

WDKB

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 Station Employment Unit that is comprised of the following station: WDKB, DeKalb, Illinois, and is required to be placed in the public inspection files of this station and posted on its website.

The information contained in this Report covers the time period beginning July 23, 2015 and including July 22, 2016 (the “Applicable Period”).

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 comprising the Station Employment Unit during the Applicable Period;**
- 2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;**
- 3. The recruitment source that referred the person hired 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**
- 5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(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.

Appendix 1 to

Annual EEO Public File Report Form
Covering the period from July 23, 2015 to July 22, 2016
Stations comprising Station Employment Unit: WDKB

Section 1: Vacancy Information:

	<u>Full -Time Positions Filled By Job Title</u>	<u>Recruitment Source of Hiree</u>	<u>Total Number of Interviewees from All Sources</u>
1.	NO HIRES	NONE	NONE

Appendix 2 to

Annual EEO Public File Report Form
Covering the period from July 23, 2015 to July 22, 2016.

Section 2:

No recruitment Sources are listed. There were no hires during the reporting period.

Appendix 3 to

Annual EEO Public File Report Form
Covering the period from July 23, 2015 to July 22, 2016

Section 3: Supplemental Recruitment Activities Undertaken by Station WDKB:

Initiative 1:

Date: August 26th, 2015

Activity: Seminar on "Hiring Persons with Disabilities"

A seminar was sponsored by US Representatives Bill Foster and US Deputy Secretary of Labor, Chris Lu. Employers were given valuable information and numerous Illinois employment contacts that could help build a diversified workforce. Topics discussed were The Americans with Disabilities Act, how to find

qualified employees, agencies who assist disabled workers, and tax incentives for hiring disabled workers. This event was attended by Owner/General Manager, Tana Knetsch.

Initiative 2:

Date: August 29th and August 30th, 2015

Activity: Sponsorship of Corn Fest Community Stage

B95 Radio sponsored the Community Stage at DeKalb's local community festival. A variety of local acts performed. During the two days, B95 provided live broadcasts and interacted with those who attended the festival. The staff promoted activities at WDKB, answered questions about radio and discussed possible radio careers. Attendees included Sales staff: Dave Bavido and Anne Fluegel, Airstaff: Ken Misch, Monica Becker, P.J Harrigan, News Director: Brian Adams, and Owner/General Manager: Tana Knetsch.

Initiative 3:

Date: September 19th, 2015

Activity: Booth Sponsorship at 12th Annual Conexion Comunidad Festival

Conexion Comunidad is a not-for-profit organization that provides opportunities to marginalized populations within the DeKalb County area. These opportunities include educational, health, music, and arts programs. WDKB sponsored and staffed a booth at this year's Conexion Festival to help increase awareness of our radio station. Children and adults played games, received prizes, and the staff handed out literature and offered information regarding WDKB programming. Attendees were invited to submit information for public service as needs arise. Participant was General Manager/Owner, Tana Knetsch.

Initiative 4:

Date: September 23rd, 2015

Activity: Presentation to Kishwaukee Kiwanis Club of DeKalb

Owner/GM Tana Knetsch spoke to the Kiwanis Club at their monthly meeting. She discussed how WDKB serves the needs of listeners by delivering local content and community focused programming. She explained station mission and philosophy, station format, changing technology within the radio industry, the emergency alert system, and possible radio careers. In addition, she encouraged the attendees to submit Kiwanis public service announcements as needed.

Initiative 5:

Date: March 10, 2016

Activity: Presentation to Senior Leadership Business Academy
Kishwaukee Education Consortium

Tana Knetsch spoke to a group of honor students from various high schools in DeKalb County. She discussed how she got started in the radio industry, the challenges of owning a business and managing employees, and how WDKB serves the needs of its listeners by providing local content.

Initiative 6:

Date: April 20th, 2016

Activity: Kishwaukee College Employment Fair

Program/Production Manager Ken Misch and Sales Manager Dave Bavido attended this job fair. This event was sponsored by Kishwaukee College and held at their campus in Malta, Illinois. The career fair attracted both college and post-college job seekers. Numerous resumes were collected from applicants. Career opportunities in radio were discussed with interested attendees. Information that addressed career options in radio was distributed to interested attendees. Prior to the event, on air announcements ran to promote the employment fair.

Initiative 7:

Date: April 22-April 24, 2016

Activity: Illinois News Broadcaster's Convention

WDKB's New Director, Brian Adams, attended the INBA's Spring Convention in Springfield, Illinois. He attended various networking events and news-related seminars and acquired information which he applies to his current position.

Initiative 8:

Date: May 25th, 2016

Activity: B95/WDKB Broadcast Scholarship-DeKalb High School

This scholarship is awarded annually to a DeKalb High School senior who will attend a college program that focuses on broadcasting or broadcast journalism. Recipient is selected on the basis of financial need, academic achievement, school

and community activities, and interest in broadcasting or journalism. Scholarship winner was selected by a committee made up of WDKB President Tana Knetsch, and members of The DeKalb High School's guidance staff. This year B95 awarded a scholarship to Maddie Leopardo at DeKalb High School's May 2nd awards ceremony. Information about B95 Scholarship and application details were disseminated to students through High School Counselors, announcements aired on WDKB and posted on WDKB's web site.

Initiative 9:

Date: June 10, 2016

Activity: Job Shadowing- DeKalb High School Student

WDKB hosted job shadowing for a local high school graduate who has expressed interest in broadcasting or journalism as a career. The student toured the recording studio, production facilities, saw News Director, Brian Adams at work, and spent time observing an on air personality during her air shift. The student then talked with WDKB's station owner about management challenges, station mission and philosophy, possible radio careers, and benefits of internships in radio.

Initiative 10:

Date: July 19th, 2016

Activity: Seminar on Social Media

Sales manager Dave Bavido and account executive Anne Fluegel viewed a webinar "How to be Successful at Advertising on Social Networks." They will apply the information learned to strengthen WDKB's brand, implement sales promotions, and increase station visibility on Facebook, Twitter, and Snapchat.

Initiative 11:

Date: July 19th, 2016

Activity: Camp CEO- Presentation to Girl Scouts of Northern Illinois

Owner and General Manager, Tana Knetsch, spoke to a group of high school Girl Scouts for Camp CEO. Knetsch discussed how she got started in radio, her job description at the station, management experiences, and her experiences as a female entrepreneur. A Q&A session followed. Knetsch invited girls to spend a day job shadowing if they were interested in a radio career. The group also spent time in the on-air studio observing mid-day announcer, Monica Becker perform her air shift. Camp CEO is attended by high school aged girls and assists them to learn

about various professions, interview and resume skills, financial literacy, and networking.

Initiative 12:

Date: July 20th, 2016

**Activity: Presentation to Community Arts Counsel
“How to Market Your Events and Get Local Media Coverage”**

Station General Manager and Owner, Tana Knetsch, engaged in a panel discussion with local media for the local Community Arts Council. Knetsch discussed how to write an effective press release, time frame for submitting press releases, and other ideas for building strong working relationships with the local media. Knetsch also discussed the specific public service shows available for non-profit groups.