

Maverick Media of Rockford, LLC
July 31, 2011

Maverick Media of Rockfrd, 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-Rockford, 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 August, 1 2010 to and including July 31, 2011.

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 August 1, 2010 – July 31, 2011

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	Internal Referral	Continual Interviews Conducted
2. Sales Account Executive	On-Air Ad	3
3. Sales Account Executive	Walk-In	2
4. Sales Account Executive	Industry Referral	1
5. Sales Account Executive	Industry Referral	Continual Interviews Conducted
6. Morning Co-Host WGFB-FM	All Access	2
7. Afternoon Announcer WGFB-FM	Internal	1

Total Number of Persons Interviewed During Applicable Period: Over 23

Outreach Initiatives

Internship Program Ongoing acceptance of qualified high school and college students. Provide training to student interns in all aspects of radio broadcasting, promotions and administrative responsibilities so students may earn credits for school programs. Training provided by Promotions Director, Program Directors, General Manager, Business Manager, Traffic Manager.

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Appendix 2 to Maverick Media of Rockford. Annual EEO Public File
Report
Covering the Period from August 1, 2010 – July 31, 2011

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 th Street Rockford IL, 61109 815-395-6600 Mike Williams, Executive Director MWilliams@rockrivertrg.org	0	0
2. Rock County Job Center 1900 Center Avenue Janesville, WI 53546 608-741-343 Shannon Moe s.moe@jobcetner.org	0	0
3. La Voz Latina 814 N. Court St. Rockford, IL 61103 815-965-5784	0	0

- | | | | |
|-----|---|---|---|
| 4. | Womanspace Center
3333 Maria Linden Drive
Rockford, IL 61111
815-877-0118
Elaine Hirschenberger
womanspace@aol.com | 0 | 0 |
| 5. | N.A.A.C.P.
P.O. Box 121
Rockford, IL 61105 | 0 | 0 |
| 6. | Northwest Community Center
1325 N Johnston Avenue
Rockford, IL 61101
815-964-6885 | 0 | 0 |
| 7. | Booker Washington Center
524 Kent Street
Rockford, IL 61102
815-968-8861 | 0 | 0 |
| 8. | National Association of
Broadcasters
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 | 0 | 0 |
| 10. | Illinois Center for Broadcasting
5 W 22 nd , Suite 240
Lombard, IL 60148
630-916-1700 | 0 | 0 |

Mike Kendall

11. America's Job Bank	0	0
12. Allaccess.com 28955 Pacific Coast Highway Suite 210-5 Malibu, CA 90265 310-457-6616	2	0
13. Radio411.com	0	0
14. TVand RadioJobs.com	0	0
15. Careerpage.org	0	0
16. Rock Valley College 3301 North Mulford Road Student Center 229 Rockford, IL 61114-5699 815-921-4163 Kathy Wythe	0	0
17. Northern Illinois University Career Planning & Placement Center Northern Illinois University DeKalb, IL 60115 815-753-1650	0	0
18. Mediacruiter.com	0	0
19. American Women in Radio And Television	0	0
20. The Work Place 4701 East State Street Rockford, IL 61108 815-961-0600	0	0

21. Radio Commercials aired on WXRX-FM, WRTB-FM, WNTA-FM and WGFB-FM	18	3
22. Postings in offices Maverick Media of Rockford Rockford, Illinois	1	1
23. Postings on Station Websites, B103FM.com WNTA.com WXRX.com 953BobFM.com	2	2

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Appendix 3

Recruitment Initiatives

Maverick Media of Rockford License LLC

1. Employee Training

Lonna Schroeder, Business Manager, attended the CareerTrack seminar Sept. 4th, 2010 Human Resources for Anyone with Newly Assigned HR Responsibilities.

This summer, one of our Department Heads, Erica Dreyer, attended outside training presented at this IBA 2011 conference.

2. Intern Program

Maverick co-ops our Intern Program with the Illinois Broadcasters Association. During the period of this report, however, Maverick did not have the opportunity to participate in a student internship.

Future Scheduled Events