

2023 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2022 through July 31, 2023
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 hires during this period.

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

N/A.

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

N/A.

IV. Outreach activities during period

Participation in events/programs sponsored by educational institutions

WEIU Tours: 26 total station tours to student groups (635 people total), including: Charleston Parks & Rec - 8/9/22 (42), Class E - 8/31/22 (17), EIU Class Tour - 9/14/22 (21), Kelly Class Tour - 8/22/22, 8/25/22, 9/21/22 (60), High School Counselor Tour - 9/22/22 (20), Home School Tour - 9/30/22 (17), ICCJA - 10/6/22 (30), High School Faculty - 10/17/22 (15), Pana Jr. High Students - 10/18/22 (20), Kankakee Community College - 2/13/23 (6), Prospective Student Tour 11/28/22 (2), Terre Haute Middle School - 4/24/23 (15), Shelbyville 5th Grade - 4/25/23 (80), Jefferson Elementary School - 5/8/23, 5/9/23, 5/10/23. 5/11/23 - (200), 4-H - 5/8/23 (40), English Studies Camp - 6/13/23 (40), Journalism Camp - 7/11/23 (10).

Community invites (i.e., to participate in/speak at events): Cumberland County Middle School Career Day 2/10/23 (125), Mary Fons Porter Partner Event 2/5/23 (50), Junior Master Gardener Educational Presentation 3/1/23 (150), Junior Master Gardener Community Engagement 3/6/23, 4/10/23, 4/12/23, 5/26/23, 5/28/23 (12 at each event).

WEIU "Events"

1. EIU Open House: 10/10/22, 11/11/22, 12/9/22, 2/3/23, 2/20/23
2. EIU Broadcast Fair: 3/29/23

3. *Coles County Clash Scholastic Bowl recorded on 10/6/22 (aired over the weekend)
4. *Our Story Marathon 11/24/22 - 11/27/22
5. School Talk - New Mini Series Season started - 5/12/23
6. City Spotlight - New Season started - 9/7/22
7. Paw Report - New Season started - 9/12/22
8. Being Well - New Season started - 9/13/22
9. Jasper County: This Is Our Story - 7/18/23 (16 storytellers)
10. Take A Hike Marathon - 5/29/23
11. *Streamed EIU Commencement on 12/17/22
12. *Streamed EIU Commencement on 5/6/23

Participation in other activities designed to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

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); “Sullivan: This Is Our Story” (October 20, 2020), with 16 stories and 17 storytellers; “Ashmore, Oakland, Kansas: This Is Our Story” (April 29, 2021), with 15 storytellers; and “Teutopolis: This Is Our Story” (June 17, 2021), with 29 stories and 32 storytellers. During the reporting period; “Giving Tuesday Pre-Recorded” (November 29, 2022); “EIU Fall Commencement (December 17, 2022); EIU Spring Commencement (May 6, 2023); and “Jasper County: This Is Our Story” 15 stories and 16 storytellers (July 18, 2023).

***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), an “Outdoor Tour” of Central Illinois (Take A Hike), a brand new Mini-Series with a 6th grade host interviewing school peers (School Talk), and live and pre-recorded pledge events. “to further enhance our programming and reach. Pledge events include: Giving Tuesday Pre-Recorded - 11/29/22; Burt Bacharach Pre-Recorded Pledge -

2/17/23; Skip Ewing Pre-Recorded Pledge - 3/4/23; Joe Bonamassa Guitar Auction - 4/13/23; WEIU Giving Day - 5/3/23.

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. WEIU radio did the following:

WEIU Hit-Mix Adopt-A-Watt - 9/19/22 - 9/23/22

Hit-Mix EIU Homecoming Remote - 10/15/22

Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting

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. 3 EIU students were winners this past year.