

2022 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, 2021 through July 31, 2022. (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. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

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

Section 1: Vacancy Information

The economic and health related challenges starting in 2020 during the previous reporting period and continuing during this reporting period created some challenges for our employment unit.

Our bookkeeper left on an extended leave in March of 2020. Our Operations Manager began covering that position in addition to his other duties. Our bookkeeper did not return. Our Operations Manager continued to fill in. As economic conditions had not improved it became necessary to continue without a full-time bookkeeper and our Operations Manager continued to cover these duties with the supervision of the General Manager.

Our copywriter left our employ in August of 2020. Our Operations Manager began covering this position in addition to his other duties, which at this time also included the bookkeeper's duties. The employment unit elected not to fill this position.

Our traffic director left our employ in August of 2021. Our general manager began covering the traffic position in addition to his other duties.

A full-time opening for an Operations Manager became available in August of 2021 when our then Operations Manager left our employ. At that time he was covering the bookkeeping and copywriting positions in addition to his other duties, which included but were not limited to commercial production, scheduling staff, and sports. This created an immediate need as there were several previously full-time positions that were being covered by one person. Our General Manager started covering bookkeeping, traffic and processing copy change orders in August of 2021 in addition to his other duties as General Manager and Chief Engineer. A previous applicant was contacted who had expressed interest in a management position and, although some time passed, was ultimately hired for the Operations Manager position in November of 2021. The applicant had contacted us in May of 2021 about another job opening. Source of the previous contact: our radio ad.

Our General Manager continued to cover the bookkeeping and traffic positions after the new Operations Manager arrived. The Operations Manager covered the copywriter's position in addition to other Operations Manager's duties, including: commercial production, scheduling, etc.

Due to the workload carried by our General Manager the employment unit sought a Bookkeeper and a Traffic Director. Three applicants were interviewed for the Bookkeeper position in October 2021. Sources: one heard the ad on WAOX, one from the job fair and one heard our ad on the radio and attended the job fair. None of these applicants was hired.

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A full-time opening for a Radio Salesperson had been open for some time previous to this reporting period. Two applicants were interviewed one of which originally sought another position and also expressed interest in the sales position. One person was hired for the radio sales position in February 2022. The source: internal, the applicant heard about the job opening from one of our staff members.

A vacancy in advertising sales and marketing remains open as do vacancies in bookkeeping, traffic and farm news. Economic concerns and tight labor market have caused the employment unit to do the best it can with a reduced labor force. This situation is intended to be short term until economic conditions improve. Filling an Account Executive position continued to be the primary focus during this reporting period.

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Section 2: Recruitment Source Information

One full-time job opening was filled during the period August 1, 2021 to July 31, 2022.

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 217-581-2412	0	

<p>Illinois Broadcasters Association 200 Missouri Avenue Carterville, IL 62918</p> <p>217-793-2636</p>	<p>0</p>	<p>Account Executive</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>2</p>	<p>Bookkeeper Traffic Director Account Executive</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>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>	
<p>Lincoln Land Community College 5250 Shepherd Road Springfield, IL 62702</p> <p>800-727-4161</p>	<p>0</p>	
<p>National Association of Farm Broadcasting 1100 Platte Falls Road P.O. Box 500 Platte City, MO 64079</p> <p>816-431-4032</p>	<p>0</p>	
<p>North Central College Career Services 30 North Brainard St. Naperville, IL 60540</p> <p>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>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>(FAX) 630-916.1764</p>	<p>0</p>	

<p>Job Center 11006 Airport Trail Litchfield, IL 62056</p> <p>Illinois Job Link</p> <p>217-324-2138 (fax) 217-324-2793</p>	0	<p>Account Executive Operations Manager Traffic Director</p>
<p>Word of Mouth / Staff Referrals/ Internal Job Posting</p>	0	
<p>Quincy College 1800 College Ave Quincy, IL 62301</p> <p>(FAX)217-228-5649 217- 228-5240</p>	0	
<p>Internal Staff Member</p>	1	Account Executive
<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</p> <p>618-453-2391</p>	0	
<p>Southern Illinois University Edwardsville Career Development Center Campus Box 1620 Edwardsville, IL 62026 Cougar Jobline 618-650-3708 618-650-3656</p>	0	

University of Illinois Springfield UIS Career Services SAB, Room 50 1 University Plaza Springfield, IL 62703-5407 217-206-6508 (fax) 217-206-7544	0	
Vincennes University 1200 N. 2 nd Steet Vincennes, IN 47591 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 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	Account Executive Bookkeeper Traffic Director
On air ads broadcast on WSMI AM, WSMI-FM &/or WAOX	2	Account Executive Traffic Director Bookkeeper

*Indicates sources that have requested notification of job openings.

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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.

Our station's Shawn Balint participated in the Career Day at Hillsboro Junior High School on April 27, 2022. Shawn spoke to 7th grade students about jobs in radio broadcasting.

Our employment unit co-sponsored a job fair with The Job Center and Lincoln Land Community College on October 21, 2021.

The Illinois Job Link (illinoisjoblink.com) in partnership with the Illinois Department of Employment Security was utilized to disseminate the Account Executive, Operations Manager, & Traffic Director's job openings.