

# 2018 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, 2017 through July 31, 2018. (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**  
**2018 Annual EEO Public File Report**  
**WSMI, WSMI-FM, WAOX**

Covering the Period from August 1, 2017 to July 31, 2018.  
Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

Section 1: Vacancy Information

There was one full time vacancy filled during the August 1, 2017 to July 31, 2018 period.

Six applicants were interviewed for the Ag Reporter position. The recruitment source was an ad on our station's website.

The total number of applicants interviewed for full time vacancies filled during the covered period was six.

# Appendix 2 to

## 2018 Annual EEO Public File Report

### WSMI, WSMI-FM, WAOX

Covering the Period from August 1, 2017 to July 31, 2018

Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

#### Section 2: Recruitment Source Information

<b>Recruitment Source (Name, Address, contact person, Telephone number)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>	<b>Full-time Positions for which This Source Was Utilized</b>
Bradley University Smith Career Center 1501 West Bradley Ave Peoria, IL 61625  Luan Railsback 309-677-2515	0	
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	

<p>Illinois Broadcasters Association  200 Missouri Avenue  Carterville, IL 62918  Debra Gray</p> <p>217-793-2636</p>	<p>2</p>	<p>Ag Reporter</p>
<p>Illinois News Reporters 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>Ag Reporter</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>Ag Reporter</p>

<p>Lewis &amp; 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>Ag Reporter</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>Ag Reporter</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>Ag Reporter</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 &amp; Illinois Centers For Broadcasting 55 W. 22<sup>nd</sup> 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>	0	Ag Reporter
<p>Word of Mouth /</p> <p>Staff Referrals/</p> <p>Internal Job Posting</p>	2	Ag Reporter
<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>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	Ag Reporter

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	Ag Reporter
Vincennes University 1200 N. 2 <sup>nd</sup> 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	Ag Reporter
Station website(s)	2	Ag Reporter
On air ads broadcast on WSMI AM, WSMI-FM &/or WAOX		

\*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**

## **2018 Annual EEO Public File Report**

### **WSMI, WSMI-FM, WAOX**

Covering the Period from August 1, 2017 to July 31, 2018  
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.Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WSMI, WSMI-FM, and WAOX.

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

On Tuesday October 24<sup>th</sup>, 2017 Mike Niehaus hosted a station visit and tour for the Montgomery County CEO program. Mike Niehaus talked about jobs in broadcasting during the CEO program group's tour of the radio stations.

On Tuesday March 13, 2018 our stations hosted a group tour for the Montgomery County Health Department's H.I.S.S. Our Ag Broadcaster, Katie Wilson, talked explained our staff members jobs and answered questions.

On Tuesday March 20, 2018 our stations hosted a second group tour for the Montgomery County Health Department's H.I.S.S. Our Ag Broadcaster, Katie Wilson, explained our staff members jobs and answered questions.

On Wednesday, June 6, 2018 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 11:30 AM. We created a list and description of typical jobs in broadcasting as handouts for interested attendees. Mike Niehaus & Jayme Geisler represented our stations.

Our General Manager, Brian Talley, mentored David Jenkins in some aspects of station operation and provided him with the opportunity to participate in the Radio Advertising Bureau's Radio Marketing Professional online classes. David earned a certificate for passing the RAB's RMP program.

In July of 2018 our station employment unit ran on-air promotional announcements promoting the various jobs available in radio broadcasting.

The Illinois Reporters Association job bank and the Illinois Job Bank were utilized to disseminate our job openings.