

# **ANNUAL EEO PUBLIC FILE REPORT**

**WMVP(AM)**

**August 1, 2014**

**(Period covered: 7/16/13 – 7/15/14)**

## **I. INTRODUCTION AND GENERAL POLICY**

This Annual EEO Public File Report covers the equal employment opportunity efforts of WMVP(AM) (“WMVP”) for the one-year period from July 16, 2013 through July 15, 2014. This report will be placed in WMVP’s public inspection file and posted on its website as of August 1, 2014.

Sports Radio Chicago, LLC, licensee of WMVP, has a longstanding commitment to a policy of equal employment and advancement opportunities for all employees and applicants for employment without regard to race, religion, color, gender, sexual orientation, national origin, age, marital status, covered veteran status, mental or physical disability, pregnancy, or any other basis prohibited by state or federal law. This commitment to fair employment practices applies to every aspect of the employment process to ensure that equal consideration is extended to all employees and applicants in recruitment, selection procedure, employee development, performance evaluation, promotions, transfers, benefits, and other aspects of employment.

It is WMVP’s policy to promote the realization of equal employment opportunity through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

## **II. RESPONSIBILITY**

Jim Pastor, Senior Vice President of ESPN Local, is the EEO officer responsible for the administration and implementation of WMVP’s equal employment opportunity program and the accuracy of the information about WMVP documented in this report.

## **III. JOB-SPECIFIC RECRUITMENT AND POSITIONS FILLED**

During the reporting period of 7/16/13 to 7/15/14, WMVP filled six (6) full-time job vacancies, all of which were widely publicized in accordance with the FCC’s EEO rules. The individual positions, and the recruiting methods utilized to fill the vacancies, were as follows:

1. **Account Executive:** This position was open on 9/4/13 and filled on 9/30/13. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to an ESPN Chicago list of almost sixty (60) local and national organizations, including universities and professional and minority organizations;
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association website; and
- 8) Posted the position on the Ability Links Job Portal.

Seven (7) people were interviewed for this position. The hired candidate was referred by the Illinois Broadcasters Association website. Referral sources of the other candidates interviewed were as follows: ESPN Careers website (3); Industry Referral (1); Employee Referral (2).

2. **Local Sales Manager:** This position was open on 9/4/13 and filled on 12/30/13. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to an ESPN Chicago list of almost sixty (60) local and national organizations, including universities and professional and minority organizations;
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;

- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association's website;
- 8) Posted the position on the Ability Links Job Portal; and
- 9) Distributed the job posting at the National Career Fairs Chicago Job Fair on 10/17/13.

Seven (7) people were interviewed for this position. The hired candidate was an internal candidate who was promoted. Referral sources of the other candidates interviewed were as follows: ESPN Careers website (1); Internal Candidate (1); Industry Referral (3); Employee Referral (1).

3. **Account Executive:** This position was open on 1/6/14 and filled on 3/9/14. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to an ESPN Chicago list of almost sixty (60) local and national organizations, including universities and professional and minority organizations;
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association's website; and
- 8) Posted the position on the Ability Links Job Portal.

Fourteen (14) people were interviewed for this position. The hired candidate was referred by the Disney Careers website. Referral sources of the other candidates interviewed were as follows: ESPN Careers website (4); Industry

Referral (6); Employee Referral (3).

4. **Account Executive:** This position was open on 1/10/14 and filled on 4/28/14. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to an ESPN Chicago list of almost sixty (60) local and national organizations, including universities and professional and minority organizations;
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association's website; and
- 8) Posted the position on the Ability Links Job Portal.

Twenty-two (22) people were interviewed for this position. The hired candidate was referred by the ESPN Careers website. Referral sources of the other candidates interviewed were as follows: ESPN Careers website (6); Industry Referral (9); Employee Referral (5); Disney Careers website (1).

5. **Account Executive:** This position was open on 3/3/14 and filled on 4/28/14. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to an ESPN Chicago list of almost sixty (60) local and national organizations, including universities and professional and minority organizations;
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all

Disney and ESPN employees;

- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association's website; and
- 8) Posted the position on the Ability Links Job Portal.

Twenty-two (22) people were interviewed for this position. The hired candidate was referred by a WMVP employee. Referral sources of the other candidates interviewed were as follows: ESPN Careers website (7); Industry Referral (9); Employee Referral (4); Disney Careers website (1).

6. **Producer/Board Operator:** This position was open on 3/21/14 and filled on 6/5/14. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to an ESPN Chicago list of almost sixty (60) local and national organizations, including universities and professional and minority organizations;
- 2) Posted the position on The Walt Disney Company Careers website, for external access;
- 3) Posted the position on the ESPN Careers website, for external access;
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees;
- 5) Posted the position on the All Access website;
- 6) Posted the position on the Illinois Broadcasters Association website;
- 7) Posted the position on the National Alliance of State Broadcasters Association's website; and
- 8) Posted the position on the Ability Links Job Portal.

Seven (7) people were interviewed for this position. The hired candidate was an internal candidate. Referral sources of the other candidates interviewed were as follows: ESPN Careers website (3); Internal Candidate (3).

#### IV. LONG-TERM RECRUITMENT INITIATIVES

WMVP is committed to performing at least four of the long-term EEO recruitment initiatives set forth in the FCC's EEO rules within a two-year period. During the one-year period from July 16, 2013 through July 15, 2014, WMVP participated in the following long-term recruitment initiatives:

1. **Participation in Job Fairs** – WMVP participates in various job fairs throughout the year by staffing a table at the event with company personnel responsible for hiring decisions, distributing information about careers in radio, encouraging attendees to go to school and participate in internships, answering questions about the different departments at the radio stations, collecting résumés for distribution to appropriate station hiring managers, soliciting applications, and informing attendees of current job postings at the stations.

During this reporting period, WMVP attended the following job fairs:

Name of Job Fair	Date of Job Fair	Station Personnel Who Attended *	Title
National Career Fairs, Chicago Job Fair	10/17/13	Greg Sunkel*	Senior Director, National Sales, ESPN Radio
		Randy Merkin *	Assistant Program Director, WMVP-AM
		Anabel Roda	Executive Assistant, WMVP-AM
AbilityLinks Virtual Job Fair	3/25/14 to 3/27/14	This job fair is held online.	WMVP-AM, posted the Producer/Board Operator position on this virtual job fair. Candidates applying for the position or seeking more general career advice are referred to Adam Delevitt, Program Director and hiring manager for the open position.
Columbia College Virtual Job Fair	6/11/14 to 6/15/14	This job fair is held online.	WMVP-AM posted the Part-Time Board Operator/Producer position on this virtual job fair. Candidates applying for the position or seeking more general career advice are referred to Adam Delevitt, Program Director and hiring manager for the open position.

\* These individuals have hiring responsibilities for full-time and/or part-time employees at WMVP-AM.

2. **Sponsorship of Job Fair** – WMVP was a media sponsor of the National Career Fairs' Chicago Job Fair on October 17, 2013. In addition to attending the event, WMVP also helped promote the event by running on-air announcements twice every day for two weeks prior to the event. WMVP also posted the job fair information on its website to help inform the public of the event.
  
3. **Internship Program** – WMVP offered college and university undergraduates the opportunity to learn the day-to-day process and workings of a radio station for school credit. The station recruited interns through a notice on its website as well as outreach by the station to various area schools. The internship typically lasted approximately 10 weeks, depending on the schools' requirements and students' availability. Participants worked an average of 15 hours per week. Interns were assigned to a department, based on their career interests, but they are also exposed to other departments within the station, allowing them to see the different opportunities available to them in the radio industry. WMVP's Internship Program ended in the Fall of 2013.

WMVP had twenty (20) interns during the reporting period of 7/16/13 to 7/15/14.

Over the years, many of the WMVP interns have gone on to secure full-time and part-time positions within the company and/or other radio stations. For example, one former WMVP intern is an on-air host of WMVP's midday show. Other former WMVP interns have been able to secure full or part-time positions as Board Operator, Distribution Assistant, Producer, Production Director, Research Consultant, Writer/Editor, and Operations Manager.

4. **Educational Outreach (Career Days/School Visits/Seminars)** – During the reporting period, WMVP personnel represented the station at various schools within the Chicagoland area and spoke to the students about pursuing career opportunities in broadcast radio generally and at WMVP in particular. In each case, the representative discussed the different departments within the radio station and what kind of education and experience are necessary to break into the business and be successful. At times, WMVP employees also arranged for groups of students to visit the stations so they could see first-hand how a radio station runs. Afterwards, the students met with various personnel who spoke about their particular departments, as well as the many different career paths available in radio broadcasting.

The sixteen (16) educational career events/programs, in which WMVP employees participated this year, are listed below.

<b>WMVP Representative &amp; Title</b>	<b>Date Visited</b>	<b>Name of School/Organization</b>	<b>City and State</b>	<b>Type</b>
John Cravens, Vice President, Local Revenue	7/24/13	Kennedy King College	Chicago, IL	Student tour of ESPN Chicago radio station through Kennedy King College and their Anti-Violence Media Program. WMVP's Vice President of Local Revenue gave these students from the 007th District a chance to see the workings of a radio station, from programming to promotions to sales. He discussed the opportunities for jobs in the radio industry and how he became to be the Vice President of Local Revenue for WMVP and its sister stations in New York and Los Angeles.
Marc Silverman, On Air Host	9/28/13	Southern Illinois University	Carbondale, IL	Guest speaker at the radio and television classes at the university. He discussed his journey from the university, where he went to school, to where he is now – an On Air Host at ESPN Chicago, a Major Market radio station. He told the students what he had to do to break into the industry and gave them advice on how to do the same.
Ray Flores, Reporter	9/28/13	Columbia College	Chicago, IL	Panelist at the Midwest Regional High School and College Radio/Webcast Conference where he gave advice on how to succeed as a sports reporter and gave tips to the students on how to take their reporting to the next level.

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Adam Abdalla, Producer  Nick Friedell, Bulls Reporter  Jonathan Hood, On Air Host  Chris Bleck, Producer	10/9/13	Illinois Center for Broadcasting, Chicago Campus	Chicago, IL	Sports seminar that was moderated by an ESPN Chicago employee with three (3) other ESPN Chicago employees as panelists. They shared their advice on what the students need to do to secure a job as an on air talent and tips on how to make a radio show interesting to the listeners.
Ray Flores, Reporter	10/17/13	Columbia College	Chicago, IL	Guest speaker at the school's Introduction to Radio class. He discussed his career and what he had to do to get where he is today. He gave advice on what one must do to become a successful sports reporter and then later, he fielded questions from the students.
Ray Flores, Reporter	10/22/13	Illinois Center for Broadcasting, Chicago Campus	Chicago, IL	Guest speaker at the school's sports seminar. He advised the students on how to prepare for a career in sports radio broadcasting and what it takes to be a successful Reporter/On Air Host in a highly competitive industry.
Jon Greenberg, Columnist	2/7/14	Ohio University	Athens, OH	Panelist at the EW Scripps School of Journalism's Workshop. He offered advice to the students on how to become a good sports reporter. He stressed the importance of getting a well-rounded education, i.e. taking classes in a foreign language, economics, etc., as this will only add to one's value as a reporter.

<b>WMVP Representative &amp; Title</b>	<b>Date Visited</b>	<b>Name of School/Organization</b>	<b>City and State</b>	<b>Type</b>
<p>Jim Pastor, Senior Vice President, ESPN Local</p> <p>Dave Scharf, Local Sales Manager</p> <p>Elena Angelos, Marketing Director</p> <p>Joe McArdle, Production Director</p> <p>Randy Merkin, Assistant Program Director</p>	2/28/14	University of Wisconsin/La Crosse	La Crosse, WI	Student tour and Q&A sessions with the directors of the different departments at ESPN Chicago. Each director gave the students some insight into his/her role at the station and what kind of education and qualifications are necessary to do that particular job and be successful at it. The students were able to get an overview of the different type of careers that one can have in the radio industry.
Ray Flores, Reporter	3/13/14	Columbia College	Chicago, IL	Guest speaker at the school's Introduction to Radio class. He discussed his career and what he had to do to get where he is today. He gave advice on what one must do to become a successful sports reporter and then later, he fielded questions from the students.
Melissa Isaacson, Columnist	4/10/14	DePaul University	Chicago, IL	Moderator of the Women in Sports Journalism Panel. This event gave aspiring female reporters an opportunity to learn from veteran female sports journalists who were able to break into the world of sports media. The panelists addressed locker room access issues, industry trends, and shared their experiences of how the treatment of female reporters has changed over the years.

<b>WMVP Representative &amp; Title</b>	<b>Date Visited</b>	<b>Name of School/Organization</b>	<b>City and State</b>	<b>Type</b>
Elena Angelos, Marketing Director	4/16/14	Loyola University Chicago	Chicago, IL	Student tour of ESPN Chicago radio station. The students in the university's marketing class were given a tour of the studios by WMVP's Marketing Director who then spoke to them about careers in marketing/promotions within the radio industry. She also showed a presentation that illustrated the importance of her role and the Promotion Department's role at the radio station. Afterwards, the students had a brief Q&A session with ESPN Chicago's Midday Hosts and their producer.
Ray Flores, Reporter  George Cotsirilos, Producer	4/23/14	Columbia College	Chicago, IL	Industry Night where graduating students can meet with professionals within the broadcast industry. WMVP's Reporter and Producer met with the students and gave them advice on how to pursue a career in sports broadcasting and what one must do to get their foot in the door of a highly competitive industry.
Jesse Rogers, Reporter	4/25/14	Northbrook Junior High	Northbrook, IL	Guest speaker at school's Career Day. He spoke to the students about his role as a reporter at ESPN Chicago and what a typical day is like for him. He answered questions that the student's had and offered advice on what to do if any of them were interested in pursuing a career in radio or in broadcasting, in general.

<b>WMVP Representative &amp; Title</b>	<b>Date Visited</b>	<b>Name of School/Organization</b>	<b>City and State</b>	<b>Type</b>
Ray Flores, Reporter	4/26/14	Illinois Center for Broadcasting, Lombard Campus	Lombard, IL	Guest speaker at the school's Career Day and Open House. He spoke to the students about his career as a reporter in sports broadcasting and how important a good education and internship opportunities can be to pursuing a career in broadcasting because they will help build the foundation of what the students will require to stand out in a highly competitive job market.
Tim Weaver, Account Executive	5/19/14	DePaul University	Chicago, IL	Guest speaker at the sports management class, where he spoke to the students and fielded questions about the sales side of the sports broadcasting industry and what is required to become a successful seller.
Sarah Spain, Sports Center Anchor	7/8/14	Illinois Center for Broadcasting, Lombard Campus	Lombard, IL	Guest speaker at one of the school's special events. She shared her insights into the sports broadcasting industry, and as a woman, she offered advice to the female students in the class on how to forge their career through what has historically been a male-dominated field.

5. **Mentoring Program** – ESPN launched their new mentoring program called Open Access in November 2013, which provides employees, at all levels of the company, access to mentors who will share specific knowledge and experiences and act as resources and liaisons to opportunities that can help mentees meet their development goals.

6. **Corporate Connector Program** – WMVP Account Executive, Tim Weaver, continues to represent the station in DePaul University's Corporate Connector Program, which allows students and alumni to connect with professional alumni in industries that are of interest to them. Students and alumni who would like to pursue a career in radio broadcasting or broadcasting, in general, can contact Tim for advice, guidance, or insight into the industry. During the reporting period, one (1) person who was interested in a career in broadcasting contacted Tim.
7. **Training Program** – ESPN offers staff a schedule of open enrollment LEARN classes that are tools for career development, enabling employees to acquire skills to help them perform their roles or to qualify for higher-level positions.

## V. **OUTREACH TO COMMUNITY ORGANIZATIONS AND SELF-ASSESSMENT**

In compliance with the FCC's EEO rules and as part of a continuing long-term effort to expand and enhance its recruitment sources, WMVP has made the following efforts to inform qualifying groups how they can be placed on the stations' mailing lists to learn of future vacancies:

1. **Internet** – WMVP's website has, throughout the reporting year, included an invitation for organizations wishing to be informed of job openings to be placed on the station's job vacancy mailing list. The website includes a form letter that interested organizations can print, complete, and mail, e-mail, or fax back to WMVP to accomplish this. No organizations contacted WMVP during the reporting period as a result of this website form letter.
2. **On-Air Announcements** – During the reporting period, WMVP aired multiple announcements per week stating that the station is an equal opportunity employer and that any organization wishing to be placed on the mailing list to learn of future job vacancies can contact the station. No organizations contacted WMVP during the reporting period as a result of these on-air announcements.
3. **Individual Outreach** – During this reporting period, WMVP reached out personally to almost sixty (60) organizations, including minority and women organizations, via phone, e-mail, and fax, informing them that they could remain on or be added to the company's mailing lists for job vacancies. Fifty-four (54) organizations responded positively to our outreach and two (2) new organizations were added to the list.

WMVP continually reviews its recruitment methods to ensure that it is receiving qualified applicants from a wide array of sources. WMVP will also continue to strive to update, refine, and expand its mailing lists through further efforts like these in the months and years ahead and to use the improved mailing lists for virtually all full-time job openings.