

# 2025 ANNUAL EEO PUBLIC FILE REPORT

Amended October 17, 2025

Period Covered ("Period"): August 1, 2024, through July 31, 2025  
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:**

- There were no full-time vacancies during this time period

## **II. Recruitment or referral sources used to seek candidates for each vacancy**

N/A for this reporting period

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

N/A for this reporting period

## **IV. Outreach activities during period**

### *Participation in events/programs sponsored by educational institutions.*

WEIU Tours: 15 total station tours to student groups (400 people total), including: 4 Prospective Student – 8/14/24 (2), Journalism Class – 9/19/24 (4), Higher Learning Commission – 9/30/24 (6), CCAR – 10/15/24 (6), Three Prospective Student Tours – 11/1/24 (9), Class E – 11/13/24 (20), Girl Scouts – 2/11/25 (6), Effingham Multimedia Class – 3/14/25 (12), Shelbyville 5<sup>th</sup> Grade – 4/10/25 (100), 4/28/25 Williams Elementary School (100), Prospective Student – 4/30/25 (2), English Studies Camp – 6/17/25 (17), Journalism Camp – 6/7/25 (12), Charleston Parks & Recreation Summer Camp – 7/29/25 (100). Station tours usually led by Promotions/Publicity Manager, General Manager, or Program Director.

Community invites (i.e., to participate in/speak at events): Cumberland Middle School Career Day – 2/14/25 (100 students) – WEIU Student Representatives spoke to middle school students throughout the day about the opportunities in broadcast media; EIU Department of Education Kindergarten Day – 4/30/25 (25) – WEIU Extra Help Staff spent the morning engaging local Kindergarten students by creating arts/crafts in connection with PBS Kids programming and educational handouts.

WEIU “Events” generally led by the Promotions/Publicity Manager:

- EIU Open House: 10/14/24, 11/11/24, 12/6/24, 2/17/25, 3/31/25, 6/23/25
- EIU Media Fair: 4/1/25
- Coles County Clash Scholastic Bowl recorded on 10/3/24. (Shown on 10/5/25, 10/6/25, 10/9/25, 10/10/25)
- Our Story Marathon 11/28/24 - 12/1/24

- School Talk - Mini Series Season 3 started - 5/2/25
- City Spotlight - New Season started - 9/4/24
- Paw Report - New Season started - 9/9/24
- Being Well - New Season started - 9/10/24
- Altamont: This Is Our Story - 12/11/24 (18 storytellers)
- Take A Hike Marathon - 5/26/25
- EIU Road to Success on 10/17/24
- \*Streamed EIU Commencement on 12/14/24
- \*Streamed EIU Commencement on 5/10/25
- \*Streamed EIU Spring Update with President Gatrell 9/25/24
- \*Streamed EIU Spring Update with President Gatrell 1/22/25
- WEIU Kids Day was held on 3/1/25 (Open to public)

WEIU News Director participated in the following events:

- August 2024 – Addressed new students at the School of Comm and JOU Welcome to Campus event
- January 2025 – Spoke to an EIU JOU class about volunteer opportunities at WEIU
- February 2025 – Spoke to an EIU JOU class about volunteer opportunities at WEIU
- April 2025 – Awards presenter at the School of Comm. and JOU awards

***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; “Jasper County: This Is Our Story” 15 stories and 16 storytellers (July 18, 2023); “Dieterich: This is Our Story” (April 25, 2024) 13 stories and 16 storytellers; and “Altamont: This is Our Story” (December 11, 2024) with 18 storytellers.

\*\*\*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 Mini-Series with an 8th grade host interviewing school peers (School Talk), and live and pre-recorded pledge events. “to further enhance our programming and reach. Pledge events include: Entertainment

Membership Package in Partnership with EIU Athletics Department and EIU Doudna Fine Arts Center – October 2024; Giving Tuesday Pre-Recorded - 12/3/24; WEIU Giving Day - 4/22/25. The Program Director generally oversees this work.

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. During the reporting period, WEIU radio did the following:

- WEIU Hit-Mix Adopt-A-Watt - 9/15/24 - 9/20/24
- Hit-Mix EIU Homecoming Remote - 10/5/24

During the summer of 2025, a Middle School student volunteered to package Summer Reading Program materials and delivered or mailed them to 15 libraries in the WEIU TV broadcast viewing area. 205 packets were created with Summer Reading Logs, Nature Cat, and PBS Kids Summer Checklist educational information and activities to help children learn and grow. 185 packets were English, 20 packets were Spanish.

***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. 8 EIU students were awarded this scholarship in May of 2025. Scholarship Contact Person: WEIU Director of Publicity and Promotions.