

# Federal Communications Commission

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**Account number: 14823**

**Description: 2017 MID-TERM EEO REPORT**  
**Application Reference Number: 20170706AAA**  
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-0922 (September 2002)		FOR FCC USE ONLY
FCC 397				
BROADCAST MID-TERM REPORT			FOR COMMISSION USE ONLY FILE NO. - 20170706AAA	
Legal Name of the Licensee EASTERN ILLINOIS UNIVERSITY				
Mailing Address 600 LINCOLN AVENUE				
City CHARLESTON		State or Country (if foreign address) IL		Zip Code 61920 -
Telephone Number (include area code) 2175816954		E-Mail Address (if available) JDOWENS@EIU.EDU		
FCC Registration Number 0008114431		Facility ID Number 18301		Call Sign WEIU-TV
<b>TYPE OF BROADCAST STATION:</b>				
Commercial Broadcast Station <input type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input checked="" type="radio"/> Educational TV		
<b>Application Purpose</b> <input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report				
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.				
[Station List]				
<b>Station List</b>				
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.				
Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WEIU-TV	18301	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	CHARLESTON, IL	<input type="radio"/> Yes <input checked="" type="radio"/> No
WEIU	18299	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	CHARLESTON, IL	<input type="radio"/> Yes <input checked="" type="radio"/> No

**SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:**

Name RICHARD A. HELMICK, ESQ.		Street Address 1101 17TH STREET, N.W. SUITE 1001	
City WASHINGTON	State DC	Zip Code 20036-	Telephone Number 2024524831

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification].

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

**Section I**

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio?  Yes  No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

**CERTIFICATION**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent JEFFREY D. OWENS
Title ACTING GENERAL MANAGER	Telephone No. ( include area code) 2175816954
Date 7/5/2017	

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

<b>Section II</b>	
<b>RESPONSIBILITY FOR IMPLEMENTATION</b>	
A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:	
Name: JEFFREY D. OWENS	Title: ACTING GENERAL MANAGER
It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.	

<b>Section III</b>	
<b>MID-TERM REPORT</b>	
Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 1]

**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

**Exhibits**

**Exhibit 1**

**Description:** EEO PUBLIC FILE REPORTS

SET FORTH AS ATTACHMENTS ARE LICENSEE'S 2016 EEO PUBLIC FILE REPORT, COVERING THE PERIOD FROM AUGUST 1, 2015 TO JULY 31, 2016, AND 2017 EEO PUBLIC FILE REPORT, COVERING THE PERIOD FROM AUGUST 1, 2016 TO JULY 31, 2017.

**Attachment 1**

Description
2016 EEO Public File Report
2017 EEO Public File Report

## 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 took 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.

## 2017 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2016 through July 31, 2017  
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 29th, 2017. WEIU Staff talked to around 130 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 numerous Open House events at Eastern Illinois University (Dates: 10/10/16, 2/10/17, 2/20/17, 3/4/17 and 6/26/17. 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 and Journalism 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" program. The programs got community members involved in telling the story of Effingham as well as doing the videotaping, taking photos and gathering history. On October 2, 2014, "Effingham, This is Our Story" was aired live with 33 storytellers and staff in the WEIU studio. In November 2014, WEIU launched the "Mattoon, This is Our Story" program. "Mattoon, This is Our Story" was aired live in the WEIU studio on March 5, 2015. 39 storytellers and staff were all involved in the live premiere. In March 2015, the "Charleston, This is Our Story" program was launched. Live airing of the program took place in September 2015 with 43 storytellers. In January of 2016, "Paris: This is Our Story" was launched and then aired live in March of 2016 showcasing 44 storytellers. "Marshall: This is our Story" was launched in March of 2016 and aired live in June of 2016 with 38 storytellers. On February 16<sup>th</sup> 2017, Arcola: This is Our Story debuted on WEIU-TV with 24

storytellers and then on May 18<sup>th</sup> 2017 “Arthur: This Is Our Story debuted with 28 storytellers on WEIU-TV.” WEIU is committed to the “This Is Our Story” campaign in future area towns. Our FM Director Jeff Owens also spoke to the Mattoon Rotary Club in April 2017 talking about WEIU’s programming and commitment to the Coles County area.

\*\*\*WEIU(FM) provided a live remote during the Eastern Illinois University Homecoming Parade in October 2016. WEIU(FM) also provides music for the Mattoon YMCA & Eastern Illinois University Girls on the Run events. **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 over 500 books to the EIU Civic Engagement and Volunteerism Department benefiting over 500 children. WEIU Educational Services Coordinator, Ke’an Armstrong demonstrated literacy skills to Mark Twain Kindergarten students during Spring 2016. Over 30 students benefited from these weekly services over a 2-month period. Educational Services began engaging and educating the adult audience via local educational programs as well. The new Being Well host, Ke’an Armstrong hosted a live program in partnership with Sarah Bush Lincoln Health Center in September 2016 engaging viewers to call in and become educated on the topic of Alzheimer’s and Dementia. The show was an hour in length and there were calls with questions coming in every 30 seconds. **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 19 **TOURS** involving over 500 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 include local health issues (*Being Well*), local civic issues (*Issues and Attitudes*), local news (*News Watch*), local sports (EIU), 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(reruns) (*Money in Your Pocket*). We have also started radio podcasts online as a new form of content and way to connect with the community. **These programs promote WEIU’s image as a potential employer and show a variety of different employment opportunities at the stations.**