

July 24, 2025

Letter to Public File

EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080C(6) of the FCC's 2003 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of [WRCV-FM](#), [WIXN-AM](#), [WSEY-FM](#), and [WURX-FM](#) in Dixon, IL and is required to be placed in the public inspection files of these stations and posted on their websites, [shawlocalradio.com](#), [rivercountry1017.com](#), [am1460wixn.com](#), [sky957.com](#), and [therock957.com](#).

The information contained in this report covers the time period beginning August 1, 2024, to and including July 31, 2025 (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(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 73.2080C(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 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
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

For purposes 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, over the telephone, or via email.

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Please see the attached spreadsheet listing all full-time positions filled during the period of 08/01/2024 – 07/31/2025, recruitment sources used to fill those vacancies, recruitment source for each hire, and recruitment source for each interviewee. Also attached is a listing of recruitment sources including address, contact person, and telephone number.

- WSEY-FM and the station website Sky957.com sunset on June 30, 2025. This station was replaced by WURX-FM and the station website TheRock957.com on July 1, 2025.

EEO Public File Report – WRCV-FM, WIXN-AM, and WSEY-FM

Report Dates: August 1, 2024 – July 31, 2025

A: Full Time Vacancies Filled During the Past Year

1. **Job Title:** Account Executive – Date filled 11/19/2024
2. **Job Title:** Account Executive – Date filled 12/02/2024

B: Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. **Job Title:** Account Executive – Date filled 11/19/2024 (Natalie Hess)

Source	Contact Person	Address	Phone	Referred Person Hired	Referred Person Interviewed
Shaw Websites Careers Page	Staff	www.shawmedia.com/careers contact@shawmedia.com	833-584-News	0	0
Indeed.com	Staff	6433 Champion Grandview Way, Bldg 1 Austin, TX	www.indeed.com	1	3
Telegraph Classified@shawlocal.com	Staff	Classified@shawlocal.com Dixon, IL	833-584-News	0	0
Word of Mouth/Employee Referral	Staff	1460 S College Ave. Dixon, IL 61021	815-224-2100	0	1
LinkedIn	Staff	1000 W Maude Ave. Sunnyvale, CA 94085	650-687-3600	0	0

2. **Job Title:** Account Executive – Date filled 12/02/2024 (Lukus Hicks)

Source	Contact Person	Address	Phone	Referred Person Hired	Referred Person Interviewed
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1460 S College Ave., Dixon, IL 61021
815-288-3341

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Shaw Websites Careers Page	Staff	www.shawmedia.com/careers contact@shawmedia.com	833-584-News	0	0
Indeed.com	Staff	6433 Champion Grandview Way, Bldg 1 Austin, TX	www.indeed.com	1	3
Telegraph Classified@shawlocal.com	Staff	Classified@shawlocal.com Dixon, IL	833-584-News	0	0
Word of Mouth/Employee Referral	Staff	1460 S College Ave. Dixon, IL 61021	815-224-2100	0	1
LinkedIn	Staff	1000 W Maude Ave. Sunnyvale, CA 94085	650-687-3600	0	0

**C: Total Number of Person Interviewed for All Full Time Vacancies Filled During the Past Year
(This will be a raw Number): 4**

Report Dates: August 1, 2024 – July 31, 2025

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number of Candidates Interviewed
Account Executive	08/26/2024	11/19/2024	Station Websites, Company Website, LinkedIn, Internal Posting, Indeed.com, Shaw Media Classified, Employee Referral	Indeed	3	4
Account Executive	08/26/2024	12/2/2024	Station Websites, Company Website, LinkedIn, Internal Posting, Indeed.com, Shaw Media Classified, Employee Referral	Indeed	3	4
Total Number of Persons Interviewed for All Full Time Vacancies Filled During the Past Year (this is a raw number)					4	

Referral Source	# of Interviewees Referred
Indeed.com	3
Employee Referral/Word of Mouth	1
Shaw Media - Company Website	0
Internet Search	0
LinkedIn.com	0
Shaw Media - Classified Newspaper Ads (Telegraph)	0

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D: Total Number of Interviewees for All Full Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources

Covering the period from 08/01/2024 – 07/31/2025

Referral Source Number	Contact Information (Address/Phone/Email)	Total Number of Interviewees from Referral Source	Full-Time Positions for Which This Source Was Utilized
1	Shaw Media - Company Website www.Shawmdia.com/Careers 7717 S IL Route 31 Crystal Lake, IL 60014 833-584-NEWS, contact@shawmedia.com	0	Account Executive Account Executive
2	Indeed.com 6433 Champion Grandview Way, Bldg 1 Austin, TX 78750 client-help-us@indeed.com , Vincent Lascio 480-327-4389	3	Account Executive Account Executive
3	LinkedIn.com LinkedInrecruiter.com 1000 W Maude Ave, Sunnyvale, CA 94085 650-687-3600	0	Account Executive Account Executive
4	Shaw Media - Classified Newspaper Ads (Telegraph) PO Box 250, Crystal Lake, IL 60039 833-584-NEWS, classified@shawlocal.com	0	Account Executive Account Executive
5	Shaw Local Radio, Dixon Advertising WRCV, WIXN, WYYS, WSEY 3905 Progress Blvd, Peru, IL 61354 815-224-2100, Staff	0	Account Executive Account Executive
6	Internal Job Posting	0	Account Executive Account Executive
7	Word of Mouth/Employee Referral	1	Account Executive Account Executive

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Supplemental initiatives implemented between 08/01/2024 - 07/31/2025:

- Sports Director, two Account Executives, and the Sales Director represented the radio stations WRCV, WIXN and WSEY for Stuff the Bus event hosted by Goodwill on August 7, 2024. Live broadcast promoted the event and radio, while collecting school supplies for local students in Lee, Ogle, and Whiteside Counties.
- Sports Director emceed the Dixon Park District new basketball courts dedication ceremony on September 11, 2024, promoting the importance of broadcasting of local sporting events. Raised awareness of seasonal opportunities in radio.
- Sports Director and Account Executive represented WRCV, WIVN and WSEY at the Lee Ogle ROE Career Day on October 18, 2024. Over 1,000 students attended the 8th grade career day where our booth showcased opportunities in radio and allowed students to ask questions.
- Sports Director represented WRCV, WIXN, and WSEY at a booth promoting the stations at the Trunk or Treat Event on October 23, 2024, sponsored by Dixon Public Schools.
- Sports Director was a featured speaker at Chana Schools in Oregon, IL on March 3, 2025, speaking to students about Shaw Local Radio, the importance of local radio, his career and the exciting career opportunities available in radio.
- Sports Director was the featured speaker at Sterling IL Rotary on March 7, 2025. Business owners and students attended this event. Representing Shaw Local Radio stations WRCV, WIVN, WSEY, the Sports Director spoke about the importance of local radio, the opportunities radio provides for businesses and for students who may be interested in a career in radio. Answered questions about local radio and job openings.
- Shaw Local Radio implemented a summer radio internship program. This unpaid program allows students to earn additional college credits while gaining hands on experience in programing and broadcasting.
- Promotions Manger represented Shaw Local Radio at the Dixon Summer Kickoff Concert series on May 31, 2025, partnering with Discover Dixon and promoting our brand, radio stations, and local businesses.
- Program Director, Promotions Manager, Sports Director, and Radio Operator took part in training on installation of local radio network options into WIXN AM/FM on Tuesday, June 10, 2025, and WURX-FM on Tuesday July 8, 2025.
- Promotions Manager represented Shaw Local Radio at the OSF Saint Elizabeth golf outing on July 13, 2025, promoting the advantages and opportunities WRCV, WIXN, and WURX have to offer.

Please contact Karla Ahr, Director of Human Resources, or J Tom Shaw, Chief Product Officer, with questions regarding this information.

SHAW LOCAL *Radio*

Sincerely,

J. Tom Shaw
Chief Product Officer