

WSIL-TV & KPOB-TV

Annual EEO Public File Report

Date: August 1, 2015-July 31, 2016

This EEO Public File Report is filed in compliance 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 WSIL-TV, Harrisburg, IL and KPOB-TV, Poplar Bluff, MO. WSIL-TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact the Personnel Director at 618/985-2333. For purposes of the Report, a vacancy was deemed filled when the hiree reported for work. A person was deemed interviewed whether he or she was interviewed in person, over the phone, or via e-mail.

Section 1: Vacancy Information

Job Title	Date Hired	Number of Interviews	Recruitment Source of Hiree	Recruitment Source of Interviews	Recruitment Source
Producer	10/15/15	4	19	1;11;17;19	1-9;10;11;17;19
Morning Producer	10/15/15	1	19	19	1-9;10;11;17;19
Producer/Photographer	11/15/15	2	19	17;19	1-9;10;11;17;19
Production	1/16/16	1	19	19	19
Production	2/16/16	1	19	19	19
Engineering	3/16/16	6	17	17;17;17;17;18;18	1-9;17;18
Producer	5/16/16	3	19	10;17;19	1-9;10;11;17;19
Producer	5/16/16	2	1	1;10	1-9;10;11;17
Reporter	6/16/16	4	19	10;11;17;19	1-9;10;11;17;19
Photographer	6/16/16	2	19	19;23	1-9;10;11;17;19;23

Section 2: Recruitment Source Information

Source #	Source Name	Contact	Address	Phone	Fax	E-Mail	Requested Notification	Interviews During This Period
1	IL Broadcasters Association	Debra Gray	200 Missouri Ave. Carterville, IL 62918	618/985-5555	618/985-6070	dgray@ilba.org		2
2	IDES	Robert Barron	8195 Express Dr. Marion, IL 62959	618/997-6835 Ext. 381	618/993-5871	robert.barron@illinois.gov		
3	John A. Logan College	Lisa Hudgens	700 Logan College Rd., Carterville, IL 62918	618/985-2828 Ext 8424	618/985-6610	Lisa.hudgens@jalc.edu		
4	Rend Lake College		468 N Ken Gray Pkway Ina, IL 62846	618/437-5321	618/437-5403	myers@rlc.edu		
5	SEMO	Daniel Presson	One University Plaza Cape Girardeau, MO	573/651-2583	573/651-2532	careerservices@semo.edu		
6	Shawnee Comm College	Leslie	8364 Shawnee College Rd Ullin, IL 62992	800-481-2242	618/634-3352	lesliec@shawneec.edu		
7	SIU Carbondale	Matt Purdy	Carbondale, IL 62901	618/453-7112	618/453-1924	mpurdy@siu.edu		
8	Southeast Illinois College	Catherine Packard	3575 College Dr. Harrisburg, IL 62946	618/252-5400		catherine.packard@sic.edu		
9	University of Evansville	Ctr for Career Dev	1800 Lincoln Ave Evansville, IN 47722	812/488-1083	812/479-2156	evansville-csm@simplicity.com		
10	TVJobs.com	Mark Holloway	760/754-8177	760/754-8177		jobs@tvjobs.com		3
11	Medialine		PO Box 51909 Pacific Grove, CA 93950	800-237-8073		Medialine.com		2
12	B-Roll (Photogs)	Kevin Johnson	1623 D St. NE Washington, DC 20002	202/486-8842		b-roll.net		
13	Illinois News Broadcasters	Bob Roberts	1 University Circle Macomb, IL 61455			Inba.net		
14	Rick Gevers	Rick Gevers	PO Box 577 Zionsville, IN 46077-0577	317/769-7900		rick@rickgevers.com		
15	Collective Talent	Michael Billie		813/254-9695		Collectivetalent.com		
16	The Southern Illinoisan	Sandy Lowell	710 N. Illinois Ave Carbondale, IL 62901	618/351-5003		sandy.lowell@thesouthern.com		

17	WSIL-TV Website							wsiltv.com		8	
18	Word of Mouth Referral									2	
19	In-House Promotion									8	
20	Internship Program										
21	Internal Job Posting										
22	Employee Referral										
23	Unsolicited Applicant									1	
24	Resume on File										
25	Talent Agent										

Section 3: Menu Option Outreach Initiatives

Activity/Description	Date	Staff Participant	Partners	Initiative Number
<p>Associate Producer Program – The Associate Producer program is designed to provide part-time positions to potential job candidates who lack broadcast experience. Many AP's are students in some area of Mass Communication at Southern Illinois University, though some come from other backgrounds. Few have professional broadcast experience. AP's are given significant training to qualify them for part-time positions in news or production, and may receive further training in specific areas in which they show interest. During this period 14 AP's were hired. Most were students in broadcasting, journalism or related fields. Only one or two had professional broadcast experience. During this period 13 AP's left the station. Three of the 13 left for full-time positions at television stations or production houses. An additional 7 AP's were promoted to full-time positions at WSIL. The majority of full-time positions filled at WSIL during this period were filled by promoting AP's.</p> <p>Station Tours – WSIL conducts frequent station tours for interested groups. Many of these are for young people, school groups, church youth groups, scout groups and others. Tours frequently include information about types of jobs in broadcasting, or about the availability of internships and job shadowing opportunities. During this period WSIL conducted 18 station tours, including tours for high school students attending Radio/TV or Journalist "camps" at Southern Illinois University.</p>	Ongoing	Mike Snuffer, News Director		8
<p>Internship Program – WSIL accepts interns who are receiving academic credit. Students work in areas of their interests and internships are structured to their needs. During this period WSIL hosted 4 interns.</p> <p>Job Shadowing – WSIL permits interested high school and college students to shadow a WSIL employee, usually for one day. During this period WSIL had 2 job shadows.</p>	Ongoing	Bethany Tanner, Program Director	Interested community groups, educational institutions, non-profit organizations	16
	Ongoing	Mike Snuffer, News Director	Southern Illinois University St. Louis University	5
	Ongoing	Mike Snuffer, News Director	Southern Illinois University McKendree	10

<p><u>Facilitation of SIU Program Production</u> – During this period WSIL made a \$3,000 cash donation to “River Region News”, a program produced by students at Southern Illinois University and aired on WSIU, a PBS station. River Region is a hands-on newsroom experience which, in our opinion, can help directly qualify students for television station positions (especially entry level positions such as our AP positions). Students are enrolled in the College of Mass Communications at SIU. River Region is not fully funded by either the college or the PBS station and is facilitated by our donation. This relationship also helps to sustain the relationship between WSIL and SIU, which helps raise SIU communications students’ awareness of WSIL internship, job shadow and employment opportunities.</p>	Nov 2015	Steve Wheeler, President and General Manager	University Southern Illinois University	10
<p><u>Illinois Broadcasters Association MIP Program</u> – WSIL works with the Illinois Broadcasters Association on the multi-cultural intern program. Potential interns are identified and interviewed by the IBA, then placed with participating stations. Interns receive a stipend from the IBA. During this period WSIL hosted 1 IBA MIP intern.</p>	May-Aug	Mike Snuffer, News Director	IBA	5,7

“Initiative Number” refers to the following outreach activities:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.
2. Hosting of at least one job fair.
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

4. Participation in at least four events, including conventions, career days, workshops and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues.
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
6. Participation in job banks, internet programs and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies).
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
9. Establishment of a mentoring program for station personnel.
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting.
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities.
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.