

Maverick Media of Rockford, LLC  
July 31, 2009

Maverick Media of Rockford, LLC  
WXRX-FM/WRTB-FM/WNTA-AM/WGFB-FM

The purpose of this EEO Public File Report (“Report”) is to comply 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 following stations: WXRX-FM-Belvidere, Illinois, WRTB-FM-Winnebago, Illinois, WNTA-AM-Rockford, Illinois, WGFB-FM-Rockton, Illinois and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites. The information contained in this Report covers the time period beginning March 1, 2008 to and including July 31, 2009.

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and for the purpose of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

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Appendix 1 to Maverick Media of Rockford. Annual EEO Public File Report

Covering the Period from March 1, 2008 – July 31, 2009

Station(s) Comprising Station Employment Unit:  
WXRX-FM/WRTB-FM/WNTA-AM/WGFB-FM

Section 1: Vacancy Information

Full Time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1. Sales Account Executive	On-Air Announcement	4
2. Sales Account Executive	On-Air Announcement	5
3. Sales Account Executive	Internal	6
4. Morning Host WNTA-AM	Internal	1
5. Receptionist/Prod. Coordinator	Internal	1
Total Number of Persons Interviewed During Applicable Period:		17

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Appendix 2 to Maverick Media of Rockford. Annual EEO Public File Report

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Station(s) Comprising Station Employment Unit:  
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Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone, Contact, Email Address)	Total Number of Interviewees this Source Provided During This Period (If Any)	Full Time Positions for Which This Source Was Utilized
1. Rock River Training Corp 3134 11 <sup>th</sup> Street Rockford IL, 61109 815-395-6600 Mike Williams, Executive Director <a href="mailto:MWilliams@rockrivertraining.org">MWilliams@rockrivertraining.org</a>	0	0
2. Rock County Job Center 1900 Center Avenue Janesville, WI 53546 608-741-343 Shannon Moe <a href="mailto:s.moe@jobcetner.org">s.moe@jobcetner.org</a>	0	0
3. La Voz Latina 814 N. Court St. Rockford, IL 61103 <a href="mailto:reception@lavozeatina-rkfd.org">reception@lavozeatina-rkfd.org</a> 815-965-5784	0	0

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4. Womanspace Center 3333 Maria Linden Drive Rockford, IL 61111 815-877-0118 Elaine Hirschenberger <a href="mailto:womanspace@aol.com">womanspace@aol.com</a>	0	0
5. N.A.A.C.P. P.O. Box 121 Rockford, IL 61105	0	0
6. Northwest Community Center Attn: James Peterson 1325 N Johnston Avenue Rockford, IL 61101 815-964-6885 Fax: 815-964-9628	0	0
7. Booker Washington Center 524 Kent Street Rockford, IL 61102 815-968-8861 <a href="mailto:hkent@bookerwashington.org">hkent@bookerwashington.org</a>	0	0
8. National Association of Broadcasters Attn: Teresa Bates - HR 1771 N Street N.W. Washington, DC 20036-2891 800-342-2457 Job Bank	0	0
9. Illinois Broadcasters Association 2621 Montega, Suite E Springfield, IL 62704 217-793-2636 <a href="mailto:dgray@ILBA.org">dgray@ILBA.org</a>	0	0

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10. Illinois Center for Broadcasting 5 W 22 <sup>nd</sup> , Suite 240 Lombard, IL 60148 630-916-1700 <a href="mailto:Wassel.j@beonair.com">Wassel.j@beonair.com</a>	0	0
11. Careerpage.org	0	0
12. Rock Valley College 3301 North Mulford Road Student Center 229 Rockford, IL 61114-5699 815-921-4163 Art Delgado <a href="mailto:adelgado@rockvalleycollege.edu">adelgado@rockvalleycollege.edu</a>	0	0
13. Northern Illinois University Career Planning & Placement Center Northern Illinois University DeKalb, IL 60115 815-753-1650	0	0
14. American Women in Radio And Television	0	0
15. The Work Place 4701 East State Street Rockford, IL 61108 815-961-0600	0	0
16. Radio Commercials aired on WXRX-FM, WRTB-FM, WNTA-FM and WGFB-FM	12	3

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17. Postings in offices Maverick Media of Rockford Rockford, Illinois	2	2
18. Postings on Station Websites, B103FM.com WNTA.com WXRX.com 953BobFM.com	0	0

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Appendix 3

## **Recruitment Initiatives**

### **Maverick Media of Rockford License LLC**

#### **1. Employee Training**

November 4, 2008, our Business Manager, Becky Koch, attended outside training presented by Staff Management, Inc. This training focused on *Employment Law Update* and was presented by Samuel J. Castree, Jr.

March 16 – March 18, 2009, our Interactive Account Manager, Erica Dreyer, attended training through the 2009 RAB Conference, including Session 13 *Going Mobile*, Session 17 *Digital Deep Dive 101*, Session 23 *Digital Deep Dive 201*, Showcase #2 *What Matters Most When Building a Profitable Interactive Business* and Session 36 *Digital Superstars Share Success*.

June 17, 2009, the Maverick Media sales staff attended sales training through the Illinois Broadcasters Association annual conference. *Back to the Basics* was presented by Dawn R. Jones, CRMC, RMM, CDMC of Radio One, Inc, Indianapolis. The sales staff also attended *Return on Investment* presented by Mr. Roger Dodson of Three Eagles Communication, Inc.

#### **2. Intern Program**

Maverick's Intern Program has included working with the Illinois Broadcasters Association, Rock Valley College, Northern Illinois University, The Rockford Career Clearing House and the Illinois Center for Broadcasting. During the period of this report, Maverick Media had the opportunity to participate in the student internship of Mr. Dan Vaughn, Mr. Christopher Totten, Ms. Sara Godlewski, Mr. Nate Hunt and Ms. Anne Reckitt.

#### **Future Scheduled Events**

Maverick is presently schedule to participate in the following Job Fair:

- Rock Valley College, Student Center, September 2009

Contact:

Art Delgado

Rock Valley College

Career Services and Placement

Rockford, IL 61114

815/921-4091

[a.delgado@rockvalleycollege.edu](mailto:a.delgado@rockvalleycollege.edu)

- Northern Illinois University

DeKalb Employer Relations

Convocation Center

DeKalb, IL 60115

Wednesday, October 14, 2009

10:00 a.m. – 3:00 p.m.

Contact: Cooky

815/753-1650

[cooky@niu.edu](mailto:cooky@niu.edu)