

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 16th 2017, Arcola: This is Our Story debuted on WEIU-TV with 24

storytellers and then on May 18th 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.**