

EXHIBIT 3: Narrative Statement

Prepared July 2013 for WILL-TV FCC License Renewal

WILL-Illinois Public Media is an Affirmative Action/Equal Opportunity Employer dedicated to building a community of excellence, equity and diversity. Licensed to the University of Illinois, WILL-Illinois Public Media follows the guidelines, policies and procedures of the Office of Diversity, Equity and Access at the University, for hiring, recruiting, and maintaining a nondiscriminatory work environment. All job postings include an explicit EEO affirmation to notify prospective candidates regarding WILL/Illinois Public Media's commitment to diversity and inclusivity.

As an employing unit of the University of Illinois at Urbana-Champaign, WILL is required to comply with the diversity initiatives, hiring procedures, and pay and promotion policies stipulated by the University's Office of Diversity, Equity and Access (ODEA) and University Human Resources. The WILL-Illinois Public Media human resources officer serves as the Diversity Advocate for WILL, providing guidance to managers and employees, and supervising all hire and search processes to insure compliance with EEO requirements and to advocate creatively for affirmative action and outreach. Over the last two years, the human resources officer has attended workshops and training seminars covering EEO and nondiscrimination issues, provided by the University's ODEA, the Public Media Business Association and the Illinois chapter of the College and University Professional Association for Human Resources.

WILL-Illinois Public Media widely disseminates information on each job vacancy to recruitment sources in an effort to reach a diverse audience and to attract women and minority candidates. Some of the diversity recruitment sources have been selected by the University's Office of Diversity, Equity and Access, including [AsiansinHigherEd.com](#), [BlacksinHigherEd.com](#), [HispanicsinHigherEd.com](#), as well as the [HigherEdJobs.com](#) affirmative action email listserv. WILL has also chosen to use several diversity recruitment sources that are more specific to broadcasting and media, including the National Association of Black Journalists, National Association of Hispanic Journalists, the Alliance of Women in Media, and the Association for Women in Communications.

WILL-Illinois Public Media continues to work on initiatives that address the FCC's longer-term EEO recruitment requirements, including the following:

**Listing senior management job vacancies with media groups that include women and minorities.** Over the last two years, vacancies for senior management positions, including WILL Station Manager, Director of News & Public Affairs and IT Systems Manager, were posted at several job banks in an effort to recruit women and minorities. These sources included Association for Women in Communications, Women in Technology, National Association of Black Journalists, National Association of Hispanic Journalists, and Native American Journalists Association. In addition, upper-level positions were posted to the CPB Jobline and to *Current*, the premier trade newspaper for public media. *Current* reaches a local and national audience of people involved in public television and public radio at many different levels, from station employees and volunteers to state and national policymakers.

**Provide training to management level personnel to ensure equal employment opportunity and prevent discrimination.** In September 2012, Illinois Public Media managers and supervisors participated in a diversity workshop presented by the University of Illinois Office of Equal Opportunity and Access. The workshop, *Fostering a Culture of Respect: Navigating Workplace Diversity*, met objectives of increasing multicultural awareness and inclusion, using an awareness of cultural competence to become a more effective leader, and identifying concepts and examples of harassment and discrimination in the workplace.

All WILL managers and employees completed an educational training by May 31, 2012 called the I-Initiative Workplace Harassment and Discrimination Prevention course, provided by the University of Illinois Office of Equal Opportunity and Access. This course addressed not only sexual harassment and gender-based actions, but also other forms of discrimination, harassment, and inappropriate conduct based on race, sexual orientation, religion, disability, and other characteristics.

WILL managers and supervisors are encouraged on a regular basis to attend workshops and webinars on topics of equal employment, performance management and nondiscriminatory practices that are provided by the University's Human Resources department, the Public Media Business Association and other media organizations.

**Participation in events relating to career opportunities sponsored by educational institutions.** In January 2012, a group of University of Illinois students, many of whom were undecided about their majors, were given a tour of the WILL radio and television stations to give them an awareness of possible careers in media. Station employees demonstrated a variety of media-related jobs including radio production, television production, operations, on-air delivery, marketing, new media and programming.

In March-April 2012 and in April-May 2013, WILL partnered with the Champaign Unit 4 School District to provide an educational opportunity for all fourth grade classrooms in the District. Students were given a tour of the radio studios, participated in mock interviews in the television studio, and learned how Illinois Public Media (and PBS LearningMedia) use primary source documents in content creation. Through this program, students were given an early introduction to possible career opportunities in media and broadcasting.

In September 2012 – May 2013, Illinois Public Media helped students and teachers at Stratton Leadership & MicroSociety Magnet School in Champaign to create, maintain and staff their 21st Century Digital Media Center. The Center allows students to run their own video production studio, anchor newscasts, write and videotape stories, edit video and publish content on their website, [strattonsociety.org](http://strattonsociety.org). WILL staff created the curriculum for the Center, aligning it with state standards for technology competencies for 3rd through 5th grade students. WILL received a grant from Unit 4 Schools to support the Stratton Digital Media Center for the 2012-2015 school years with a goal of teaching the students and teachers to run the Media Center on their own.

On April 10, 2013, Radio Operations and Audio Production Manager Mike Pritchard led a tour of five Parkland College students and the instructor of their Parkland radio production course.

The students observed operations and facilities in the radio and television stations and spoke with the FM Host/Announcer.

Tours of the WILL facilities and studios are frequently given every year to school groups of various ages and sizes, from fourth-grade classes to the radio production class from Parkland Community College. These tours are an opportunity for WILL staff to demonstrate the many job skills and employment opportunities that are possible in broadcasting and media.

**Internship program designed to develop skills needed for broadcast employment.** Director of News and Public Affairs Craig Cohen developed procedures to assist University of Illinois journalism students in producing broadcast-quality news stories. In conjunction with journalism professors, WILL news staff work with students throughout the process of pitching a story idea, conducting interviews, editing and production. WILL makes production facilities available with supervision and provides technical and professional support for these approved student projects, enabling journalism students to develop skills and gain experience in producing news for broadcast.

A University of Illinois student served as an intern during the academic year in Illinois Public Media's media project at Stratton Elementary Magnet School in Champaign. This intern learned from IPM Community Engagement Producer Henry Radcliffe and assisted students and teachers at Stratton school in running their TV studio, adding content to their website and creating digital news stories.

Other internship opportunities at WILL included four students from the UI Graduate School of Library and Information Science who worked with Director of New Media Jack Brighton to catalog and digitize WILL's media assets, developing techniques for metadata creation, content management and preparation of digital audio for online retrieval.

Additionally, two or three work-study students from the University of Illinois are hired annually and trained to handle customer service and provide staff support for various departments at the stations. Through this work, students learn a great deal about different aspects of the broadcasting operation, including radio and television programming, development/fundraising activities, marketing, production, and an overview of the technical areas covered by broadcast engineering and operations. Students are encouraged to participate in station activities and to learn about careers through direct interaction with various broadcast professionals.

**Development and sponsorship of long-term community engagement events or projects.**

On an on-going basis, the WILL stations work with teachers at the University Laboratory High School in Urbana, Illinois to develop an oral history curriculum to train students in the basics of audio production and journalism. Each year, the students produce a documentary for broadcast on WILL radio and online. The focus of the current documentary project is the counterculture movement in Champaign-Urbana from the 1950s to the present.