

ANNUAL EEO PUBLIC FILE REPORT

WMVP(AM)

August 1, 2015

(Period covered: 7/16/14 – 7/15/15)

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, 2014 through July 15, 2015. This report will be placed in WMVP’s public inspection file and posted on its website as of August 1, 2015.

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

John Cravens, Vice President and General Manager of WMVP(AM), 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 7/16/14 to 7/15/15, WMVP filled three (3) 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 7/17/14 and filled on 1/5/15. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to a WMVP list of almost sixty (60) local and national organizations, including universities and professional and minority organizations (See Attachment A);
- 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;
- 8) Posted the position on the AbilityLinks Job Portal;
- 9) Distributed the job posting at the National Careers Fairs Chicago Career Fair on 7/29/14;
- 10) Posted the position online on the AbilityLinks Virtual Job Fair from 10/8/14 to 10/9/14; and
- 11) Distributed the job posting at the Illinois Broadcasters Association Career Fair on 10/10/14.

Twelve (12) people were interviewed for this position. The hired candidate was referred by an Industry Referral. Referral sources of the other candidates interviewed were as follows: WMVP Employee Referral (5); Disney Careers Website (2); Industry Referral (2); Internal Disney Employee HUB (1); National Career Fairs Chicago Career Fair (1).

2. **Account Executive:** This position was open on 7/17/14 and filled on 1/12/15. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to a WMVP list of almost sixty (60) local

and national organizations, including universities and professional and minority organizations (See Attachment A);

- 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 AbilityLinks Job Portal;
- 9) Distributed the job posting at the National Careers Fairs Chicago Career Fair on 7/29/14;
- 10) Posted the position online on the AbilityLinks Virtual Job Fair from 10/8/14 to 10/9/14; and
- 11) Distributed the job posting at the Illinois Broadcasters Association Career Fair on 10/10/14.

Twelve (12) 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: WMVP Employee Referral (4); Industry Referral (3); Disney Careers Website (2); Internal Disney Employee HUB (1); National Career Fairs Chicago Career Fair (1).

3. **Account Executive:** This position was open on 1/9/15 and filled on 5/11/15. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to a WMVP list of almost sixty (60) local and national organizations, including universities and professional and minority organizations (See Attachment A);
- 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 AbilityLinks Job Portal.

Thirteen (13) people were interviewed for this position. The hired candidate was referred by an Industry Referral. Referral sources of the other candidates interviewed were as follows: WMVP Employee Referral (5); Disney Careers Website (3); Industry Referral (3); National Career Fairs Chicago Career Fair (1).

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, 2014 through July 15, 2015, 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, answering questions about the different departments at the radio station, encouraging attendees to go to school and participate in internships, collecting résumés for distribution to appropriate station hiring managers, soliciting applications, and informing attendees of current job postings at the radio station.

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	7/29/14	Mike Fowler*	Senior Director of Sales, WMVP(AM)
		John Hurni *	Chief Engineer, WMVP(AM)
		Anabel Roda	Executive Assistant, WMVP(AM)
AbilityLinks Virtual Job Fair	10/8/14 to 10/9/14	This job fair is held online.	WMVP(AM), posted the Account Executive position on this virtual job fair. Candidates applying for the position or seeking more general career advice were referred to Mike Fowler, Senior Director of Sales and hiring manager for the open position.
Illinois Broadcasters Association Career Fair	10/10/14	Elena Angelos *	Marketing Director, WMVP(AM)
		Anabel Roda	Executive Assistant, WMVP(AM)
Chicago White Sox Career Fair	5/22/15	David Scharf *	Local Sales Manager, WMVP(AM)
		Anabel Roda	Executive Assistant, WMVP(AM)

* 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 7/29/14. In addition to attending the event, WMVP also helped promote the event by running on-air announcements every day for ten (10) days prior to the event. WMVP also posted the job fair information on its Facebook event page to help inform the public of the event.

For the Chicago White Sox Career Fair on 5/22/15, WMVP ran on-air announcements beginning nine (9) days prior to the event in order to help promote awareness of the event. In addition to attending the event, the station also posted information about the career fair on its Facebook and Twitter pages in order to help spread the word to the public.

3. **Educational Outreach (Career Days/Seminars/School Visits)** – During the reporting period, WMVP personnel represented the station at various schools and events within the Chicagoland area and spoke to the students/audience about pursuing career opportunities in broadcast radio generally and at WMVP in particular. 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 twenty (20) educational career events/programs, in which WMVP employees participated this year, are listed below.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
Adam Abdalla, Producer	7/23/14	Illinois Center for Broadcasting	Lombard, IL	Guest speaker at the school's Sports Production Seminar. He discussed his role of producer at ESPN Chicago, which includes booking guests, hosting shows, producing segments, etc. He also shared his insight into how to get a job as a producer in a competitive industry and what it takes to be a successful one.
Adam Delevitt, Program Director	7/29/14	Bradley University	Peoria, IL	Gave a station tour to the school's Radio/TV students. He showed them the different departments within the radio station and discussed his role as Program Director at ESPN Chicago and what his typical day is like. He also talked about careers in sports broadcasting and offered his advice on how to break into the very competitive business.

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Jonathan Hood, On Air Host	8/16/14	Chicago Police Department, Area 2 Police, 111th Street	Chicago, IL	Guest speaker. He spoke to incarcerated/troubled youth about his role at ESPN Chicago and how they still have a bright future ahead of them if they choose to. He also talked to the youth about a career in the broadcasting business and what they should do if they want to pursue this career path.
Jonathan Hood, On Air Host	12/14/14	Illinois Center for Broadcasting	Lombard, IL	Guest speaker at the school's Introduction to Radio class. He discussed his career and what he had to do to get to where he is today. He gave advice on how to become a successful sports host, and then later, he fielded questions from the students.
Nick Friedell, Writer/Chicago Bulls Reporter	1/13/15	Northwestern University	Evanston, IL	Guest speaker at the Graduate School's Journalism Class. He discussed the different careers in sports broadcasting, how to get your foot in the door, as well as his role as reporter and writer for ESPN Chicago. He also answered questions from the students and gave them advice.
Nick Friedell, Writer/Chicago Bulls Reporter	1/20/15	DePaul University	Chicago, IL	Guest speaker at a Journalism Class. He discussed the different careers in sports broadcasting, how to get your foot in the door, as well as his role as reporter and writer for ESPN Chicago. He also answered questions from the students and gave them advice.

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Sarah Spain, Sports Center Anchor/Columnist	2/17/15	Northwestern University, Medill School of Journalism	Evanston, IL	Speaker at the Beyond the Box Score: The Female Voice in Sports Media post-panel discussion. She offered additional insight to the subjects talked about during the event, including offering her advice on how to break into the industry, as well as the importance and power of social media and how she has used it to connect with individuals, understand her audience, and craft her identity.
Roman Modrowski, Senior Editor, ESPN.com (NFL group)	2/23/15	Loyola University Chicago	Chicago, IL	Guest speaker at the Sports Media Class. As ESPN.com Senior Editor with the NFL group, he discussed the changing landscape of sports journalism as it evolves from newspapers to digital. He also explained his role within ESPN and offered advice on how to pursue a career in Digital Sports Media.
Marc Silverman, On Air Host	3/14/15	Niles North High School	Niles, IL	Guest speaker. He spoke to two (2) groups of students interested in sports writing. He also discussed careers in sports broadcasting, suggested colleges for this particular career path, how to break into the highly competitive industry, and explained his role as a show host at ESPN Chicago.

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Jim Pastor, Senior Vice President, ESPN Local	3/19/15	Glenbrook South High School	Glenview, IL	Guest speaker at the high school's Career Day. He spoke to the students about his role and responsibilities at ESPN Local and discussed the different careers at WMVP-AM, as well as the career opportunities at ESPN's Headquarters in Bristol, CT. He also offered his advice on what students should do if they are interested in pursuing a career in sports broadcasting.
Jonathan Hood, On Air Host	4/9/15	Homewood Flossmoor High School	Homewood, IL	Guest speaker at the school's Radio and TV Broadcasting Class. He advised the students on how to prepare for a career in sports radio broadcasting and what it takes to be a successful On Air Host in a highly competitive industry. He also explained his role at ESPN Chicago and fielded questions from the students regarding careers in broadcasting.
Melissa Isaacson, Columnist	4/10/15	University of Wisconsin-Madison	Madison, WI	Panelist at the Center for Journalism Ethics Seventh Annual Conference. She discussed the fine line between criticizing athletes and attacking them personally, which negatively impacts sports journalism. She advised students how to become successful as a sports journalist with that in mind.

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Melissa Isaacson, Columnist	4/17/15	Highland Park High School, Focus on the Arts	Highland Park, IL	Guest speaker at the program. She discussed current sports topics and issues, as well and her long career as a sports journalist. She talked about jobs in broadcasting and gave advice to those students interested in pursuing a career in sports media.
Elena Angelos, Marketing Director	4/22/15	Loyola University Chicago	Chicago, IL	Spoke to university's marketing class about her role as Marketing Director at ESPN Chicago. She explained to the students what her typical day is like and how her role interacts with the other departments at the radio station. She also answered questions from the students on how to land a marketing job in broadcasting and what one needs to do be successful at it.
Melissa Isaacson, Columnist	4/23/15	Exclusive Professional Women's Networking Group, "EPWNG in Bloom, Dedicated to the Growth of Women", Ivy Room	Chicago, IL	Keynote speaker at the event. She shared her insights as a female sportswriter working in a male-driven industry. She also gave advice to those women who are interested in a career in sports media and what they need to do in order to break into the highly competitive industry.

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Sarah Spain, Sports Center Anchor/Columnist Jon Greenberg, Writer	4/29/15	Blogs with Balls Conference, First Ward Events	Chicago, IL	Moderator and Panelist for “The State of Chicago Sports (and Media)” discussion. They talked about their roles at ESPN and shared how they approach their responsibilities in this digital age. They also provided insight and strategy to those interested in sports media.
Ray Flores, Reporter	5/13/15	Foundations of East Chicago Scholarship Reception, Ivy Tech Community College	East Chicago, IN	Guest speaker at the non-profit organization’s scholarship award reception. He spoke to the audience about his career at ESPN Chicago and what broadcasting has done for him. His motivational speech to the high school seniors focused on the importance of getting a quality education and what that can do for them as they pursue their own careers.
Adam Abdalla, Producer	5/16/15	Illinois Center for Broadcasting	Lombard, IL	Guest speaker at the school’s Sports Production Seminar. He discussed his role of producer at ESPN Chicago, which includes booking guests, hosting shows, producing segments, etc. He also shared his insight into how to get a job as a producer in a competitive industry and what it takes to be a successful one.

WMVP Representative & Title	Date Visited	Name of School/Organization	City and State	Type
Sarah Spain, Sports Center Anchor/Columnist	5/18/15	Northwestern University, Medill School of Journalism	Evanston, IL	Guest speaker at the Sports and Society Class. She delved into the myriad of issues that journalists must understand in order to cover sports. She also shared her own experiences as a reporter and writer and gave advice to the students to help them pursue a career in writing and sports broadcasting.
Ray Flores, Reporter	5/19/15	East Chicago Central High School All Sports Athletic Awards Banquet, Allied Post 369	East Chicago, IN	Keynote speaker at the event. He discussed his role as a sports reporter at ESPN Chicago and briefly described the other different type of jobs at ESPN. He spoke about how one's love of sports can transition into a long-term career in sports and how getting a good solid education is the first step in achieving that.

4. **Mentoring Program** – ESPN continues to offer their mentoring program called Open Access, 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.

5. **Corporate Connector Program** – WMVP Account Executive, Tim Weaver, represented 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, two (2) people who were interested in a career in broadcasting contacted Tim.

6. **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. On 4/2/15, ten (10) WMVP employees attended the *Dynamics of Innovation* class. On 4/3/15, four (4) WMVP employees attended the *Navigating Through Conflict* class.

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 station's mailing list 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 then 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. One (1) organization contacted WMVP during the reporting period as a result of these on-air announcements and was added to the mailing list for job opportunities.
3. **Individual Outreach** – During this reporting period, WMVP reached out personally to almost sixty (60) organizations, including universities and professional and minority organizations (See Attachment A), 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-one (51) 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.