

WSIL-TV & KPOB-TV
Annual EEO Public File Report
Date: August 1, 2014-July 31, 2015

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
Reporter	Sept 2014	3	23	1;23;27	1-3;5-12;14;19;23;27
Anchor	Oct 2014	5	19	19;27;27;27;28	1-3;5-12;14;19;27;28
Producer	Nov 2014	1	23	23	1-3;5-12;14;19;21;23
Engineer	Nov 2014	3	20	20;20;20	1-3;5-11;19-20
Reporter	Nov 2014	3	28	14;14;28	1-3;5-12;14;19;28
Reporter	Dec 2014	3	28	12;14;28	1-3;5-12;14;19;28
Photographer	April 2015	1	21	21	1-3;5-11;19;21
Meteorologist	June 2015	1	19	19	1-3;5-12;14;19
Production Manager	June 2015	5	19	19;19;23;23;23	1-3;5-11;19;23
Account Executive	June 2015	2	20	20;23	1-3;5-11;19;20;23
Reporter	July 2015	3	19	14;19;27	1-3;5-12;14;19;27

Section 2: Recruitment Source Information

Source #	Source Name	Contact	Address	Phone	Fax	Email	Requested Notification	Interviews During This Period
1	IL Broadcasters Association	D. Gray	200 Missouri Ave Carterville, IL 62918	618/985-5555	618/985-6070	dgray@ilba.org	No	1
2	IDES	Robert Barron	8195 Express Dr. Marion, IL 62959	618/985-6835	618/993-5871	robert.barron@illinois.gov	No	0
3	John A. Logan College	Lisa Hudgens	700 Logan College Rd Carterville, IL 62918	618/985-3741 Ext. 8424	618/985-6610	lisa.hudgens@jalc.edu	No	0
4	Murray State	None	PO Box 9 Murray, KY 42071	270/809-3802	270/809-3516		No	0
5	NPPA Region 5	Mike Borland	1485 Merchant Dr. Algonquin, IL 60102	847/842-2434	N/A	micaelb@mchsi.com	No	0
6	Rend Lake College		468 N Ken Gray Pkway Ina, IL 62846	618/437-5321	618/437-5403	myers@rlc.edu	No	0
7	SEMO	None	One University Plaza Cape Girardeau, MO	573/651-2583	N/A	careerlinkages@semo.edu	No	0
8	Shawnee Comm College	Leslie Cornelious-Weldon	8364 Shawnee College Road Ullin, IL 62992	618/634-3337	618/634-3352	lesliec@shawneeccc.edu	No	0
9	SIU-Carbondale	Matt Purdy	Carbondale, IL 62901	618/453-2391	618/453-1924	postjobs@siu.edu	No	0
10	Southeast Illinois College	Catherine Packard	3575 College Dr. Harrisburg, IL 62946	618/252-5400	N/A	Catherine.packard@sic.edu	No	0
11	University of Evansville	Donna Schmitt	1800 Lincoln Ave. Evansville, IN 47722	812/479-2663	812/479-2156	ds34@evansville.edu	No	0
12	TVJobs.com	Mark Holloway		760/754-8177	N/A	jobs@tvjobs.com	No	1
13	Rick Gevers	Rick Gevers	PO Box 577 Zionsville, IN 46077-0577	317/769-7900		rick@rickgevers.com	No	0
14	Medialine	Ask for Staff	PO Box 51909 Pacific Grove, CA 93950	800-237-8073		www.medialine.com	No	4

15	B-Roll (Photographers)	Kevin Johnson	1623 D St. NE Washington, DC 20002	202/486-8842		www.b-roll.net	No	0
16	IL News Broadcasters	Bob Roberts	1 University Circle Macomb, IL 61455			www.inba.net borowmaq@aol.com	No	0
17	Collective Talent	Michael Billie		813/254-9695	813/254-9291	www.collectivetalent.com	No	0
18	The Southern	Sandy Lowell		618/351-5003		sandy.lowell@thesouthern.com	No	0
19	WSIL-TV Website					www.wsiltv.com	No	5
20	Word of Mouth Referral						No	4
21	In-House Promotion						No	1
22	Internship Prog						No	0
23	Internal Job Posting						No	6
24	Employee Referral						No	0
25	Unsolicited Applicant						No	0
26	Resume on File						No	0
27	Talent Agent						No	5
28	Station Contacted Applicant						No	3

Section 3: Menu Option Outreach Initiatives

Activity/Description	Date	Staff Participant	Partners	Initiative Number*
Associate Producer Program – The associate producer (AP) program is designed to provide part-time positions with low entry requirements to candidates who lack professional broadcast experience. APs are given significant training at WSIL, both to be able to perform part-time tasks in news and to potentially qualify them for full-time	Ongoing	Mike Snuffer, News Director		8

Activity/Description	Date	Staff Participant	Partners	Initiative Number*
<p>positions here or elsewhere. Many APs are college students studying radio/TV, journalism or communications. Most do not have professional experience. There is an ongoing effort to make these positions available to candidates who have little experience or even little educational background. During this period 11 AP's were hired. Most had some educational background, but only two or three had professional experience. During this period 7 APs left the station, and 2 of the 7 obtained a full-time position at broadcast television stations. An additional 4 AP's were promoted to full-time positions at WSIL. Also, one full-time employee who started as an AP at WSIL left for another full-time television job.</p>				
<p><u>Station Tours</u> – 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 16 station tours, including tours for high school students attending Radio/TV or Journalism “camps” at Southern Illinois University.</p>	Ongoing	Bethany Tanner, Program Director	Interested community groups, educational institutions, non-profit organizations	16
<p><u>Internship Program</u> – 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 6 interns.</p>	Ongoing	Mike Snuffer, News Director	Southern Illinois University Carbondale High School St. Louis University	5

Activity/Description	Date	Staff Participant	Partners	Initiative Number*
<u>Job Shadowing</u> – 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.	Ongoing	Mike Snuffer, News Director	Marion High School Elverado High School	10
<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.	Nov 2014	Steve Wheeler, President and General Manager	Southern Illinois University	10
<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.	July-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.