

2017 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, 2016 through July 31, 2017. (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, 2016 to July 31, 2017.
Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

Section 1: Vacancy Information

There were two full time vacancies filled during the August 1, 2016 to July 31, 2017 period.

Five applicants were interviewed for the advertising sales representative position. The recruitment source was an ad on our station's website.

Five applicants were interviewed for the commercial copywriter position. The recruitment source was an internal referral.

The total number of applicants interviewed for full time vacancies filled during the covered period was 9. One applicant applied and was interviewed for both positions.

Appendix 2 to

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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 Luan Railsback 309-677-2515	0	Advertising Sales Representative
Broadcast Center Placement Director 2360 Hampton St. Louis, MO 63139 Kara Savio (Fax) 314-647-1575 314-647-8181	0	
Brown College 1440 Northland Drive Mendota Heights, MN 55120 Paul Kraimer 651-905-3400 (Fax) 651-905-3550	0	
Eastern Illinois University Career Services 1300 Human Services Bld. 600 Lincoln Avenue Charleston, IL 61920-3099 Jan Stevens 217-581-2412	0	Advertising Sales Representative

<p>Illinois Broadcasters Association 200 Missouri Avenue Carterville, IL 62918 Debra Gray</p> <p>217-793-2636</p>	<p>0</p>	<p>Advertising Sales Representative</p> <p>Commercial Copywriter</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>0</p>	
<p>Illinois State University Career Center Campus Box 2520 Normal, IL 61790</p> <p>Stephen Cantine 309-438-2200</p>	<p>0</p>	<p>Advertising Sales Representative</p> <p>Commercial Copywriter</p>
<p>Iowa Wesleyan 601 North Main Mt. Pleasant, Iowa 52641</p> <p>Heidi Seegers</p> <p>319-385-6375 (Fax) 319-385-6296</p>	<p>0</p>	
<p>Job Fairs</p>	<p>0</p>	
<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>0</p>	<p>Advertising Sales Representative</p> <p>Commercial Copywriter</p>

<p>Lewis & Clark Community College 5800 Godfrey Road Baldwin Room 2418 Godfrey, IL 62035</p> <p>Mr. Mike Lemons 618-468-4940 Career Services 618-468-5500 800-642-1794</p>	<p>0</p>	<p>Advertising Sales Representative</p> <p>Commercial Copywriter</p>
<p>Lincoln Land Community College 5250 Shepherd Road Springfield, IL 62702</p> <p>Mary Beth Ray 800-727-4161</p>	<p>0</p>	<p>Advertising Sales Representative</p>
<p>National Association of Farm Broadcasting 1100 Platte Falls Road P.O. Box 500 Platte City, MO 64079</p> <p>Aaron Corbert 816-431-4032</p>	<p>0</p>	
<p>North Central College Career Services 30 North Brainard St. Naperville, IL 60540</p> <p>Mr. Jeff Denard 630-637-5142 (fax) 630-637.5146</p>	<p>0</p>	
<p>Northland Technical College 1101 Highway 1 East Thief River Falls, MN 56701</p> <p>Dean Dalen 218-683-8560 (Fax) 218-681-0774</p>	<p>0</p>	
<p>Ohio & Illinois Centers For Broadcasting 55 W. 22nd St. Ste 240 Lombard, IL 60148</p> <p>Jill Urchak (FAX) 630-916.1764</p>	<p>0</p>	

<p>Job Center 11006 Airport Trail Litchfield, IL 62056</p> <p>Illinois Job Bank</p> <p>217-324-2138 (fax) 217-324-2793</p>	1	<p>Advertising Sales Representative</p> <p>Commercial Copywriter</p>
<p>Word of Mouth /</p> <p>Staff Referrals/</p> <p>Internal Job Posting</p>	1	<p>Advertising Sales Representative</p> <p>Commercial Copywriter</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>	0	
<p>Unsolicited / Unknown</p>	0	
<p>Southern Illinois University Carbondale Career Services Woody Hall B204 900 S. Normal Ave. Carbondale, IL 62901-4703</p> <p>Michelle Garrett 618-453-2391</p>	0	<p>Advertising Sales Representative</p> <p>Commercial Copywriter</p>
<p>Southern Illinois University Edwardsville Career Development Center Campus Box 1620 Edwardsville, IL 62026 Cougar Jobline Carrie Smolar 618-650-3708 618-650-3656</p>	0	<p>Advertising Sales Representative</p>

University of Illinois Springfield UIS Career Services SAB, Room 50 1 University Plaza Springfield, IL 62703-5407 Doug Brackney 217-206-6508 (fax) 217-206-7544	0	Advertising Sales Representative Commercial Copywriter
Vincennes University 1200 N. 2 nd Steet Vincennes, IN 47591 Richard Coleman 812-888-4135 (FAX) 812-882-2237 Career & Employer Relations 812-888-4501	0	
Wabash Valley College (Eastern IL Community Colleges) 2200 College Drive Mt. Carmel, IL 62863 Kyle Peach 618-262-8641 (FAX) 618262-8641	0	
Western Illinois University Sherman Hall 116 1 University Circle Macomb, IL 61455 Martin Kral (FAX) 309-298-2838 309-298-1838	0	Advertising Sales Representative
Station website(s)	3	Advertising Sales Representative Commercial Copywriter
On air ads broadcast on WSMI AM, WSMI-FM &/or WAOX	4	Advertising Sales Representative Commercial Copywriter

*Indicates sources that have requested notification of job openings.

Most of our recruitment sources are using websites to post job openings, as a result, we have less personal contact with the career development staffs at colleges and universities.

Appendix 3 to

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

On October 14, 2016 our stations participated in the Illinois Broadcaster's Association's Career Fair at the Bone Student Center on the campus of Illinois State University. Our stations were represented by Kevin Talley.

Talley Broadcasting has established a small scholarship program at Lewis & Clark Community College.

On March 22, 2017 two students from O'Fallon High School participated in job shadowing with our Program Director, Terry Todt, at our Litchfield-Hillsboro studios.

On April 7, 2017 our Program Director, Terry Todt, spoke to Career Day classes at Pana Junior High School.

On Tuesday May 5, 2017 our Program Director, Terry Todt, and our local News Reporter & Anchor, David Jenkins, spoke to Career Day classes at Hillsboro Junior High School.

On June 12, 2017 our Ag Director, Katie Wilson, made a presentation to Illinois FFA students at the Ag Communications Summit held at the Wyndham Hotel in Springfield, Illinois. Katie explained what a typical work day is like, how to conduct a successful interview, how to edit audio clips in Adobe Audition, education and schooling for radio, and students had a chance to do a mock interview. Katie also answered questions from the students.

On Tuesday July 11, 2017 a student enrolled in the radio program at Lake Land College in Mattoon job shadowed our Program Director, Terry Todt.

On Tuesday, July 25, 2017 our stations hosted and co-sponsored a Job Fair with the Carlinville and Litchfield Job Service. The job fair was held at the Litchfield Moose Lodge in Litchfield, Illinois from 9:00 AM until 12:00 PM. Kevin Talley & Mike Niehaus represented our stations.

In July of 2017 our station employment unit ran on-air promotional announcements promoting the various jobs available in radio broadcasting.

On the morning of Friday July 28, 2017 Kevin Talley represented our stations at the Granite City Job Fair held at Southwestern Illinois College's Sam Wolf Granite City Campus.

The Illinois Broadcasters Association job bank and the Illinois Job Bank were utilized to

disseminate our job openings.