

WPSD-TV 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: WPSD-TV, Paducah, Kentucky, and is required to be placed in the public inspection files of this station, and posted on the station’s website.

The information contained in this Report covers the time period beginning April 1, 2023 to and including March 31, 2024 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the station which comprises the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy 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.

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.

For the 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 by e-mail.

Appendix 1 to

WPSD-TV's Annual EEO Public File Report Form

Covering the Period from April 01, 2023, to March 31, 2024

Station Comprising Station Employment Unit: WPSD-TV

Section 1: Vacancy Information

Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees From All Sources for This Position
(1) Producer	Employee Referral	3
(2) Multimedia Journalist	Indeed	3
(3) Web Editor	Indeed	2
(4) Creative Services/ Promotions Producer	Indeed	3
(5) Associate Producer	Indeed	2
(6) Photojournalist	Employee Referral	3
(7) Multi-Platform Journalist	Indeed	4
(8 & 10) Associate Producer	Indeed (8) UT Martin (10)	3
(9) Meteorologist	Employee Referral	1
(11, 12) Multi-Platform Journalist Southern Illinois	Indeed (11) Employment Agency (12)	2
(13) Multi-Platform Journalist Southern Illinois	Southeast Missouri State University	2
(14) Account Executive	WPSD-TV (Website)	4
(15) Photojournalist	Murray State University	1
(16) Producer	Employee Referral	1
Total Number of Persons Interviewed During Applicable Period:		34

Appendix 2 to

WPSD-TV's Annual EEO Public File Report Form

Covering the Period from April 01, 2023, to March 31, 2024

Station Comprising Station Employment Unit: WPSD-TV

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (if any)	Full-Time Positions for Which This Source Was Utilized (position number from Appendix 1)
Paducah Career Development Center Kentucky Cabinet for Workforce Development 416 South Sixth Street Paducah, Kentucky 42003 (270) 575-7000 Jonathon Pendergrass, Manager https://kyjobs.usnlx.com/jobs/	0	1, 2, 4, 5, 6, 7, 11, 12, 13, 14, 15, 16
*NAACP Paducah Chapter J. W. Cleary, President 505 South Eighth Street Paducah, Kentucky 42003 (270) 443-5430	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
*Indicates source that has requested notification of job openings		
Murray State University Wm. Jeremy McKeel P. O. Box 7 Murray, Kentucky 42071-0007 (270) 762-3011 www.murraystate.edu	1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
Southern Illinois University at Carbondale Nichole Wood Career Development Center Student Services Building Carbondale, Illinois 62901 (618) 453-1040	1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16

Southeast Missouri State University Dr. Tamara Zellers Buck Grauel Hall Cape Girardeau, Missouri 63701 (573) 651-2241	1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
Austin Peay State University Dr. Pamela J. Gray P. O. Box 4446 Clarksville, Tennessee 37044 (931) 221-7244	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
Western Kentucky University Brian Elliott 342 Mass Media and Technology Hall One Big Red Way Bowling Green, Kentucky 42101 (270) 745-5891	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
The University of Tennessee at Martin Rodney Freed Department of Communications 544 University Street Martin, Tennessee 38238 (731) 881-7564	4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
TV Jobs.com Broadcast Employment Services Mark Holloway P. O. Box 4116 Oceanside, California 92052 (800) 374-0119	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,15, 16
WPSD-TV (internal postings) Rhonda Harris 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	2	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
WPSD-TV (Internet Site) Leane Fuller/Charity Blanton Julie Bryson/ Melanie Antonitis 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
Indeed, Inc. 6433 Champion Grandview Way, Bldg 1 Austin, Texas 78750 www.indeed.com	14	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16

<p>University of Florida Katrice Graham, Ed.D. Director Knight Division for Scholarships, Career Services, and Multicultural Affairs College of Journalism and Communications 1060 Weimer Hall PO Box 118400 Gainesville, Florida 32611-8400 (352)294-0808 www.jou.ufl.edu/knight</p>	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
<p>Ohio University Eddith Dashiell, Director E.W. Scripps School of Journalism Schoonover Center 200 1 Ohio University Athens, Ohio 45701-2979 (740) 593-2590</p>	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
<p>Florida A&M Ranata Hughes Division of University Advancement 625 E. Tennessee Street Suite 100 Tallahassee, Florida 32308-4933 (850) 412-5395</p>	1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
<p>University of Missouri Career Services 201 Student Success Center Columbia, Missouri 65211 (573) 884-6317</p>	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
<p>Columbia Journalism School Office of Career Development 2950 Broadway New York, New York 10027 (212) 854-4422 https://journalism.columbia.edu/Careers</p>	0	1, 2, 3, 6, 7, 9, 10, 11, 12, 13, 15
<p>Handshake (Job Posting site for Colleges) P.O. Box 40770 San Francisco, CA 94140 www.Joinhandshake.com (Gets sent out to 30 plus schools including several the station sends to manually.)</p>	1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16

Kentucky Broadcasters Association Job Board Amber Rhodes 101 Enterprise Drive Frankfort, KY 40601 502-848-0426 amber@kba.org	0	1, 2, 5, 6, 7, 8, 9, 10, 11,12,13,15, 16
Campbellsville University Teresa Elmore Director of Career Services 1 University Drive Campbellsville, KY 42718 270-789-5142 www.campbellsville.edu	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12,13,14,15, 16
MediaJob Board Recuitment Sales 828 Turnbridge Dr Brentwood, TN 37027 jobs@editorandpublisher.com 406-445-0000 Ext. 4	0	1, 2, 7, 9, 11, 12, 13, 14, 15, 16
SND Publishing LLC Spots N Dots Classified Ads 1635 Old Highway 41 NW, Suite 112-338 Kennesaw GA 30152 www.spotsndots.com	0	14
Employee Referrals	7	
Agency Referrals (Several agencies refer clients after seeing positions posted in various outlets)	1	
Miscellaneous Internet (numerous websites list openings after they have been posted to the sources listed above or shared on social media)	0	

Appendix 3 to

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Covering the Period from April 01, 2023, to March 31, 2024

Station Comprising Station Employment Unit: WPSD-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WPSD-TV:

WPSD-TV has participated in numerous and diverse outreach events during the past year:

Internship Program: We had one intern with us during the summer of 2023. They interned in the News Department.

Tours: The station offered tours of the facility and provided opportunities to interact with personnel, information about training necessary for various careers in broadcasting, and the diversity of careers in broadcasting. We provided several tours to schools and civic organizations that were conducted and set up by Rhonda Harris, Programming/Human Resources Assistant, Mark Hall Operations Director, Perry Boxx, News Director, & Trent Okerson, Chief Meteorologist.

The station participated in a career fair at Southern Illinois University at Carbondale on September 19, 2023, which was attended by Bill Evans, VP & GM, and Perry Boxx, News Director.

The station participated in a career fair at West Kentucky Community and Technical College on November 01, 2023, which was attended by Rhonda Harris, Programming and Human Resources Assistant.

The station co-hosted and participated in The Posh Home and Garden Show on March 12-13, 2024. We had a booth set up where people could speak with various employees and view select job openings. We had guest speakers including Trent Okerson, Chief Meteorologist and Jennifer Rukavina, Meteorologist, that spoke about the Eclipse on April 8, 2024.

WPSD-TV lists position openings with the Job Bank that is maintained by the Paducah, Kentucky, chapter of the NAACP.

Station personnel have ongoing contact with students enrolled in broadcasting classes at several regional academic institutions. Mr. William Evans, Vice-President and General Manager currently serves on the Mass Media advisory boards at Arkansas State University and Murray State University and previously served at the University of Tennessee at Martin. Mr. Evans has also served as an adjunct instructor in the Mass Media department of Murray State.

Mr. Evans & Perry Box, News Director participated in Murray State University's "Meet the Pros" for Communication/Journalism students on October 19th.

Mr. Boxx has been a member of the McCracken County Schools Media Advisory Board since February 2022, which he advises on how to get students ready to work in the field of media.

News Anchor Jennifer Horbelt serves as a member of the Communication Industry Advisory Board at the University of Tennessee at Martin. She is also on the Board of Governors for the Mid-America EMMY Chapter. Specifically, she is on the education committee, which entails engaging with and mentoring young journalists at the high school and college level.

Philip Madison, Creative Services Director, serves on two Media Arts Advisory Councils at Marshall County High School and Paducah Tilghman High School.

WPSD-TV actively participates in the Kentucky Broadcaster's Association (KBA) Scholarship program. This fund provides assistance to students majoring in communications at higher education institutions throughout the Commonwealth of Kentucky. WPSD-TV regularly runs spots through KBA public education partnership program to provide revenue for the scholarship fund.

A tuition assistance program exists to allow employees to pursue academic courses/degrees that will enhance their educational backgrounds and employment skills.