

Annual EEO Public File Report

EEO Contact Information:

WAND-TV, Kelly York
(217) 424-2500 ext. 1173
kelly.york@wandtv.com

WAND-TV, Decatur, Illinois EEO PUBLIC FILE REPORT (August 1, 2010 thru July 31, 2011)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A includes a list of recruitment sources, indicating name, address, contact person and telephone number of each.

Sources with an asterisk (*) denote organizations that have requested notification of full-time job vacancies.

FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED

[With Hiree's Recruitment Source Noted in Brackets]

Account Manager (#4, 5, 7, 9, 10, 14, 18, 19, 20, 21, 22, 26, 28, 29) [Hiree: referral]

Maintenance Engineer (#4, 5, 7, 8, 9, 10, 14, 18, 19, 21, 22, 26, 28, 29) [Hiree: internal promotion]

Reporter/Photographer (2 positions) (#4, 5, 7, 9, 10, 14, 18, 19, 21, 22, 26, 27, 28, 29) [Hiree: #5, 28]

Production Assistant (#4, 5, 7, 9, 10, 14, 18, 19, 21, 22, 26, 28, 29) [Hiree: referral]

Sports Anchor/Reporter (#4, 5, 7, 9, 10, 14, 18, 19, 21, 22, 24, 27, 28, 29) [Hiree: internal promotion]

Master Control Operator (2 positions) (#4, 5, 7, 9, 10, 14, 18, 19, 21, 22, 28, 29) [Hiree: #7]

Internet Account Manager (#4, 5, 7, 9, 10, 14, 18, 19, 21, 22, 28, 29, 31) [Hiree: referral]

Building Maintenance (#4, 5, 7, 9, 10, 14, 18, 19, 21, 22, 28, 29) [Hiree: #7]

Weekend Meteorologist (#4, 5, 7, 9, 10, 13, 14, 18, 19, 21, 22, 24, 28, 29, 30) [Hiree: #24]

Producer (2 positions) (1, 4, 5, 6, 7, 9, 10, 14, 17, 18, 19, 21, 22, 24, 27, 28, 29, 30) [Hiree: #27 & previous intern]

Morning Anchor/Reporter (#4, 5, 7, 9, 10, 14, 18, 19, 21, 22, 24, 27, 28, 29, 30) [Hiree: referral]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

94 persons

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

#5 (3 persons), #6 (1 person), #7 (27 persons), #19 (1 person), #21 (4 persons), #24 (11 persons), #27 (4 persons), #28 (21 persons),

Referral (9 persons), Walk-in (1 person), Present Employee (9 persons), Previous Intern (2 persons), Recruiting Call from past contact (1 person).

MASTER LIST OF RECRUITMENT SOURCES

(An asterisk (*) after the source denotes organizations that requested notification of full-time job vacancies.)

No.	Source (name, address, contact person, telephone)	No.	Source (name, address, contact person, telephone)
1.	American Women in Radio & Television, Inc. Career Line 8405 Greensboro Dr., Suite 800 McLean, VA 22102-5120	16.	NAB Attn: Human Resources 1771 N. St. NW Washington, DC 20036 nab.org
2.	Broadcast Engineering Attn: Jennifer L. Shafer Ph: 1-800-896-9939 Ph: 1-913-967-1732 Fax: 1-913-967-1735	17.	National Assn. of Black Journalists 3100 Taliaferro Hall University of Maryland College Park, MD 20742 Ph: (301)405-8500 Fax: (301)405-8555 www.nabj.com nabj@jmail.umd.edu

<p>3. Broadcasting and Cable</p> <p>Attn: Jon Kemp</p> <p>Jon.Kemp@reedbusiness.com</p>	<p>18. Parkland College</p> <p>http://www.collegecentral.com/parkland</p>
<p>4. Capital Area Career Center/WQNA Radio*</p> <p>Jim Grimes</p> <p>2201 Toronto Rd.</p> <p>Springfield, IL 62712</p> <p>Email: WQNAradio@aol.com</p>	<p>19. Richland Community College</p> <p>One College Park</p> <p>Decatur, IL 62526</p> <p>Attn: Michael Diggs</p> <p>Ph: (217)875-7200 Ext. 285</p>
<p>5. Champaign News Gazette</p> <p>Attn: Jorja Johnson, Recruitment Adv. Specialist</p> <p>Ph: (217)351-5329</p> <p>Fax: (217)351-5291</p>	<p>20. Spots N Dots</p> <p>Fax (607) 729-7331</p>
<p>6. Eastern Illinois University</p> <p>cskar@eiu.edu</p>	<p>21. State Journal Register</p> <p>Attn: Classified</p> <p>Ph: (217)788-1300</p> <p>Fax: (217)788-1372</p>
<p>7. Herald & Review</p> <p>Attn: Classified</p> <p>Ph: (217)429-5151</p> <p>Fax: (217)421-6942</p>	<p>22. Southern Illinois University Carbondale*</p> <p>M.C. 4703</p> <p>Carbondale, IL 62901</p> <p>Attn: Career Services</p> <p>Ph: (618)453-2391</p> <p>Fax: (618)453-1924</p> <p>ucsc@siu.edu</p>

<p>8. ITT Technical Institute</p> <p>13505 Lakefront Drive</p> <p>Earth City, MO 63045</p> <p>Fax: (314)298-2813</p>	<p>23. TVB</p> <p>www.tvb.org</p>
<p>9. Illinois WorkNet Center*</p> <p>Attn: Diane Cavanagh</p> <p>1300 South Ninth St.</p> <p>Springfield, IL 62703</p>	<p>24. Tvjobs.com</p>
<p>10. Illinois Employment & Training Center*</p> <p>Eileen Morris</p> <p>Champaign, IL</p> <p>Ph: (217)278-5700 x220</p> <p>Fax: (217)398-9641</p>	<p>25. Television Week</p> <p>Attn: Eric Chasko</p> <p>Ph: (323)370-2415</p> <p>EChasko@Crain.com</p>
<p>11. INBA News Letter</p> <p>Attn: Bob Roberts</p> <p>BoRoWMAQ@aol.com</p>	<p>26. Urban League of Champaign County</p> <p>17 Taylor St.</p> <p>Champaign, IL 61820</p>
<p>12. Lakeland Community College</p> <p>kbeno@lakeland.cc.il.us</p>	<p>27.. University of Illinois at Urbana-Champaign</p> <p>Department of Journalism</p> <p>24 Gregory hall, MC-462</p> <p>810 South Wright St.</p> <p>Urbana, IL 61802</p>

		Attn: Lynn Holley Ph: (217) 333-1508 Fax: (217) 333-7931 lholley@uiuc.edu
13. Medialine.com		28. www.wandtv.com
14. Millikin University 1184 W. Main St. Decatur, IL 62522 Attn: Pam Rainey Ph: 424-6211		29. Internal Posting (Bulletin Board)
15. Attn: Ronnie Dean, Video Instructor. rdean@mail.millikin.edu Ph: (217)424-6211	Millikin University	30. Director of Placement (news only)* Illinois Center for Broadcasting Dave Cogozzo 455 Eisenhower Ln. South Ste. 200 Lombard, IL 60148 (630) 916-1700 ext. 3114 (630) 916-1764 fax Placement.lombard@beonair.com
		31 IBA Debra Gray dgray@ILBA.org

Appendix B contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the reporting period,

including station personnel involved in the activities.

Supplemental Outreach Initiatives

(August 1, 2010 thru July 31, 2011)

FCC Menu Categories

- 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.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
#5	WAND News accepts interns for unpaid internships in the News Department throughout the year. We actively solicit applicants through job fairs and through our arrangement with the Public Affairs reporting graduate program at the University of Illinois Springfield. During this reporting period WAND hosted three interns. In connection with Millikin University, two interns worked in the newsroom. One of them worked with

	<p>photographers logging tapes and going out on shoots and observing. The other intern worked exclusively with sports observing, learning camera operations and going out on shoots with the sports reporters. In connection with the University of Illinois Urbana, one intern worked in our Champaign bureau focusing on writing skills, learning how a bureau worked, helped gathering information and learned how to operate camera. Each intern receives academic credit for completion of the internship.</p>
#1 & #4	<p>News Director, Tai Takahashi, Station Manager, Tracey Cole represented WAND-TV at the Springfield Chamber Job Fair located at the Crowne Plaza Hotel. This event took place September 9, 2010 from 3pm – 6pm. Between the two of us we talked to approximately 50 individuals. Resumes were distributed to respective departments.</p>
#1 & #4	<p>Clay Koenig, General Sales Manager, Tai Takahashi, News Director, and David Gilpin, Account Executive represented WAND-TV at the IBA Career Fair located on the Illinois State University campus in Normal, Illinois. This event took place October 8, 2010 from 1:30 pm – 3pm. Between the three of us we talked to approximately 30 individuals with 95% of them interested in news jobs and internships.</p>
#16	<p>Sean Streaty, Anchor attended Junior High Career Fair at Richland Community College on January 11, 2011. Sean spoke to 8th graders from several area junior high schools. His presentation included examples of the 10pm newscast and rundown, also an example of a resume tape from a soon graduating college student for hire. He talked about his background, education, and college work toward career.</p>
#16	<p>Scot England, Reporter attended Junior High Career Fair at Richland Community College on January 8, 2011. He spoke to five different groups of 8th graders. He talked about his years at WAND, the education and experience that is needed to get a job in this market and he shared a few of his stories.</p>
#1 & #4	<p>Clay Koenig, General Sales Manager and Tom Lesyna, Assistant News Director represented WAND-TV at the Springfield Job Fair located at the Crowne Plaza in Springfield, IL. It lasted from 3pm – 6pm. Several dozen people stopped by and asked about current openings. They collected a dozen resumes and applications for possible candidates in news and production with about six or seven of them who appear to have qualifications for possible employment.</p>