

## **WTVP PUBLIC FILE EEO REPORT 2004 - 2005**

*There were no Full-Time Job Vacancies between August 1, 2004 and July 31, 2005.*

### **Description of Long-term Initiatives**

**Participation in Job Fairs.** Our studio supervisor, Abbi Look, who is responsible for entry-level hiring, manned full-day recruitment booths at Bradley University in August 2004 and at Illinois State University in September 2004. The focus of the job fairs is recruitment for various crew positions. These positions provide training in camera operation, lighting and sound, set preparation and remote productions. The experience gained helps prepare crew members for full-time employment in television either at WTVP or elsewhere.

**Internship Programs.** In conjunction with Robert Morris College, an internship program was established to develop the new position of Front Desk Receptionist. Auction Director Luann Claudin supervised the intern. This internship allowed WTVP to give a minority student the opportunity to learn all aspects of our operation. In order to direct phone calls and visitors, to the appropriate department, the receptionist had to know or capabilities and who was responsible for each. She also had the opportunity to do some crew work, learning even more about the operation of a television station. The knowledge gained allowed the intern to move into a regular part-time position in our Master Control Room.

Internship programs were also established with Bradley University, Illinois State University, and Illinois Central College. These internships have reiterated that broadcast television is still a viable employment opportunity, and they have attracted a wide range of part time employees.

**Training Program for Station Personnel.** Our traffic manager, Mark Lasswell, established a training program for willing Master Control Operators. He began cross training for his position in Traffic in January 2004 and continues through today. The benefit to one operator in particular has been the acquisition of an advanced skill not previously possessed. The station benefited by having a backup traffic manager for vacations and emergencies. The employee is prepared for promotion at WTVP or advanced employment elsewhere in broadcasting.

**Scholarship Program.** WTVP offered a training position to a scholarship student from overseas through CIEE's Professional Career Training USA program. Our Vice President of programming, Linda Miller worked with CIEE to set up the exchange. This exchange student was allowed to change her career path from training in accounting to marketing for a public television station. With no previous experience in television, the intern participated in studio and remote productions. She prepared ads to promote these events. As a result of her experience, the employee returned to her home country to

pursue a career in television. The experience helped foster understanding and tolerance of other cultures among the employees of WTVP. Our exchange student was exposed to not only a new country but a new profession as well.

**Participation in Other Activities to Disseminate Employment Information.** Another means of obtaining entry-level employees is through our relationship with certain community organizations specializing in underserved populations. In addition to being notified of specific job openings at WTVP, these organizations are encouraged to refer job hunters to WTVP to apply for entry-level positions. Examples of the organizations are Carver Community Center and the Community Action Agency, both in Peoria, IL and Carver Community Action Agency in Galesburg, IL.

In 2004 and 2005, WTVP entered into a relationship with a social service agency from Peoria's inner city and received a "Weed & Seed" grant from the City of Peoria. The purpose of the project was to provide an opportunity for individuals who had dropped out of the system to use their skills as performers to drop back in. Young adults from the target group in the region were identified and given the opportunity to enroll in classes that met several times weekly to improve their skills and, ultimately, to create a program for broadcast. Participants were exposed to camera work, production, post production, and editing and were given hands-on opportunities throughout. Internships were available at the end of the project for interested and promising individuals. Exposure to the program also created interest in a variety of broadcast and media careers, as well as performance.

**Sponsorship of Community Events.** WTVP also encourages tours of our facility by school groups, community agencies and the general public. Over 30,000 people have been in our building over the past two years. During these tours we emphasize broadcasting as a career choice and WTVP's specific need for talented and interested individuals. This has resulted in a significant and varied pool of applicants, some of whom were ultimately employed in various crew positions.