

2016 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2015 through July 31, 2016
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 March 30, 2016. 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. 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. In January of 2016, "Paris: This is Our Story" was launched and then aired live in March of 2016. "Marshall: This is our Story" was launched in March of 2016 and aired live in June of 2016.

WEIU(FM) provided a live remote during the Eastern Illinois University Homecoming Parade in October 2015. **These activities all promoted WEIU's image as a good programming employer and a positive force in the local communities.**

***WEIU's Raising Readers program distributed several educational items to Project Help. There were 320 literacy kit activity bags, over 800 books, several boxes of PBS Kids educational resources, stickers, tattoos, bookmarks, games, etc. distributed benefiting over 512 children. Over 1500 people attended the WEIU Kids Day at the Castle on the campus of Eastern Illinois University. There were games, characters Peg + Cat, 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 and 100 free books to Mark Twain Elementary School for their Open House. WEIU was represented at a History and Social Studies Teacher Conference presentation with WILL-TV at EIU reaching over 30 teachers. **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 oversees the Daniel E. Marvin Jr. WEIU Scholarship. Journalism and Communication Study students apply for this scholarship and it is awarded based on need and grade point average. The students must spend significant time in production at WEIU. About 60 EIU students spend time each school year in either television or radio gaining hands on experience to help them build their resumes and make them more sought after by employers.

***WEIU provided 18 **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 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.**