

## 2021 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2020 through July 31, 2021  
Stations comprising the Station Employment Unit: WEIU(FM) and WEIU-TV

**I. Full-time vacancies filled during period and referral source used to hire the vacancy:**

No vacancies filled during reporting period.

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

n/a (no vacancies filled during reporting period)

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

n/a (no vacancies filled during reporting period)

**IV. Outreach activities during period \*\*Due to the nature of COVID and restrictions placed upon us and others, the numbers are significantly different for in-person interaction. However, on air broadcasts significantly increased and virtual speaking engagements took place to continue serving others.**

\*\*\*OPEN HOUSES AND CAREER EVENTS: WEIU staff talked with 130 prospective students along with their families during numerous Open House events at Eastern Illinois University (Dates: 1/29/20, 2/5/20, 2/17/20, 2/25/20, 8/27/20, 8/31/20. 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 while maintaining social distancing and adhering to COVID-19 restrictions.

\*\*\*COMMUNITY PROGRAMMING AND SPEAKING ENGAGEMENTS: In April 2014, WEIU launched the "Our Story" series. Each program highlights a local city, town, or county, with community members involved in telling the story, videotaping, taking photos and gathering history. For example, the first program, "Effingham: This is Our Story" aired live on October 2, 2014, with 33 storytellers and staff in the WEIU studio. The series has continued with "Mattoon: This is Our Story" (March 5, 2015); "Charleston, This is Our Story" (September 2015); "Paris: This is Our Story" (March 2016); "Marshall: This is our Story" (June 2016); "Arcola: This is Our Story" (February 16, 2017); "Arthur: This Is Our Story (May 18, 2017); "Shelbyville: This Is Our Story" (October 2017); "Casey: This is Our Story" (March 2018); "Tuscola: This Is Our Story" (August 2018); "EIU: This Is Who We Are" (April 2019); and "Cumberland County: This Is Our Story" (October 10, 2019). During the reporting period, "Sullivan: This Is Our Story" debuted on October 20, 2020, with 16 stories and 17 storytellers, "Ashmore, Oakland, Kansas: This Is Our Story" debuted on April 29, 2021, with 15 storytellers, and "Teutopolis: This Is Our Story" debuted on June 17, 2021 with 29 stories and 32 storytellers. The next community WEIU is planning highlight is Robinson, IL.

\*\*\*WEIU did not host its annual Kids Day event due to COVID-19 large gathering restrictions.\*\*\*

\*\*\*WEIU(FM) provided a live remote during the Eastern Illinois University Panther Service Day on Saturday April 17<sup>th</sup> from 10-12pm. Due to COVID-19 restrictions, this is the only remote Hit-Mix provided during this timeframe. This activity promoted WEIU's image as a good programming employer and a positive force in the local communities.

\*\*\*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), local city officials and local issues (City Spotlight) and live pledge events. WEIU also did the following... Live Being Well on Coronavirus and Mental Health on 9/1/20, and a Live Holiday Auction on 12/1/20, a Live Ken Burns Country Music night on 2/20/21, and a Live Joe Bonamassa special with a signed guitar auction on 3/16/21. EIU Moving Forward: A COVID-19 Response – A WEIU production that aired in May 2020. The Comeback: EIU Basketball's Dramatic Comeback Win over Murray State aired November 2020. WEIU produced and aired virtual graduation ceremonies for both Charleston and Mattoon High School in May 2020. WEIU also streamed three EIU Commencement ceremonies on 5/8/21. Robert Root: Painting the Prairie – Locally produced program by EIU instructor Joe Astrouski, on Shelbyville, Illinois artist Robert Root. WEIU aired this on November 11, 2020. WEIU produced Collaborating for Change: Charleston, the "Butterfly Capital" of Illinois – an August 2020 client production for Charleston, Illinois, as a near six-minute video highlights Charleston's conservation work with Monarch Butterflies.

\*\*\*WEIU staff spoke with local 55 community leaders at the Sarah Bush Lincoln Health Center on 2/21/20 and the Mattoon Rotary Club on 3/4/21 and 6/2/21. WEIU Interim General Manager spoke with 10-12 people virtually during local Regional Innovation Center meetings on 5/24, 6/7 & 6/21/2021

We also have radio podcasts online as another 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.

\*\*\*SCHOLARSHIP PROGRAM: 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. Five students were award winners this year.