

**EEO REPORT AUGUST 1, 2007 THRU JULY 31, 2008  
NEWSWEB RADIO COMPANY**

<b>WNDZ-AM 750</b>	<b>Portage, Indiana</b>
<b>WCPT-AM 820</b>	<b>Willow Springs, Illinois</b>
<b>WAIT-AM 850</b>	<b>Crystal Lake, Illinois</b>
<b>WSBC-AM 1240</b>	<b>Chicago, Illinois</b>
<b>WCFJ-AM 1470</b>	<b>Chicago Heights, Illinois</b>
<b>WDEK-FM 92.5</b>	<b>DeKalb, Illinois</b>
<b>WKIF-FM 92.7</b>	<b>Kankakee, Illinois</b>
<b>WKIE-FM 92.7</b>	<b>Arlington Heights, Illinois</b>
<b>WRZA-FM 99.9</b>	<b>Park Forest, Illinois</b>

**EEO STATEMENT POLICY**

The following EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is compromised of the 9 radio stations mentioned above. Newsweb Radio Company is an Equal Opportunity Employer.

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- (i) -List of all Full-Time Vacancies/(iii) -Source of Hire  
(ii) (See attached EEO Outreach List for Recruitment Source Number)

<u>Job Title</u>	<u>Date of Hire</u>	<u>Source of Hire - Referral Sources</u>	
A. Promotions # 3	08/01/07	Promoted	1-25,37,40,42
B. Sales Assistant.	08/13/07	Careerbuilder.com	1-25, 51
C. Account Executive	09/17/07	Careerbuilder.com	1-25, 50,51
D. Sales Assistant	10/01/07	Careerbuilder.com	1-25, 51
E. Account Executive	10/02/07	Careerbuilder.com	1-25, 51
F. On-Air Personality	12/03/07	Promoted	1-25
G. On-Air Personality	12/03/07	Promoted	1-25
H. Board-Operator	01/27/08	Promoted	1-6, 8-25
I. Account Executive	01/31/08	Careerbuilder.com	1-25, 51
J. Account Executive	02/29/08	Referral	1-25
K. Promotions Director	03/10/08	Referral	1-25
L. Account Executive	03/19/08	Careerbuilder.com	1-25, 51
M. Promo Coordinator	05/06/08	Promoted	1-25, 38
N. Director of Sales	05/12/08	Referral	1-5, 16-20
O. Operations Manager	05/14/08	Referral	1-25
P. Account Executive	06/16/08	Yahoo Hot Jobs	1-25, 37,51

**Total Number of Interviewees Per Job**

- A. 10
- B. 4
- C. 6
- D. 1
- E. 5
- F. 1
- G. 1
- H. 4
- I. 8
- J. 5
- K. 5
- L. 5
- M. 12
- N. 3
- O. 9
- P. 25

**TOTAL INTERVIEWED: 104**

(iv) -Total Number of Interviewees referred by each source, for period August 2007-July 2008. This employment unit interviewed 104 people for full-time vacancies. These interviewees were referred by the following sources:

- Promoted 5
- Internal 12
- Listener 2
- Former Employee 1
- Employee Referrals 2
- Referrals 11
- Word of Mouth 6
- Valparaiso University 1
- (12) Columbia College 1
- (37) Yahoo Hot Jobs 13
- (38) Craigslist.org 6
- (40) All Access 1
- (42) Nine FM website 1
- (50) WCPT-AM 850 2
- (51) Careerbuilder.com 40

**TOTAL INTERVIEWED: 104**

(v) **-List of Initiatives from August 1, 2006-July 31, 2008**

**1. 09-13-06 (X)**

Jenn Schwartz, Marketing and Promotions Assistant for Nine FM, who was representing all nine Newsweb radio stations, spoke to a group of graduating students at the Illinois Center for Broadcasting, located in Lombard, Illinois. The discussion involved a question and answer session concerning industry standards, job opportunities, salary levels for entry level positions, internships, resumes, demos, etc. Jenn, being an ICB graduate, was able to discuss her recent past where she went from student to industry professional.

**2. 09-13-06 (I)**

Attended the Illinois Center for Broadcasting job fair held for graduating students. Jenn Schwartz, marketing and promotions assistant for Nine FM, as well as Ingrid Waldmueller, Marketing Director for Access Radio Chicago, and Mark Pinski, General Manager of Access Radio Chicago, who were representing all nine Newsweb radio stations, attended the two hour job fair in Lombard. About 60 students attended the job fair. Many radio and TV stations from the Midwest, including Newsweb Radio Company, attended the job fair. Nine FM is in the process of hiring one or two part-time promotions assistants. Seven students from ICB were scheduled to interview for these entry level positions. Access Radio Chicago also scheduled an interview with a former ICB student for a potential part-time board-operator position.

**3. 09-13-06 (X)**

Mark Pinski, General Manager of WSBC-WCFJ-WNDZ-WAIT, representing all nine Newsweb Radio Company stations, was invited to assist the Illinois Center for Broadcasting's annual advisory committee meeting in Lombard. The purpose of this meeting was to help the ICB educators better understand the radio and television industries as they evolve. Among the topics Mr. Pinski discussed were ICB's curriculum, what is expected in a demo, the job interview process, changes in radio technology and what equipment is essential for students to learn. There was also a discussion about what "guest speakers" at the school should emphasize on when they come in and talk to students. Patrick Johnsen and Dave Finney, Director and Education Coordinator at ICB respectively, conducted the meeting which included Mark Pinski and four other managers in both television and radio from the Chicago market and downstate.

**4. 09-20-06 (IV)**

Jenn Schwartz, Marketing and Promotions Assistant for Newsweb Radio Company, which includes WSBC, WCFJ, WNDZ, WAIT, WKIF, WRZA, WKIE, WDEK, and WCPT, was invited to speak to a group of current students attending the Illinois Center for Broadcasting, located in Lombard, Illinois. Jenn focused this workshop style speaking engagement on marketing and promotions, discussing primarily ways in which radio stations promote its programming. Jenn spoke about DJ appearances, live sponsored remotes, and on-air giveaways. She went into full detail as to how on-air contests are run and the rules and regulations involved. Ms. Schwartz also provided students with information on internships with Newsweb Radio Company as well as potential promotions positions that may open in the future.

**5. 09-21-06 (X)**

Jenn Schwartz, Marketing and Promotions Assistant for Newsweb Radio Company, lectured a group of students at the Illinois Center for Broadcasting. Jenn is an ICB graduate and was invited to the Lombard campus as a guest industry speaker. The discussion involved a question and answer session with about 25 students concerning industry standards, job opportunities, salary levels, internships, resumes, demos, and so forth. Jenn discussed her own career, moving from ICB into the radio industry as a marketing and promotions professional. Jenn focused on taking advantage of the curriculum offered at ICB to get a well-rounded education in learning all facets of the radio business

**6. 10-02-06 thru 10-04-06 (X)**

Mary Quiroz, Traffic Manager for WCPT-AM and WKIF-FM, and speaking on behalf of all nine Newsweb Radio Company stations, addressed four different classes of 25 or more students at the Illinois Center for Broadcasting, located in Lombard, Illinois. Mary spoke for about 90 minutes to each group on 10/2, 10/3, and 10/4. The discussion focused primarily on the business side of broadcasting including traffic and continuity department procedures and how this specific department interacts with all other radio station departments such as production and sales and programming. Handouts were given to all students with extensive details on various broadcasting definitions and terms. Another handout was provided to students with examples of various business forms such as a sales order, sales confirmation, bump spot report, program logs, invoices, and statements. Information was provided on careers in traffic and continuity. Students also were able to ask a wide range of questions about traffic, production, programming, and the radio industry in general.

**7. 10-25-06 (I)**

The College of DuPage, located in Glen Ellyn, Illinois hosted the DuPage County Job Fair, which was attended by thousands of people. Megan Edelson, Director of Marketing for Nine-FM and WCPT, Jenn Schwartz, Assistant Promotions Director for Nine-FM and WCPT, and Debra Lynn, Account Executive for Nine-FM and WCPT, attended the job fair on behalf of all 9 Newsweb Radio Group stations. Nine-FM and WCPT are in the process of hiring a part-time promotions assistant, a promotions intern, and an account executive. About 60 resumes were received for these three positions. The Job Fair also served as a marketing and promotional opportunity for the stations.

**8. 10-31-06 (IX)**

Throughout the month of October, Operation's Manager of Access Radio Chicago, Jorge Murillo, representing all nine Newsweb radio stations, spent several hours with all of the board-operators of the radio group mentoring and training employees on an individual basis. Mr. Murillo organized a written and verbal mentoring and training program geared towards specialized training in the areas of technical operation and management. Jorge focused his training on transmitter remote control operations, production with Adobe Audition, EAS machines, Media Touch software, programming and EAS logs, computer systems, dealing with talent, communicating, and troubleshooting. The purpose of these one-on-one training sessions between our board-operators and our Operations Manager is to improve our employees overall knowledge and skill, while also better preparing them for management positions in the future.

**9. 02-02-07 (IV)**

WCPT, WRZA, WKIE, and WDEK, representing all nine Newsweb Radio Company stations, hosted a career day for two students from Chicago Vocational High School; Corvette Shores and Jamal Williams. The career day, know as Groundhog Shadow Day, allows students from across the country the opportunity to "shadow" a workplace throughout a normal business day. The students spent time learning from Program Director Matt Dubiel, Morning Drive Host Joey Fortman, and Marketing Director Ken Churilla. Mr. Dubiel primarily explained how a music station is formatted. Ms. Fortman worked with the CVHS students in the on-air studio discussing in detail how her morning show is produced. Mr. Churilla mentored Corvette and Jamal on the nuances of promoting a radio station. Both students enjoyed their day at our Pulaski Ave. studio and were treated to lunch.

**10. 02-15-07 (X)**

Harvey Welstein, Vice-President of Newsweb's Radio Company and representing all nine Newsweb Radio stations, spoke to the Young Professionals Group of the Schaumburg Business Alliance (SBA). Approximately 30 people were in attendance. Mr. Welstein spoke for about 20 minutes on the future of radio, technology, listening habits, and new job opportunities within the industry. Mr. Welstein also featured a highly interactive Q&A session after the speech. Members of the audience and the SBA were very pleased with his information and entertaining message.

**11. 03-29-07 (X)**

Harvey Welstein, Vice-President of Newsweb's Radio Company's nine stations, spoke to a class of about 25 students at Columbia College in Chicago. The course was taught by Paula Hambrick who in 1998 was voted the Radio Broadcast Club of Chicago Advertiser of Year. Mr. Welstein spoke for two hours about local radio and national sales techniques, ethics, rate cards, and ratings. Students in this course are preparing for work in radio sales, and they asked Mr. Welstein about employment opportunities in broadcasting, changes in the way in which ratings are measured, and technological advances in broadcasting including high-definition radio, Internet streaming, and satellite radio. The primary focus of Mr. Welstein's lecture centered on how one goes about getting his or her first job in radio advertising sales.

**12. 04-05-07 (IV)**

A dozen kids and about five adults from the West Humboldt Park Performance Arts Academy toured the Newsweb Radio Company studios on North Milwaukee Avenue in Chicago. Tom Hayes, Director of the WHPPAA, a local concert promoter, organized the field trip. Students from this Special After School Program were on Spring Break and they had collectively voted on touring a radio station prior to this event. Kids that toured the studio ranged in age from seven to twelve years old. All of them are interested in perhaps someday working in the radio industry. The adults worked with General Manager Mark Pinski, who provided information on employment and educational opportunities in the radio industry. Operation's Director Jorge Murillo allowed the students to record in one of our studios. Marketing Director Ingrid Waldmueller spoke with all of the kids about the various jobs in the radio industry.

**13. 04-12-07 (X)**

Mark Pinski, General Manager of Access Radio Chicago, on behalf of all nine Newsweb Radio stations, was one of seven keynote speakers at Northwestern University's "The Life After College Series". This particular event, attended by about 75 graduating seniors, was called, "How In the World Do You Get A Job In Marketing, Non-Profit Media, and Advertising?" The two hour program focused on the internships, interviewing process, networking, follow-up, preparation, first impressions, and so forth. A panel discussion was followed by a question and answer session and one-on-one meetings with graduating seniors from Northwestern's Evanston campus. Mr. Pinski spoke on a variety of employment issues concentrating primarily on how changes in radio and television technology impact the work force.

**14. 05-10-07 (I)**

Ingrid Waldmueller, Director of Marketing for WSBC, WCFJ, WNDZ, and WAIT, on behalf of all nine Newsweb radio stations, attended the Korean American Community Services Job Fair. The KACS, located at 4300 N. California Ave. in Chicago, was established in 1972 to address the issues that first generation Koreans were facing upon arrival in Chicago. Newsweb Radio Group was one of about fifteen other employers that participated in this job fair, which included other companies such as Home Depot, LaSalle Bank, and Kaplan College. Ingrid spoke with job seekers at great length, introducing them to our company and the radio industry as a whole. Ingrid discussed job opportunities, primarily in sales and production, and collected many resumes. Grace J.S. Yoon, the Director of Development of KACS, showed Ingrid around the community center and gave me insight into all of the different services that KACS provides to the Korean and general community.

**15. 05-07 (X)**

Joe McArdle, Production Director of Nine-FM, taught the Radio Station Imaging course at Columbia College in Chicago from February 2007-May 2007, on Tuesday evenings from 6pm-10pm. Fourteen advanced radio production students learned how to write, voice, and produce digitally. Mr. McArdle taught his class how to produce promos, commercials, liners, sweepers, Id's, and the like. Other projects included production of specialty programs and creative campaigns. He also spoke to his class about job opportunities in radio, shared his own work at 9-FM with students, and also explained how to present demo tapes for production positions in the radio industry.

**16. 07-26-07 (IV)**

Harvey Wells, V.P./G.M of Newsweb Radio Company's nine radio stations, spoke at the IBEW's Union Hall in Warrenville, IL, to a group of about 100 people on behalf of the Young Democrats of DuPage and Will County. The not-for-profit organization held a 90-minute panel discussion which focused on how young people can get more involved in politics. Mr. Wells, representing AM-850 WCPT, Chicago's Progressive Talk station, discussed his station's position in the market, the role of liberal media in today's environment, and talked at length about WCPT's internship program and sales opportunities within the company. Folks that attended this panel discussion were informed about ways in which they can be more active in the community, and how the media can be a factor in promoting this organizations' voice in the political arena.

**17. 07-31-07 (V)**

Newsweb Radio Company has established an internship program for college students whereby they receive credit and hands-on experience working for our radio group. In 2007 alone, a total of nine interns have enjoyed assisting Production Director Joe McArdle and Promotions Managers Russ Wilkes and Jenn Schwartz. 9-FM and WCPT has interns from the following schools: Southern Illinois, Missouri, Southern California, Illinois Center for Broadcasting, Eastern Illinois, and Columbia College in Chicago.

Most of our interns work throughout the summer, when they are home from school, and when promotional events are at a premium. Interns generally assist in production, helping edit commercials, liners, and programs. Our interns in the promotions department are assisting talent at live remotes, coordinating giveaways, registering listeners for contests, doing 'van hits', working on our 'street team', setting up appearances, and the like.

**18. 10-19-07 (X)**

From August 24 thru October 19, every Friday night, 9FM, which includes WRZA, WDEK, and WKIE aired high school football games throughout the Chicago land area. Every game, a student from each school was specifically selected to be a 9-FM High School On-Air Student Analyst. Students were trained in advance of the half-time interview by play-by-play announcer Mark Pinski, and commentator Joel Radwanski about the nuances of doing a "live" radio interview. Each half-time analyst was given five minutes of "air time" in which they discussed the first half, critiqued the game, discussed second half adjustments, and also spoke about their involvement in school and outside activities. In several cases, students were invited to visit our various studios to spend time with professionals working at our station(s). In all, 18 different kids participated in the 9-FM Student Analyst Program.

**19. 11-07-07 (IV)**

The Illinois Center for Broadcasting held its annual Job Fair in Lombard. Newsweb Radio Company was present by the presence of Mark Pinski, Jenn Schwartz, and Ingrid Waldmueller at the fair. Mr. Pinski is GM of WSBC, WCFJ, WNDZ, and WAIT, while Ms. Waldmueller is Marketing Director of the same four stations. Ms. Schwartz is Promotion's Director of WCPT and 9-FM. The Job Fair was for recent ICB graduates. About 50 students attended the Job Fair. Our stations disseminated job information for interns, board-operators, and the promotion's department. Over 30 resumes were collected for the aforementioned positions. In the past, Newsweb radio stations have hired interns and employees from ICB. In fact, Jenn is an ICB graduate herself.

**20. 11-07-07 (X)**

Prior to its annual Job Fair, the Illinois Center for Broadcasting held a panel discussion for recent graduates of their broadcasting school. Mark Pinski and Jenn Schwartz were among the six panelists on the dais. Mark, Jenn, and other panelists spoke about the broadcasting industry, including how to write a good resume, ways in which a good demo tape should look and sound, advice on how to break into the broadcasting industry, changes in the media business, and so forth. Mr. Pinski and Ms. Schwartz took questions from the recent graduates. Most of the students asked about where to look for the jobs and the best way to go about getting jobs.

**21. 01-14-08 (IV)**

Harvey Wells, Vice President & Group Station Manager of Newsweb Radio Company, spoke at the Chicago Southland Chamber's Regional Consensus Luncheon at the Holiday Inn Select Hotel & Convention Center in Tinley Park. Mr. Wells discussed broadcast employment issues for a large portion of his lecture. He also talked about changes in media technology as it applies to radio, TV, the internet, and print journalism. Many Chamber members asked about ways in which they could best market their companies. About 100 people were on hand as members of the Chamber that serves a population of about 2.5 million people in 85 communities. Some folks were interested in radio sales positions and jobs in radio promotions.

**22. 02-06-08 (IV)**

Harvey Wells, Vice President & Group Station Manager of all nine Newsweb Radio Company stations, spoke at the Women In Business breakfast at the Holiday Inn Select in Naperville, on behalf of the Naperville Chamber of Commerce. Mr. Wells spoke about the media opportunities in radio, television, and print journalism, with a focus on jobs for women. Many women asked questions about careers in radio, and what type of positions exists, which include management, sales, marketing, promotions, production, and the like. A portion of the discussion centered on advertising opportunities in radio as well. Many women asked about ways in which they could best market and promote their company, and they learned about ways in which they could advertise on the radio.

**23. 04-03-08 (I)**

Kevin Clarke, Promotion's Assistant, attended the Harold Washington College Job Fair from 9am-2pm on behalf of Newsweb Radio Company's nine stations. Mr. Clarke received over 30 resumes from students seeking various positions including board-operators, sales, promotions, and interns. Several hundred students attended the job fair, which was held at 30 East Lake Street in downtown Chicago. Kevin dispersed all resumes and applications to the various department heads for future openings.

**24. 04-08 (X)**

Joe McArdle, Operation's Manager of WCPT and Nine-FM, taught a course at Columbia College in downtown Chicago. The class, Writing for Radio, met once per week and ran for 15 weeks. In all, Mr. McArdle taught for 45 hours. He helped the students find internships with Newsweb Radio Company and discussed employment opportunities with our group, as well as stations in smaller markets.

**25. 04-09-08 (X)**

Mark Pinski, General Manager of Access Radio Chicago, and play-by-play announcer for Nine-FM, spoke to a group of about 100 graduating seniors at Northwestern University in Evanston. The seminar was part of NU's "Life After College Series" program called "How in the World do you get a Job in Marketing, Non-Profit, Media, PR, and Advertising." Mr. Pinski offered career advice about interviewing, breaking into radio, changes in the media, and networking.

**26. 06-10-08 (X)**

Mark Pinski, General Manager of four Newsweb radio stations, attended a board meeting in Lombard at the Illinois Center for Broadcasting. ICB's program trains students for careers in radio and TV. Mr. Pinski offered advice to ICB administrators about their curriculum, learning resources, training facilities, equipment, instructional materials, completion rate and placement rate for students, and careers in broadcasting.

**27. 06-11-08 (IV)**

Harvey Wells, Vice President/Group Station Manager of all nine Newsweb radio stations, was the featured speaker at the Greater O'Hare Association in Bensenville. Mr. Wells spoke to a group of 100 local business people about broadcast employment issues. He discussed economic issues within the media and various challenges facing the media in this new age, which includes satellite radio and the Internet. Mr. Wells also talked about employment opportunities in radio, including sales, promotions, on-air, and production positions.

**Initiative Totals:**

**5 Job Fairs (I) = 1 initiative**  
**7 Community Events (IV) = 1 initiative**  
**1 Internship Program (V) = 1 initiative**  
**1 Mentoring Program (IX) = 1 initiative**  
**13 Educational Events (X) = 3 initiatives**

**Total Initiatives: 7**