

Annual EEO Public File Report

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 Stations Employment Unit that is comprised of the following station(s):

WHPI-FM, WWCT-FM, WPIA-FM, WZPN-FM

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

August 1, 2010 – July 31, 2011 the “Applicable Period.”

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of 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 7302080 (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 total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 7302080(c)(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

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 deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from **August 1, 2010-July 31, 2011**

Station(s) Comprising Stations Employment Unit: **Advanced Media Partners, LLC – Peoria, IL**

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	Business Manager	Referral	1
2	Promotions Assistant	Referral	1
3	Account Executive	On-Air Announcement	3
4	Account Executive	Referral	1
5	Account Executive	On-Air Announcement	2
6	Program Director	Referral	1
7	Operations Manager	Online Ad	4
8	Account Executive	Referral	1
9	<i>**Traffic Director</i>	LMA	-

10	Account Executive	Referral	1
11	General Manager	Referral	1
1	<i>**On Air Personality</i>	Referral	-
2			
13	Account Executive	On-Air Announcement	3
1	<i>**Production Manager</i>	LMA	-
4			

**Those italicized positions were already employed by Independence Media and became Advanced Media Partners employees after the LMA process.

Total Number of Persons Interviewed During Applicable Period: 19

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Station(s) Comprising Station Employment Unit: **Advanced Media Partners, LLC – Peoria, IL**

Section 2: Recruitment Source Information

(i)Recruitment Source	Total Number of Interviewees this Source Has Provided During This Period (If Any)	Full-time Positions for which this Source was Utilized	Did Recruitment Source Request Notification (Yes or No)
Station Group Website			
Advanced Media Partners	7	4	Yes
In-House Posting			
Advanced Media Partners	0	4	Yes
Reference			
Advanced Media Partners	8	8	Yes
Neighborhood House			
Nina Williams	0	4	No
1020 S. Matthew			
Peoria, IL 61605			
Tri-County Peoria Urban League			
Annie Gordan	0	4	No
317 S. MacArthur Hwy			
Peoria, IL 61605			

Bradley University			
Smith Career Center	2	4	Yes
1501 W. Bradley			
Peoria, IL 61606			
IL Dept of Rehabilitation			
Denice Baldin	0	4	Yes
2970 Court			
Pekin, IL 61554			
Dept IL Employment Security			
Ralph Miller	0	4	No
406 Elm			
Peoria, IL 61605			
ICC Placement Office			
One College Drive	2	4	Yes
East Peoria, IL 61611			
Central IL Agency on Aging			
Jackie Rieck	0	4	Yes
700 Hamilton Boulevard			
Peoria, IL 61603			
City of Peoria Career Services			
Raquel Thornton			Yes
1 Tech Plaza	0	4	
211 Fulton, Suite 300			
Peoria, IL 61603			
Midstate College			
Rhonda Urban	0	4	Yes

411 W. Northmoor Road			
Peoria, IL 61614			
Eureka College			
Shari Rich	0	4	Yes
300 E. College Avenue			
Eureka, IL 61530			
Western Illinois University			
Karen Hunt			Yes
1 University Circle	0	4	
105 Sherman Hall			
Macomb, IL 61455			
Northern IL Cntr for Black Studies			
105 Normal Road	0	4	No
Dekalb, IL 60115			
Illinois Wesleyan College			
1312 N. Park	0	4	Yes
Bloomington, IL 61702			
Illinois State University			
Joe Miller	0	4	No
Box 2520			
Normal, IL 61790			
Journalism Placement Office			Yes
119 Gregory Hall	0	4	
Urbana, IL 61801			
Milikin University			
Pam Rainey	0	4	Yes

1184 W. Main Street

Decatur, IL 62522

Richland Community College

Kathy Sorenson	0	4	No
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One College Park

Decatur, IL 62526

Parkland College

Sandy Spencer	0	4	Yes
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2400 W. Bradley Avenue

Champaign, IL 61821

Illinois Center for Broadcasting

Bob Hillman	0	4	Yes
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601 South LaSalle

Chicago, IL 60605

University of Illinois

Lavonne Nouaofski	0	4	No
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620 E. John, Room 250

Champaign, IL 61820

NAACP

Donald Jackson	0	4	No
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P.O. Box 6002

Peoria, IL 61601

Peoria Journal Star

Nicole Snyder-Garrison	0	4	No
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1 News Plaza

Peoria, IL 61643

Heartland Community College

Sara Baker 0 4 Yes

1500 W. Raab Road

Normal, IL 61761

Northwestern University

1845 Sheridan Road 0 4 No

Evanston, IL 60208

Goodwill Industries

Bruce Meiz 0 4 Yes

2319 E. War Memorial

Peoria, IL 61614

Southern Illinois University

Beverly Robbins 0 4 No

Mail Code 4703

Carbondale, IL 62901

Eastern Illinois University

Nancy E. Dole 0 4 No

600 Lincoln Avenue

Charleston, IL 61920

Illinois Employment Services

Michelle 0 4 No

207 E. Hamilton

Bloomington, IL 61704

Intercultural Program & Services

Campus Box 2520 0 4 Yes

Normal, IL 61790-5800

ISU Minority Academic Center

Campus Religious Center 0 4 Yes

210 W. Mulberry

Normal, IL 61761

Journalism Placement Office

119 Gregory Hall 0 4 Yes

910 S. Wright Street

Urbana, IL 61801

NIU Career Plan & Placement

Kathy Zuidend 0 4 Yes

DeKalb, IL 60115

Urban League of Champaign Cty

17 Taylor Street 0 4 Yes

Champaign, IL 61820

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from August 1, 2010 – July 31, 2011

Station(s) Comprising Station Employment Unit: **Advanced Media Partners, LLC – Peoria, IL**

Section 3: Supplemental (Non – Vacancy Specific) recruitment Activities Undertaken by:
Advanced Media Partners, LLC – Peoria, IL

Internship Program: For every semester (Fall, Spring and Summer sessions), WHPI-FM, WWCT-FM, WPIA-FM and WZPN-FM participate in an extensive internship program in our various departments. We recruited interns through Illinois Central College, Bradley University and Illinois State University. Minority placement departments were made aware of the program. In our sales internship, we teach students the backbone of how to sell radio advertising and the process involved. This ranges from data entry to actually attending a sales call with one of our account executives. In our promotions department, our interns learn the various marketing strategies like guerilla marketing techniques and learn every aspect of how to set up a remote broadcast. The programming interns assist our producers with our local live shows with running the mixer/control board, producing promotional commercials and other technical duties. The business interns assist in trafficking of commercials, non-profit involvement within our community, filing and other organizational duties.

EEO Managers Meeting: During this reporting period, a management-training program for EEO training was held on September 10, 2010. The meetings are used to train new managers in the proper way to process paperwork and, at the same time, to serve as a review process for those who have been here for a while.

Job Fairs: Advanced Media Partners participated in the Illinois Central College job fair on Tuesday, April 12th to solicit resumes for all open positions, as well as educate attendees on careers in radio.

Career Days: The station group participated with local high schools in job-shadowing projects during the year. The participants shadowed various sales, marketing, promotions and on-air positions within the radio station to gain more insight into the many possibilities of employment within the broadcast industry. The station group found that the job-shadowing experience led high school seniors and their advisors to make more informed choices about their plans for higher education and employment in the broadcast industry.

Establishment of Training Programs: Weekly sales training meetings are held by the General Manager and/or Sales Manager. On at least a monthly basis, a sales and management training meeting is held as well. This is designed to enable our current personnel to acquire skills that could qualify them for higher level positions.

