developing a tactical plan for promos - branded for each station. A logo that 'pops' would also be a branding option. Please send sketches or perhaps see what a 'Fiverr' could come up with. A social plan would also be in order – where we want to be – inside station social or independent - etc.
- **Evergreen Breaks** – Now that we are recording breaks, keep in mind that we have the tools to develop breaks that are 'evergreen' and could be used seasonally or anytime in the near future. The break about VIP 'points' at local vendors is just one example. Build a library of these moving forward!

To quote The Carpenters – **'We've Only Just Begun'**.

Have a great weekend!

Best Regards,



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Programming, Marketing and Brand Management since 1985



Coaching Notes

96.5 The Wolf

Jaimie - Middays

May 16th, 2022

Thanks for the time this week! I **LOVE your confidence**. Not sure if your self-evaluation came out as 'I'm Perfect' – or 'Awesome'. Anyway – always room for improvement. ☺

Notes from our session Tuesday:

Benefit First – As you promote contest or events, put the benefit near the top of the break. For example. For the contest – “Win up to \$1,000” as the lead and the beer promotion “Win Craig Morgan Tickets” rather than open with all the details. Hook ‘em with the benefit!

Say Your Name (Revisited – x3!) – We covered this the *last session THREE sessions*. And the session before. YOUR name (*and voice*) has value in The Illinois Valley! Let's take advantage of it. Let's say it once per quarter hour! Simply 'Jaimie' is enough as you're the only one in The Valley! **Perhaps have YOUR name front and center** on the board when you're tracking?

Listener Eye Contact – When hearing your audio, be aware of *Listener Eye Contact*, especially in your spots. Delivery your content as though Brad (*or a listener*) is sitting right across the table. I try to envision some ONE in mind when recording tracks or commercials. A nuance - but it's gold when you develop it!

It's always a **pleasure working with you!**

Best Regards,

A handwritten signature in black ink, appearing to be "KL Robinson".

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96-5 The Wolf

Sean Walsh

May 25th, 2023

Glad to hear you beat Covid – again! You’ve got a super-busy schedule. Important to **take care of yourself!**

Here’s just a few notes from our session today:

Pace – Watch your pace when saying destination sites for contesting and content. When you say ‘*StarvedRock.Media*’ slow a bit and be intentional when delivering it. That will make it easier to consume for the listener. Also be mindful of this with web sites, event locations, etc.

Explain With Detail – The story you referenced about ‘*Wally The Walleroo*’ then having your own experience with an on-the-loose bear in Tampa needed further explaining. This happened a few years ago and there are plenty of people who didn’t hear the story and others that do not remember the incident. When you recall local things like this, explain in detail what happened so everyone is ‘*in the club*’. Bravo on LOCAL, though!

You’re sound is fantastic. And the self-evaluation was spot on. You’re hitting all the brand points for 96-5 The Wolf. Thank you for **being coachable!**

Always a pleasure hear your work!!

Best Regards,

A handwritten signature in black ink, appearing to be "KL Robinson", written in a cursive, flowing style.

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