

**EEO REPORT AUGUST 1, 2006 THRU JULY 31, 2007  
NEWSWEB RADIO COMPANY**

<b>WNDZ-AM 750</b>	<b>Portage, Indiana</b>
<b>WAIT-AM 820</b>	<b>Willow Springs, Illinois</b>
<b>WCPT-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 comprised 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  
(See attached list for Referral Source Number)**

<b><u>Job Title</u></b>	<b><u>Date of Hire</u></b>	<b><u>Source of Hire - Referral Sources</u></b>	
A. Marketing Director	08/01/06	Chicago Reader	1-17, 47, 48
B. Sales Manager	08/01/06	RAB	1-17, 30, 34
C. Engineering Asst.	08/28/06	Referral	1-17, 27
D. Promotion's Manager	10/03/06	Word of Mouth	1-17, 26, 38
E. Sales Manager	10/16/06	Referral	1-17, 32, 34
F. Account Executive	11/27/06	Word of Mouth	1-25
G. Account Executive	02/12/07	WCPT Ad.	1-25, 50
H. Account Executive	03/12/07	WCPT Ad.	1-25, 50
I. Promotion's Manager	04/09/07	Word of Mouth	1-25, 26, 38
J. Account Executive	05/07/07	Careerbuilder.com	1-25, 51
K. Operation's Manager	05/14/07	Referral	1-25
L. Account Executive	05/21/07	Careerbuilder.com	1-25, 51
M. Account Executive	07/16/07	WCPT Ad.	1-25, 50
N. Account Executive	07/20/07	Referral	1-25, 50

**Total Number of Interviewees Per Job**

- A. 4
- B. 2
- C. 5
- D. 2
- E. 5
- F. 3
- G. 4
- H. 3
- I. 6
- J. 9
- K. 3
- L. 7
- M. 2
- N. 1

**TOTAL INTERVIEWED: 56**

**(ii) - EEO Recruitment Sources. See attached list. In all cases, these recruitment sources were notified for every full-time position sought. None of these organizations requested this information. In certain instances, ads were placed in the following publications and broadcast stations:**

- (26) Radio and Records
- (27) Society of Broadcast Engineers
- (30) Inside Radio
- (34) Radio Advertising Bureau
- (38) Craig's List
- (47) Chicago Reader
- (48) WSBC-AM 1240
- (50) WCPT-AM 850
- (51) Careerbuilder.com

**(iv) -Total Number of Interviewees referred by each source, for period August 2006-July 2007. This employment unit interviewed 56 people for full-time vacancies. These interviewees were referred by the following sources:**

- |                                  |    |
|----------------------------------|----|
| • Referral                       | 11 |
| • Word of Mouth                  | 10 |
| • (26) Radio and Records         | 1  |
| • (27) Society of Broadcast Eng. | 2  |
| • (30) Inside Radio              | 1  |
| • (34) Radio Ad. Bureau          | 1  |
| • (38) Craig's List              | 1  |
| • (47) Chicago Reader            | 1  |
| • (48) WSBC-AM                   | 1  |
| • (50) WCPT-AM                   | 11 |
| • (51) Careerbuilder.com         | 16 |

**TOTAL INTERVIEWED: 56**

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

**1. 09-13-06 (10)**

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 (1)**

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 (10)**

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 (4)**

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 (10)**

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 (10)**

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 (1)**

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 (9)**

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 (4)**

WCPT, WRZA, WKIE, and WDEK, representing all nine Newsweb Radio Group 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 (10)**

Harvey Welstein, Vice-President of Newsweb's Radio Group 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 (10)**

Harvey Welstein, Vice-President of Newsweb's Radio Group'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 (4)**

A dozen kids and about five adults from the West Humboldt Park Performance Arts Academy toured the Newsweb Radio Group 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 (10)**

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 (1)**

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 (10)**

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. 07-31-07 (5)**

Newsweb Radio 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.

**Initiative Totals:**

**3 Job Fairs (1)** = 0 initiative (*1 more job fair for 1 initiative point*)  
**3 Community Events (4)** = 0 initiative (*1 more community event for 1 initiative point*)  
**1 Internship Program (5)** = 1 initiative  
**1 Mentoring Program (9)** = 1 initiative  
**8 Educational Events (10)** = 2 initiative

**Total Initiatives: 4**