

WSIL-TV & KPOB-TV  
Annual EEO Public File Report  
Date: August 1, 2012 -July 31, 2013

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**

<b>Job Title</b>	<b>Date Hired</b>	<b>Number of Interviews</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Source of Interviews</b>	<b>Recruitment Source</b>
Morning Reporter	10/29/12	5	14	1;12;12;14;14	1-3;5-12;14;19
Morning Weather Reporter	11/5/12	6	19	12;12;14;14;19;27	1-3;5-12;14;19;27
Reporter	11/15/12	4	14	12;12;14;14	1-3;5-12;14;19
Morning Anchor	5/29/13	7	14	12;14;19;23;23;23;27	1-3;5-12;14;19;23;27

## Section 2: Recruitment Source Information

Source #	Source Name	Contact	Address	Phone	Fax	Email	Requested Notification	Interviews During This Period
1	IL Broadcasters Association	Erin Camfield	200 Missouri Ave Carterville, IL 62918	618/985-5555	618/985-6070	erinc@ilba.org	No	1
2	IDES	Robert Barron	8195 Express Dr. Marion, IL 62959	618/985-6835	618/993-5871	<a href="mailto:robert.barron@illinois.gov">robert.barron@illinois.gov</a>	No	0
3	John A. Logan College	Lisa Hudgens	700 Logan College Rd Carterville, IL 62918	618/985-3741 Ext. 8424	618/985-6610	<a href="mailto:lisa.hudgens@jalc.edu">lisa.hudgens@jalc.edu</a>	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	<a href="mailto:micaelb@mchsi.com">micaelb@mchsi.com</a>	No	0
6	Rend Lake College		468 N Ken Gray Pkway Ina, IL 62846	618/437-5321	618/437-5403	<a href="mailto:myers@rlc.edu">myers@rlc.edu</a>	No	0
7	SEMO	None	One University Plaza Cape Girardeau, MO	573/651-2583	N/A	<a href="mailto:careerlinkages@semo.edu">careerlinkages@semo.edu</a>	No	0
8	Shawnee Comm College	Leslie Weldon	Rt. 1 Box 53 Ullin, IL 62992	800-481-2242	618/634-3352	<a href="mailto:lesliec@shawneecc.edu">lesliec@shawneecc.edu</a>	No	0
9	SIU-Carbondale	Missy Houghland	Carbondale, IL 62901	618/453-2391	618/453-1924	<a href="mailto:postjobs@siu.edu">postjobs@siu.edu</a>	No	0
10	Southeast Illinois College	Catherine Packard	3575 College Dr. Harrisburg, IL 62946	618/252-5400	N/A	<a href="mailto:Catherine.packard@sic.edu">Catherine.packard@sic.edu</a>	No	0
11	University of Evansville	Donna Schmitt	1800 Lincoln Ave. Evansville, IN 47722	812/479-2663	812/479-2156	<a href="mailto:ds34@evansville.edu">ds34@evansville.edu</a>	No	0
12	TVJobs.com	Mark Holloway		760/754-8177	N/A	<a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>	No	7
13	Rick Gevers	Rick Gevers	PO Box 577 Zionsville, IN 46077-0577	317/769-7900		<a href="mailto:rick@rickgevers.com">rick@rickgevers.com</a>	No	0
14	Medialine	Ask for Staff	PO Box 51909 Pacific Grove, CA 93950	800-237-8073		<a href="http://www.medialine.com">www.medialine.com</a>	No	7
15	B-Roll (Photographers)	Kevin Johnson	1623 D St. NE Washington, DC 20002	202/486-8842		<a href="http://www.b-roll.net">www.b-roll.net</a>	No	0
16	IL News	Bob Roberts	1 University Circle			<a href="http://www.inba.net">www.inba.net</a>	No	0

	Broadcasters		Macomb, IL 61455			borowmaq@aol.com		
17	Collective Talent	Michael Billie		813/254-9695	813/254-9291	<a href="http://www.collectivetalent.com">www.collectivetalent.com</a>	No	0
18	The Southern	Sandy Lowell		618/351-5003		<a href="mailto:sandy.lowell@thesouthern.com">sandy.lowell@thesouthern.com</a>	No	0
19	WSIL-TV Website					<a href="http://www.wsilv.com">www.wsilv.com</a>	No	2
20	Word of Mouth Referral						No	0
21	In-House Promotion						No	0
22	Internship Prog						No	0
23	Internal Job Posting						No	3
24	Employee Referral						No	0
25	Unsolicited Applicant						No	0
26	Resume on File						No	0
27	Talent Agent						No	2

### Section 3: Menu Option Outreach Initiatives

Activity/Description	Date	Staff Participant	Partners	Initiative Number*
<b><u>Associate Producer Program</u></b> – 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 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	Ongoing	Mike Snuffer, News Director		8

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little experience or even little educational background. During this period 8 AP's were hired. All had some educational background, but few or none had professional experience. During this period 4 APs left the station, and 2 of the 4 obtained higher-level positions at broadcast television stations.				
<b><u>Station Tours</u></b> – 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 23 station tours, including tours for high school students attending Radio/TV or Journalism “camps” at Southern Illinois University.	Ongoing	Bethany Tanner, Program Director	Interested community groups, educational institutions, non-profit organizations	16
<b><u>Internship Program</u></b> – 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 2 interns.	Ongoing	Mike Snuffer, News Director		5
<b><u>Job Shadowing</u></b> – 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		10
<b><u>Facilitation of SIU Program Production</u></b> – During this period WSIL made a \$3,000 cash donation to “River Region News”, a program produced by	Nov 2012	Steve Wheeler, President and General Manager	Southern Illinois University	10

Activity/Description	Date	Staff Participant	Partners	Initiative Number*
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.				

\* "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.