

2015 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2014 through July 31, 2015
Stations comprising the Station Employment Unit: WEIU(FM) and WEIU-TV

I. Full-time vacancies filled during period

There were no full-time vacancies filled during this period.

II. Each recruitment or referral source ("source") used to seek candidates for each vacancy

There were no full-time vacancies filled during this period.

III. Total number of persons interviewed for all full-time vacancies filled during period: 0

IV. Total number of interviewees for all full-time vacancies filled during period per source:

There were no full-time vacancies filled during this period.

V. Outreach activities during period

*****OPEN HOUSES AND CAREER EVENTS:** WEIU staff attended the Broadcast Fair at Eastern Illinois University on April 1, 2015. Staff talked to around 150 freshmen and transfer students in Communication Studies and Journalism about radio and television media sales, production and on air promotions. WEIU staff talked with prospective students along with their families during Open House events at Eastern Illinois University. Prospective students and their families stopped by for tours of WEIU throughout each of the Open House days. WEIU was represented at a Media Fest at EIU on October 1, 2014 to interest students in station opportunities and activities. Throughout the school year, WEIU staff gave tours to prospective students as well as talk to Communication Studies classes about radio and television media sales, production and on air promotions.

*****COMMUNITY PROGRAMMING AND SPEAKING ENGAGEMENTS:** In April 2014, WEIU launched the "Effingham, This is Our Story" project. The project gets community members involved in telling the story of Effingham as well as doing the videotaping, taking photos and gathering history. On October 2, 2014, the "Effingham, This is Our Story" was aired live with storytellers and staff in the WEIU studio. In November 2014, WEIU launched the "Mattoon, This is Our Story" project. The "Mattoon, This is Our Story" was aired live in the WEIU studio on March 5, 2015. Storytellers and staff were all involved in the live premiere. In March 2015, the "Charleston, This is Our Story" project was launched. Live airing of the program will take place in September 2015.

WEIU(FM) provided a live remote at the Charleston County Market on August 27th, 2014 and during the Eastern Illinois University Homecoming Parade in October 2014. **This activity all promoted WEIU's image as a good programming employer and a positive force in the local community.**

***WEIU's Raising Readers program in collaboration with Eastern Illinois University's Child Care Resource and Referral Department provided 84 Literacy Visits to local child care providers. These visits provided information on television as a resource to reading, literacy and children's good health. There were 300 literacy kit activity bags distributed to families and child care centers benefiting over 650 children. WEIU also provided 3 PBS Learning Media presentations to educators which had over 150 participants. WEIU sponsored a PBS Kids writer's contest which had nearly 30 entrants. Over 2000 people attended the WEIU Kids Day at the Castle on the campus of Eastern Illinois University. There were games, characters Daniel Tiger, and craft activities for young children and their families. WEIU distributed over 100 free books to new Mattoon Head Start students for their Family Literacy Night. **These activities all demonstrated WEIU's key role as a community station, and fostered good public relations, which promotes WEIU's image as a potential employer.**

***WEIU offers around \$57,000 in **SCHOLARSHIPS** each year. Students apply for these scholarships. The scholarships are awarded only to journalism or communication study majors. The students must spend significant time in production at WEIU and must maintain a certain grade point average.

***WEIU provided 15 **TOURS** involving over 530 people of all ages during the reporting period. This provided the community with information about the station from news to programming and current technology. All aspects of television production were discussed as well as some hands-on experience with the weather center. **These tours demonstrate potential employment opportunities.**

***WEIU continues to work with community members to provide **LOCAL PROGRAMS**. These included local points of interest (*Heartland Highways*), local health issues (*Being Well*), local civic issues (*Issues and Attitudes*), local news (*News Watch*), local arts (*Backstage at Doudna*), local sports (*Sports Talk* and *WEIU Sports*), local pet owners (*The Paw Report*), Eastern Illinois University faculty and staff research (*Connect*), local city officials and local issues (*City Spotlight*) and financial advice (*Money in Your Pocket*). **These programs promote WEIU's image as a potential employer and show a variety of different employment opportunities at the stations.**