

2011 Annual EEO Public File Report

WSMI, WSMI-FM, WAOX

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 stations: WSMI, Litchfield, IL; WSMI-FM, Litchfield, IL; WAOX, Staunton, IL and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning August 1, 2010 through July 31, 2011. (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(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), 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 full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and reported to work. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

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Covering the Period from August 1, 2010 to July 31, 2011.
Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

Section 1: Vacancy Information

There were no full time vacancies during the August 1, 2010 to July 31, 2011 period.

Appendix 2 to

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Covering the Period from August 1, 2010 to July 31, 2011

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Section 2: Recruitment Source Information

Recruitment Source (Name, Address, contact person, Telephone number)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for which This Source Was Utilized
Bradley University Smith Career Center 1501 West Bradley Ave Peoria, IL 61625 Kay Wiedman 309-677-2515		
Broadcast Center Placement Director 2360 Hampton St. Louis, MO 63139 Mr. John Carroll (Fax) 314-647-1575 314-647-8181		
Brown College 1440 Northland Drive Mendota Heights, MN 55120 Ms. Carol Baumeister Tim Peterson (Fax) 651-905-3550		

<p>Eastern Illinois University Career Services 1300 Human Services Bld. 600 Lincoln Avenue Charleston, IL 61920-3099</p> <p>Jan Stevens 217-581-2412</p>		
<p>Illinois Broadcasters Association 300 N. Pershing Av, Ste B Energy, IL 62933</p> <p>Debra Gray</p> <p>618-985-5555 (fax) 618-985-6070</p>		
<p>Illinois News Broadcasters Association c/o WIUM-FM News 1 University Circle Macomb, IL 61455</p> <p>Mr. Bob Roberts borowmag@aol.com</p>		
<p>Illinois State University Career Center Campus Box 2520 Normal, IL 61790</p> <p>Mr. Mike Schermer 309-438-2200</p>		0
<p>Iowa Wesleyan 601 North Main Mt. Pleasant, Iowa 52641</p> <p>Heidi Seegers</p> <p>319-385-6375 (Fax) 319-385-6296</p>		

In house		
Job Fairs		
<p>Lakeland College Career Services 5001 Lake Land Blvd. Mattoon, IL 61938</p> <p>Ms. Tina Moore 217-234-5288 (fax) 217-234-5417</p>		
<p>Lewis & Clark Community College 5800 Godfrey Road Baldwin Room 2418 Godfrey, IL 62035</p> <p>Mr. Mike Lemons 618-468-4940 Kim Maynard 618-468-5500 800-642-1794</p>		
<p>Lincoln Land Community College 5250 Shepherd Road Springfield, IL 62702</p> <p>Mary Beth Ray 800-727-4161</p>		
<p>North Central College Career Services 30 North Brainard St. Naperville, IL 60541</p> <p>Mr. Jeff Denard 630-637-5141 (fax) 630-637.5146</p>		
Northland Technical		

<p>College 1101 Highway 1 East Thief River Falls, MN 56701</p> <p>Ms. Susan Dowers</p> <p>(Fax) 218-681-0774</p>		
<p>Ohio & Illinois Centers For Broadcasting 55 W. 22nd St. Ste 240 Lombard, IL 60148</p> <p>Mr. Chip Egan</p> <p>(FAX) 630-916.1764</p>		
<p>Job Center 502 East Edwards Litchfield, IL</p> <p>Bob Malisia 217-324-2138 (fax) 217-324-2793</p>		
<p>Word of Mouth / Staff Referrals</p>		
<p>Quincy College 1800 College Ave Quincy, IL 62301</p> <p>Ms. Kristen Liesen</p> <p>(FAX)217-228-5649 217- 228-5240</p>		
<p>Unsolicited / Unknown</p>		

<p>Southern Illinois University Carbondale Career Services Woody Hall B204 900 S. Normal Ave. Carbondale, IL 62901-4703</p> <p>Ms. Beverly Robbins 618-453-2391</p>		
<p>Southern Illinois University Edwardsville Career Development Center Campus Box 1620 Edwardsville, IL 62026</p> <p>Ms. Susan Seibert 618-650-3708 618-650-3656</p>		
<p>University of Illinois Springfield UIS Career Services SAB, Room 50 1 University Plaza Springfield, IL 62703-5407</p> <p>Ms. Jennifer Jenkins 217-206-6508 (fax) 217-206-7544</p>		
<p>Vincennes University 1200 N. 2nd Steet Vincennes, IN 47591</p> <p>Mr. Doug Young</p> <p>812-888-4135 (FAX) 812-882-2237</p> <p>Career & Employer Relations 812-888-4501</p>		
<p>Wabash College</p> <p>618-262-8641</p>		

(FAX) 618262-8641		
Western Illinois University Sherman Hall 116 1 University Circle Macomb, IL 61455 Mr. Al Waters (FAX) 309-298-2838 309-298-1838		
On air ads broadcast on WSMI AM, WSMI-FM &/or WAOX		
Station website(s)		

*Indicates sources that have requested notification of job openings.

Contact names updated 07/27/2009.

Appendix 3 to

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.Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WSMI, WSMI-FM, and WAOX.

We have been established a small scholarship program at Lewis & Clark Community College.

Talley Broadcasting President, Hayward Talley is a member of the Advisory Council at Lewis & Clark Community College.

Our stations participated in the Hillsboro High School job shadowing program on October 7th, 2010 when one student shadowed our program director, Terry Todt.

Rita Frazer represented our stations at “Career Exploration 2011” at Jerseyville Community High School on Thursday, March 10, 2011.

Our stations participated in the Gillespie High School job shadowing program on Friday April 22, 2011 when a student shadowed our program director, Terry Todt.

Our stations participated in the Litchfield High School job shadowing program on Wednesday April 27, 2011 when four students shadowed our program director, Terry Todt.

Our stations participated in the Litchfield High School job shadowing program on Thursday April 28, 2011 when four students shadowed our program director, Terry Todt.

Our stations participated in a job fair at Lake Williamson in Carlinville, Illinois on April 28th, 2011. Mike Niehaus represented our stations.

Our program director, Terry Todt, represented our stations at a job fair held May 19, 2011 at Lincoln Land Community College.

