

# **ANNUAL EEO PUBLIC FILE REPORT**

**WMVP(AM)**

**August 1, 2018**

**(Period covered: 7/16/17 – 7/15/18)**

## **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, 2017 through July 15, 2018. This report will be placed in WMVP’s public inspection file and posted on its website as of August 1, 2018.

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, 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 7/16/17 to 7/15/18, WMVP filled one (1) full-time job vacancy, which was widely publicized in accordance with the FCC’s EEO rules. The individual position and the recruiting methods utilized to fill the vacancy were as follows:

1. **Account Executive:** This position was open on 6/12/17 and filled on 10/30/17. 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.

Five (5) 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: Industry Referral (2), Disney Careers website (1) and Disney Careers website and Industry Referral (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, 2017 through July 15, 2018, 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
Chicago Wolves Career Fair	12/6/17	Matt Friscia *	Local Sales Manager, WMVP(AM)
		Greg Morin	Senior Account Executive, WMVP(AM)
Northwestern Sports & Entertainment Career Fair	1/2/18	Dave Scharf *	General Sales Manager, WMVP(AM)
		Brian Waterkotte	Account Executive, WMVP(AM)

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

- 2. 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-two (22) educational career events, in which ESPN employees participated this year on behalf of WMVP, 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>
Jim Pastor, VP and General Manager	9/5/17	Loyola University Chicago	Chicago, IL	Guest speaker at the university's Sport Media Class. He talked about his 25 years of experience in Radio, how the business has evolved, and where it is headed. He also talked about the different careers in broadcasting and offered advice on how to get a job in this very competitive field and what one needs to do to be successful at it.
Jonathan Hood, On-Air Talent	9/28/17 10/24/17 11/14/17 12/12/17 1/16/18 4/10/18 5/16/18 6/20/18	Illinois Media School, Lombard Campus	Lombard, IL	Guest speaker at the school's Air Check/ Broadcasting Sessions. He critiqued the students' air checks, offering advice on how to improve and make them stand out from the crowd. He also talked about what to do with these air checks so that they get into the right hands. Afterwards, there was a Q&A session about broadcasting and the steps one should take to secure a job in this business.
Adam Abdalla, Producer  Chris Bleck, Producer	10/14/17	Columbia College Chicago	Chicago, IL	Panelists at the Midwest Regional High School and College Media Conference. They discussed and answered questions about their responsibilities as producers at a major market sports talk station, the different types of jobs at the radio station, and the importance of internships if one chooses this career path.

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Elena Angelos, Marketing Director  Adam Delevitt, Program Director  Dave Scharf, General Sales Manager	11/15/17	Northwestern University	Evanston, IL	Students from the Kellogg School of Management at Northwestern University visited the radio station where the Marketing Director gave a presentation about the creative campaigns, events and partnerships that WMVP-AM is involved in. She and other Department Heads then spent time talking with the students about their responsibilities at the station and the different types of jobs within their respective departments.
Carol Voronyak, Director of Talent Recruitment and Negotiations	11/29/17	University of IL (Urbana-Champaign)	Champaign, IL	Guest speaker (via Skype) at the university's Sports Journalism Class. She detailed her journey from when she first started in broadcasting to her job now, offering advice on how to break into the industry, and sharing what talent evaluators look for when they recruit broadcasters.
Tom Waddle, On-Air Talent  Marc Silverman, On-Air Talent	2/7/18	Stevenson High School	Lincolnshire, IL	Guest speakers at one of the school's media presentations during their Odyssey festival. They spoke to the students about their responsibilities as on-air radio hosts, how they prepare for their shows, how competitive the business is, and what it takes to become a successful sports broadcaster in such a competitive industry.

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Marc Silverman, On-Air Talent	3/23/18	Niles High School	Niles, IL	Guest speaker at the school's Writer's Week event. He discussed the power and importance of writing and how it has helped him get to where he is today. He also talked about his job as an on-air talent and how important it is to get a good solid education if one desires to pursue a career in Radio or broadcasting.
Matt Friscia, Local Sales Manager  Dave Scharf, General Sales Manager	3/27/18 4/30/18	University of Illinois at Chicago	Chicago, IL	Participants in a sales management field study project for a class at the university. Both sales managers did lengthy phone interviews with the students for this project. They talked about selling strategies, the importance of servicing the customer, training programs, what makes a good salesperson, and the career opportunities in Radio sales and broadcasting.
Jesse Rogers, Reporter/On-Air Talent	4/27/18	Northbrook Junior High School	Northbrook, IL	Guest speaker at the school's Lyft/Career Day. He talked about his job as a sports reporter on radio and TV and shared how he was able to get his foot in the door of a very competitive industry. He also discussed the various career opportunities in broadcasting.

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Randy Merkin, Assistant Program Director	5/7/18	Walden Elementary School	Deerfield, IL	Guest speaker. He talked about his job as Assistant Program Director at WMVP-AM and all the other jobs within the programming department that are instrumental in creating the on-air product. He answered questions about sports talk shows and encouraged the students to be open to a career in broadcasting.
Adam Delevitt, Program Director	5/16/18	Bradley University	Peoria, IL	Hosted a communications class from the university. He talked about the media industry and its ever changing landscape. He detailed his responsibilities of overseeing the programming department at the radio station and his journey to becoming Program Director. He discussed what he looks for when searching for the next big sports talent. He also stressed the importance of education and offered advice to those wanting to break into the highly competitive business.
Nick Friedell, Reporter/On-Air Talent	5/24/18	DePaul University	Chicago, IL	Guest speaker at the university's sports blogging class. He discussed the sports media business, shared his experiences as a sports reporter and on-air host at the radio station, and offered advice on how to separate oneself from the pack when pursuing a career in broadcasting.

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Nick Friedell, Reporter/On-Air Talent  Randy Merkin, Assistant Program Director	5/25/18	Walden Elementary School	Deerfield, IL	Guest speakers at the school. They discussed their roles at the radio station, the core principles of the business, the different jobs at the radio station and ESPN, and then afterwards, they answered questions about the Radio industry, in general.
Roman Modrowski, Senior Editor, ESPN.com	6/14/18	Sacred Heart School	Chicago, IL	Students from the school came to take a tour of the station so they could learn about what happens at a radio station and can learn about the various career choices in broadcasting.

3. **Mentoring Program** – ESPN continues to offer their mentoring program called *Mentoring Mondays*, 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. In addition, ESPN continues to offer their *Mentoring on Demand*, which allows employees to go into D Learn in the Disney HUB to add a profile and select their interests and career objectives. The system will then match those interests to those who are looking for a mentor or mentee.

4. **Training Program** – ESPN offers staff a schedule of open enrollment D Learn classes that are available on the Disney HUB and which are tools for career development, enabling employees to acquire skills to help them perform their roles or to qualify for higher-level positions.



5. **EEO/Preventing Discrimination Training** – All WMVP-AM managers, during this reporting period, participated in a two-hour online training course titled, “TWDC Compliance – Preventing Harassment – 2 Hour Supervisor Enterprise” which is designed to ensure compliance and to help organizations establish a powerful affirmative defense to workplace harassment. The training covered critical learning points on sexual harassment prevention and addressed all of the federally protected categories under Title VII.
6. **Virtual Volunteer Program** – ESPN partners with a virtual volunteer program called Career Village whose open access platform gives students from across the country the opportunity to post career or college related questions online, and then ESPN employees can answer those career questions at their own convenience, based on their own experience and expertise.

## 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 or e-mail, 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 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 approximately sixty (60) organizations, including universities and professional, minority and women’s 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-four (54) organizations

responded positively to our outreach, including four (4) new organizations. One (1) organization was referred by an organization currently on our mailing list for job opportunities and has been added to the list, along with the other new organizations.

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.

# ATTACHMENT A

## WMVP(AM)'S JOB VACANCY MAILING LIST

Time period: 7/16/17– 7/15/18

New Listing

<b>Organization</b>	<b>Street Address</b>	<b>City</b>	<b>ST</b>	<b>Zip</b>	<b>Phone/ Email/Contact</b>
Anixter Center	2001 N. Clybourne, Suite 302	Chicago	IL	60614	773-973-7900
Arab-American Action Network	3148 W. 63rd Street	Chicago	IL	60629	773-436-6060
Asian Americans Advancing Justice (formerly Asian American Institute)	4753 N. Broadway, Suite 904	Chicago	IL	60640	773-271-0899
Bradley University	1501 W. Bradley Avenue	Peoria	IL	61625	309- 677-2510
Broadcasters and Sportscasters Mentoring Group	9505 Yawl Court	Burke	VA	22015	818- 879-0858 888-307-2346
California Polytechnic State University	1 Grand Avenue	San Luis Obispo	CA	93407	805-756-1111
Centers for New Horizons	226 E. 43rd Street	Chicago	IL	60653	773-538-2388 773-451-1352
California Indian Manpower Consortium/American Indian Center	1630 W. Wilson	Chicago	IL	60640	773-271-2413 or 800-463-5747
Cambodian Association of Illinois	2831 W. Lawrence	Chicago	IL	60640	773-878-7090
Capital Area Career Center / WQNA Radio	2201 Toronto Rd.	Springfield	IL	62712	217-529-5431 x164
Chicago State University	9501 S. King Drive, CRSU 180	Chicago	IL	60628	773-995-2327
Chicago Urban League, Michigan Avenue Location	4510 S. Michigan Avenue - Workforce Deelopment (WFD)	Chicago	IL	60653	773-285-5800 773-624-8828
Chinese American Service League	2141 S. Tan Court	Chicago	IL	60616	312-791-0418
Columbia College Chicago	623 S. Wabash Avenue, Room 307	Chicago	IL	60605	312-369-8158 or 312-369-7280
Columbia University Graduate School of Journalism	2950 Broadway, 2M07 Journalism Building	New York	NY	10027	212-854-4422
Connecticut School of Broadcasting (CSB)	130 Birdseye Road	Farmington	CT	06032	860-677-7577
DePaul University	1 E. Jackson, Suite 9700	Chicago	IL	60601	312-362-5201

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Dominican University	7900 Division Street	River Forest	IL	60301	708-524-6786
Eastern Illinois University	600 Lincoln Avenue	Charleston	IL	61920	217-581-2412
Emma L. Bowen Foundation of Minority Interests in Media (FMIM)	New York Office, 1221 Avenue of the Americas	New York	NY	10112	www.emmabowen foundation.com/ contact_us
Fox College - Tinley Park & Midway Campus	18020 S. Oak Park Avenue / 6640 S. Cicero Avenue	Tinley Park / Bedford Park	IL	60477 / 60638	708-444-4500 / 708-802-6582
Harold Washington College	30 E. Lake St.	Chicago	IL	60601	312-553-3159
Harper College	1200 W. Algonquin Road, Building A, Room A347	Palatine	IL	60067	847-758-2372
Illinois Media School	530 S. State Street	Chicago	IL	60603	331-215-4733
Illinois Department of Human Services (IDHS), Division of Rehabilitation Services, South Wood Office	1151 South Wood Street	Chicago	IL	60612	312-633-3566
Illinois Department of Human Services (IDHS), Division of Rehabilitation Services, Emerald Drive Office	6221 S. Emerald Drive, Suite 2	Chicago	IL	60621	312-338-6606
Illinois Wesleyan University	1312 Park Street	Bloomington	IL	61701	309-556-3095 309-556-1337
Casa Italia Chicago (Italian Cultural Center)	1621 N. 39th Avenue	Stone Park	IL	60165	708-345-3842
Japanese American Citizens League	5415 N. Clark Street	Chicago	IL	60640	773-728-7171
Jewish Vocational Service	216 W. Jackson Blvd., Suite 700	Chicago	IL	60626	312-673-3400 or 312-673-3444
Hana Center	4300 N. California	Chicago	IL	60618	773-583-5501
Harry Truman College	1145 W. Wilson Avenue, Room 1220A	Chicago	IL	60640	773-907-4839

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LIFT	1620 I Street NW, Suite 820	New York	NY	20006	312-316-1899 202- 289-1151
Living Springs Community Church	19051 S. Halsted Street	Glenwood	IL	60425	708-709-0100
Loyola University Career Development Center	6525 N. Sheridan Rd.	Chicago	IL	60626	773-508-7716
MacCormac Business College	29 E. Madison	Chicago	IL	60602	312-922-1884
Madison Media Institute	2702 Agriculture Drive	Madison	WI	53718	608-663-2000 608-237-8311
Malcolm X College	1900 W. Van Buren, Room 2307	Chicago	IL	60612	312-850-7267 or 312-553-3381
Mayor's Office for People with Disabilities	2102 W. Ogden Ave.	Chicago	IL	60612	312-746-5743 x185 or 312-746-5746
Mayor's Office of Workforce Development	1615 W. Chicago Ave. – 5th Fl.	Chicago	IL	60622	312-746-7760
Moody Bible Institute	Career Development Center, 820 N. LaSalle Blvd.	Chicago	IL	60610	312-329-4414
National Association of Black Journalists	1100 Knight Hall, Suite 3100	College Park	MD	20742	301-405-0248 626-792-3846
National Council of La Raza	161 N. Clark Street, #4700	Chicago	IL	60601	312-269-9250
National Latino Education Institute	2011 W. Pershing Road	Chicago	IL	60652	773-247-0707 Ext. 264
National Lesbian and Gay Journalist Association	2120 L Street NW, Suite 850	Washington	DC	20037	202-588-9888
Northwestern College	7725 S. Harlem Avenue	Bridgeview	IL	60455	888-205-2283
Northwestern University	620 Lincoln Street	Evanston	IL	60208	847-491-3700 847-491-2567
North Park University	3225 West Foster Avenue	Chicago	IL	60625	773-244-5775

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Oakton Community College	1600 E. Golf Rd., Room 1125	Des Plaines	IL	60016	847-635-1735
Olive-Harvey College	10001 S. Woodlawn Avenue	Chicago	IL	60628	773-291-6656
Phalanx Family Services	1201 W. 115th Street	Chicago	IL	60643	773-291-1086 x27
Professional Women's Club of Chicago	4210 West Irving Park Road	Chicago	IL	60641	312-263-1808
Rainbow PUSH Coalition	930 East 50th Street	Chicago	IL	60615	773-373-3366 x723 or 773-256-2741 or 2742
Robert Morris University, Chicago	401 S. State Street	Chicago	IL	60605	800-762-5960
Roosevelt University	430 S. Michigan Avenue	Chicago	IL	60605	312-341-3560
Saint Hubert Job & Networking Ministry	729 Grand Canyon St.	Hoffman Estates	IL	60169	847-885-7700 or 847-843-0020
Self-Help Jobs Program	8383 W. 171st Street	Tinley Park	IL	60477	708-633-6580
Southern Illinois University	1263 Lincoln Drive, Suite 0179	Carbondale	IL	62901	618-453-2391 618-453-1045
South Asian Journalists Association (SAJA)	c/o Columbia Graduate School of Journalism, 2950 Broadway	New York	NY	10027	saja@columbia.edu
University of Missouri	105I-J Anheuser-Busch National Resources Bldg.	Columbia	MO	65211	573-882-7976
Western Illinois University	1 University Circle	Macomb	IL	61455	309-298-1838
Wheaton College	501 College Avenue	Wheaton	IL	60187	630-752-5048
Wilbur Wright College	4300 N Narragansett Avenue	Chicago	IL	60634	773-481-8527
Women's Sports Foundation	1899 Hempstead Turnpike, Suite 400	East Meadow,	NY	11554	800-227-3988