

Broadcast EEO Regulations Handbook

/LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Complete this worksheet after filling a full time vacancy. Use as many copies as are necessary. Include organizations requesting notice of vacancy.

Title for Vacancy: Web/Graphic Designer Date Vacancy Filled: 8/26/20

Recruitment Source for Actual Hire: WCRC Facebook post

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RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY

Name and Address of Source	Contact Person and Phone Number
2020-2021 EEO Recruitment list	
Ad on MyRadioLink.com and EffinghamRadio.com	
On Air ads: WCBH-FM WMCI-FM WWGO-FM WZNX-HD2	
WCRA-AM WCRC-FM WHQQ-FM WJKG-FM	
Facebook post 7/27/20	

Place in station's local public file annually on the anniversary date of the renewal filing due date. Post on station's website, if applicable.

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/LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Complete this worksheet after filling a full time vacancy. Use as many copies as are necessary. Include organizations requesting notice of vacancy.

Title for Vacancy: Admin Asst Date Vacancy Filled: 11/18/20

Recruitment Source for Actual Hire: Indeed.com

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RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY

Name and Address of Source	Contact Person and Phone Number
2020-2021 EEO Recruitment list	
Ad on MyRadioLink.com and 1043theparty.com	
On Air ads: WCBH-FM WMCI-FM WWGO-FM WZNX-HD2	
Facebook post 11/4/20	
All Access post dated 11/4/20	

Place in station's local public file annually on the anniversary date of the renewal filing due date. Post on station's website, if applicable.

**YEARLY TOTAL NUMBER OF INTERVIEWEES
AND TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH
RECRUITMENT SOURCE**

Complete this worksheet on the anniversary date of the renewal filing due date using the Tally of Interviewee Sources for Each Full-Time Vacancy (Page 16)

Yearly Period Beginning: 8/1/2020 Ending: 7/31/2021

Total Number of Persons Interviewed for Full-Time Vacancies: 7

Total Number of Interviewees Referred by Each Recruitment Source:

Recruitment Source Name	Total Number of Interviewees
Indeed.com	1
All Access	1
Eastern IL University-Jeff Owens	1
Facebook post	1
Employee Referral-Donna Hall	1
On air ad	1
Employee Referral-Lane Blickem	1

Place in station's local public file annually on the anniversary date of the renewal filing due date. Post on station's website, if applicable.

**SUMMARY DESCRIPTION OF
SUPPLEMENTAL OUTREACH INITIATIVES**

Complete this form to summarize the activities compiled on the Description of Supplemental Outreach Initiatives worksheets (page 16). Stations required to engage in four initiatives should use an additional sheet to include remaining initiatives.

2/4 YEAR PERIOD BEGINNING August 1, 2020 **AND ENDING** July 31, 2021

Specify First Initiative: Management Meeting 11/9/2020-11/10/2020

Describe activities undertaken to fulfill that initiative: Bud Walters (President of The Cromwell Group Inc & Affiliates), Market Managers, Business Managers, Programmers and Digital Staff attended a two day meeting discussing topics related to company policies on Non-Discrimination policies and EEO. Doug Pierce, HR Attorney, attended to provide training on these policies.

Specify Second Initiative: Management Meeting 1/18/2021-1/19/2021

Describe activities undertaken to fulfill that initiative: Bud Walters (President of The Cromwell Group Inc and Affiliates), Market Managers, Business Managers, Programmers and Digital Staff attended a two day meeting discussing topics related to company policies On Non-Discrimination policies, and EEO. Doug Pierce, HR Attorney, attended to provide training on these policies.

Place in the Public file and post on the station's website annually on the anniversary of the renewal filing date.

**SUMMARY DESCRIPTION OF
SUPPLEMENTAL OUTREACH INITIATIVES**

Complete this form to summarize the activities compiled on the Description of Supplemental Outreach Initiatives worksheets (page 16). Stations required to engage in four initiatives should use an additional sheet to include remaining initiatives.

2/4 YEAR PERIOD BEGINNING August 1, 2010 **AND ENDING** July 31, 2021

Specify Third Initiative: **Staying on Top of Your Broadcast FCC EEO Obligations Webinar**

Describe activities undertaken to fulfill that initiative: Cindy Hansen, IL Regional Business Manager, attended the “Staying on Top of Your Broadcast FCC EEO Obligations Webinar” presented by Wilkinson Barker Knauer. Specific FCC EEO rules were reviewed including the three outreach prongs and the requirements of each.

Specify Fourth Initiative: 4/12/2021-4/16/2021 Lake Land College Virtual Job Fair

Describe activities undertaken to fulfill that initiative: Luci Englum, District Manager participated in Lake Land College Business Division’s Virtual Job Fair Week to discuss opportunities in radio, digital and on air.

Place in the Public file and post on the station’s website annually on the anniversary of the renewal filing date.

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2/4 YEAR PERIOD BEGINNING August 1, 2020 **AND ENDING** July 31, 2021

Specify Fifth Initiative: Coles County Class E (Entrepreneurship) 9/25/2020

Describe activities undertaken to fulfill that initiative: Luci Englum, GM participated as a guest speaker to talk about growing their individual businesses, ways to successfully market themselves and avenues of best practices.

Specify Sixth Initiative: _____

Describe activities undertaken to fulfill that initiative: _____

Place in the Public file and post on the station's website annually on the anniversary of the renewal filing date.

**WMCI – WHQQ – WWGO – WCBH – WCRA – WCRC – WPMB – WKRV
RECRUITMENT LIST**

Advertising:

All positions posted in/at all the publications, departments, and organizations listed below:

1. The Daily Eastern News, Eastern Illinois University, Betsy Jewell, Student Publications, 600 E. Lincoln, Charleston, IL 61920, fax 217-581-2923, send notices by fax.
2. Lakeland Community College, Communications Dept., Greg Powers, 5001 Lakeland Blvd., Mattoon, IL 61938, email: Careerservices@lakelandcollege.edu
3. Illinois State University, Radio & Television Dept., Illinois State University Fell 011, Normal, IL 61790, send notices by mail.
4. Richland Community College, Career Services, One College Park, Decatur, IL 62526, post on website: collegecentral.com/richland
5. Millikin University, Communications Department, Communications Department, 1184 W. Main St., Decatur, IL 62522 Email notices to: career-center@millikin.edu
6. Illinois Employment and Training Center, 2311 Hoffman Dr., Effingham, IL 62401, fax 217-342-4198, send notices by fax.
7. IL Center for Broadcasting in Chicago
Bob Hillman, Placement Director
Email: bhillman@beonair.com
8. Lincoln Trail College – fill out their form (in file) and email
Teresa Jenkins
jenkinst@iecc.edu
9. Eastern IL University
Radio & TV Dept.
Jeff Owens jdowens@eiu.edu

IL Dept of Human Resources email: volke@iecc.edu
Employment Resource Specialist - Erin Volk