

WSIL-TV & KPOB-TV  
 Annual EEO Public File Report  
 Date: August 1, 2017-July 31, 2018

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>
Weather	9/4/2017	1	19	19	19
Producer	10/16/2017	1	19	19	1-9;17;19
Producer	12/14/2017	1	19	19	1-9;10;17;19
Reporter	3/12/2018	4	25	10;25;25;25	1-9;10;17;25
Production	3/15/2018	4	18	18;18;18;18	18
Producer/Director	4/22/2018	1	19	19	1-9;10;17;19
Reporter	4/30/2018	4	25	11;17;25;25	1-9;11;17;25
Weather	5/26/2018	4	22	11;11;17;22	10;11;17;22
Weather	7/2/2018	3	11	11;11;11	10;11;17
Producer	7/13/2018	3	22	17;17;22	10;17;22

**Section 2: Recruitment Source Information**

Source #	Source Name	Contact	Address	Phone	Fax	E-Mail	Requested Notification	Interviews During This Period
1	IL Broadcasters Association	Debra Gray	200 Missouri Ave. Carterville, IL 62918	618/985-5555	618/985-6070	<a href="mailto:dgray@ilba.org">dgray@ilba.org</a>	No	0
2	IDES	Robert Barron	8195 Express Dr. Marion, IL 62959	618/997-6835 Ext. 381	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	618/985-2828 Ext 8424	618/985-6610	<a href="mailto:Lisa.hudgens@jalc.edu">Lisa.hudgens@jalc.edu</a>	No	0
4	Rend Lake College	S. Myer	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
5	SEMO	Daniel Presson	One University Plaza Cape Girardeau, MO	573/651-2583	573/651-2532	<a href="mailto:careerservices@semo.edu">careerservices@semo.edu</a>	No	0
6	Shawnee Comm College	Leslie	8364 Shawnee College Rd Ullin, IL 62992	800-481-2242	618/634-3352	<a href="mailto:lesliec@shawneecc.edu">lesliec@shawneecc.edu</a>	No	0
7	SIU Carbondale		Carbondale, IL 62901	618/453-7112	618/453-1924	<a href="mailto:careerservices@siu.edu">careerservices@siu.edu</a>	No	0
8	Southeast Illinois College	Catherine Packard	3575 College Dr. Harrisburg, IL 62946	618/252-5400		<a href="mailto:catherine.packard@sic.edu">catherine.packard@sic.edu</a>	No	0
9	University of Evansville	Ctr for Career Dev	1800 Lincoln Ave Evansville, IN 47722	812/488-1083	812/479-2156	<a href="mailto:evansville-csm@simplicity.com">evansville-csm@simplicity.com</a>	No	0
10	TVJobs.com	Mark Holloway	760/754-8177	760/754-8177		<a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>	No	1
11	Medialine		PO Box 51909 Pacific Grove, CA 93950	800-237-8073		Medialine.com	No	6
12	B-Roll (Photogs)	Kevin Johnson	1623 D St. NE Washington, DC 20002	202/486-8842		<a href="http://b-roll.net">b-roll.net</a>	No	0
13	Illinois News Broadcasters	Bob Roberts	1 University Circle Macomb, IL 61455			<a href="http://inba.net">inba.net</a>	No	0
14	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
15	Collective Talent	Michael Billie		813/254-9695		<a href="http://Collectivetalent.com">Collectivetalent.com</a>	No	0
16	The Southern Illinoisan	Sandy Lowell	710 N. Illinois Ave Carbondale, IL 62901	618/351-5003		<a href="mailto:sandy.lowell@thesouthern.com">sandy.lowell@thesouthern.com</a>	No	0
17	WSIL-TV					<a href="http://wsiltv.com">wsiltv.com</a>	No	4

	Website							
<b>18</b>	Word of Mouth Referral						No	<b>4</b>
<b>19</b>	In-House Promotion						No	<b>4</b>
<b>20</b>	Internship Program						No	<b>0</b>
<b>21</b>	Internal Job Posting						No	<b>0</b>
<b>22</b>	Employee Referral						No	<b>2</b>
<b>23</b>	Unsolicited Applicant						No	<b>0</b>
<b>24</b>	Resume on File						No	<b>0</b>
<b>25</b>	Talent Agent						No	<b>5</b>
<b>26</b>	WSIL Recruitment						No	<b>0</b>
						<b>Total Interviews During This Period</b>		<b>26</b>

**Section 3: Menu Option Outreach Initiatives**

Activity/Description	Date	Staff Participant	Partners	Initiative Number
<p><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. AP’s 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 AP’s 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 16 AP’s were hired. Most had some educational background. Few had professional experience. During this period 14 AP’s left the station and 7 of the 14 obtained a full-time position at a broadcast television station or in video production. An additional 2 AP’s were promoted to full-time positions at WSIL.</p>	Ongoing	Mike Snuffer, News Director		8
<p><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 15 station tours, including tours for high school students attending Radio/TV or Journalist “camps” at Southern Illinois University.</p>	Ongoing	Bethany Tanner, Program Director	Interested community groups, educational institutions, non-profit organizations	16
<p><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. This is an ongoing program, but WSIL had no interns during this period.</p>	Ongoing	Mike Snuffer, News Director		5
<p><b><u>Vocational Education Program</u></b> – WSIL works with Carbondale and Carterville High Schools to accept high</p>		Bonnie Wheeler		10

<p>school students who attend school half a day and work half a day. These students are paid by WSIL. They also receive high school credit for the work experience and have a faculty adviser at the school. During this period WSIL did not have a new CVE student, though the student from the previous year continued employment into this period.</p>				
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“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.

