

2020 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, 2019 through July 31, 2020 (the “Applicable Period”). This report is being prepared shortly before the end of the Applicable Period.

The restrictions and societal reactions that have resulted from the COVID-19 Pandemic have substantially curtailed social and economic activity in the State of Illinois. Those restrictions and reactions have also put a damper on events such as career fairs and in classroom career days at which the licensee could conduct EEO outreach efforts. Accordingly the licensee intends to make no attempts at hiring, and therefore conduct no further position specific EEO outreach efforts between the day that the licensee inserts this EEO Public File Report in the station’s On-Line Public Inspection Files and the end of the Applicable Period.

The FCC’s 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, 2019 to July 31, 2020.
Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

Section 1: Vacancy Information

Two full-time vacancies were filled during the August 1, 2019 to July 31, 2020 period: a bookkeeper position, and a news reporter/anchor position.

Nine were interviewed for the bookkeeper position and the recruitment source utilized by the candidate hired for the position was WSMI's on air announcement.

Two were interviewed for a news reporter/anchor position. Our employment unit was seeking a news anchor/reporter in the previous reporting period to allow our existing news anchor/reporter to transition to another position. During 2020 we had an immediate need for a news anchor/reporter when that staff member took family leave earlier than anticipated. We had an immediate opening that we needed to fill quickly. The recruitment source utilized was a staff referral.

A total of 11 candidates were interviewed during the applicable period.

During the reporting period our employment unit sought staff for possible new positions in outside marketing and a combo news/sales. We later chose not to hire for these positions due to changes in circumstances related to finances and the pandemic.

Appendix 2 to

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Section 2: Recruitment Source Information

Two full-time job openings were filled during the period August 1, 2019 to July 31, 2020.

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 309-677-2515	0	
Broadcast Center Placement Director 2360 Hampton St. Louis, MO 63139 (Fax) 314-647-1575 314-647-8181	0	
Brown College 1440 Northland Drive Mendota Heights, MN 55120 651-905-3400 (Fax) 651-905-3550	0	
Eastern Illinois University Career Services 1300 Human Services Bld. 600 Lincoln Avenue Charleston, IL 61920-3099 (Symplicity) 217-581-2412	0	News Reporter/Anchor

<p>Illinois Broadcasters Association 200 Missouri Avenue Carterville, IL 62918</p> <p>217-793-2636</p>	<p>1</p>	<p>News Reporter/Anchor</p>
<p>Illinois News Reporters Association c/o WIUM-FM News 1 University Circle Macomb, IL 61455</p>	<p>0</p>	
<p>Illinois State University Career Center Campus Box 2520 Normal, IL 61790</p> <p>309-438-2200</p>	<p>0</p>	
<p>Iowa Wesleyan 601 North Main Mt. Pleasant, Iowa 52641</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>217-234-5288 (fax) 217-234-5417</p>	<p>0</p>	<p>News Reporter/Anchor</p>
<p>Lewis & Clark Community College 5800 Godfrey Road Baldwin Room 2418 Godfrey, IL 62035</p> <p>618-468-4940 Career Services 618-468-5500 800-642-1794</p>	<p>0</p>	

Lincoln Land Community College 5250 Shepherd Road Springfield, IL 62702 800-727-4161	0	
National Association of Farm Broadcasting 1100 Platte Falls Road P.O. Box 500 Platte City, MO 64079 816-431-4032	0	
North Central College Career Services 30 North Brainard St. Naperville, IL 60540 630-637-5142 (fax) 630-637.5146	0	
Northland Technical College 1101 Highway 1 East Thief River Falls, MN 56701 218-683-8560 (Fax) 218-681-0774	0	
Ohio & Illinois Centers For Broadcasting 55 W. 22 nd St. Ste 240 Lombard, IL 60148 (FAX) 630-916.1764	0	
Job Center 11006 Airport Trail Litchfield, IL 62056 Illinois Job Link 217-324-2138 (fax) 217-324-2793	2	Bookkeeper News Reporter/Anchor
Word of Mouth / Staff Referrals/ Internal Posting	2	Bookkeeper News Reporter/Anchor

<p>Quincy College 1800 College Ave Quincy, IL 62301</p> <p>(FAX)217-228-5649 217- 228-5240</p>	0	
<p>Unsolicited / Unknown</p>	0	
<p>NAFB National Association of Farm Broadcasters</p> <p>816-431-4032 816-431-4087 (fax)</p>	0	
<p>Southern Illinois University Carbondale Career Services Woody Hall B204 900 S. Normal Ave. Carbondale, IL 62901-4703 (Handshake)</p> <p>618-453-2391</p>	0	News Reporter/Anchor
<p>Southern Illinois University Edwardsville Career Development Center Campus Box 1620 Edwardsville, IL 62026 Cougar Jobline 618-650-3708 618-650-3656</p>	0	News Reporter/Anchor
<p>University of Illinois Springfield UIS Career Services SAB, Room 50 1 University Plaza Springfield, IL 62703-5407 (Handshake) 217-206-6508 (fax) 217-206-7544</p>	0	News Reporter/Anchor
<p>Vincennes University 1200 N. 2nd Steet Vincennes, IN 47591</p> <p>812-888-4135 (FAX) 812-882-2237 Career & Employer Relations 812-888-4501</p>	0	

Wabash Valley College (Eastern IL Community Colleges) 2200 College Drive Mt. Carmel, IL 62863 618-262-8641 (FAX) 618262-8641	0	
Western Illinois University Sherman Hall 116 1 University Circle Macomb, IL 61455 (FAX) 309-298-2838 309-298-1838	0	
Station website(s)	0	Bookkeeper News Reporter/Anchor
On air ads broadcast on WSMI AM, WSMI-FM &/or WAOX	6	Bookkeeper News Reporter/Anchor

*Indicates sources that have requested notification of job openings.

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

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

The Job Fair scheduled for May 7, 2020 which was to be co-sponsored by Talley Broadcasting Corporation, The Job Center, and Lincoln Land Community College was cancelled due to concerns related to the Corona virus.

On July 17, 2020 Talley Broadcasting Corporation began hosting a virtual job fair for area employers utilizing our websites, wsmiradio.com and woax.com. On air announcements were also made.

The Illinois Job Link was utilized to disseminate our job openings.