

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: Program Director Date Vacancy Filled: 1/4/22

Recruitment Source for Actual Hire: Employee Referral

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RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY

Name and Address of Source	Contact Person and Phone Number
2021-2022 EEO Recruitment list	
Ads on 1043TheParty.com & MyRadioLink.com	
On Air ads: WCBH-FM, WMCI-FM, WWGO-FM WZNX-HD2	
All Access posted 12/30/21	

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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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: Digital/Content Producer Date Vacancy Filled: 1/6/22

Recruitment Source for Actual Hire: Facebook post

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RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY

Name and Address of Source	Contact Person and Phone Number
2021-2022 EEO Recruitment list	
Ads on 1043TheParty.com & MyRadioLink.com	
Ads on DecaturRadio.com & EffinghamRadio.com	
On Air ads: WCBH-FM, WMCI-FM, WWGO-FM WZNX-HD2	
On Air ads: WCRA-AM, WCRC-FM, WHQQ-FM, WJKG-FM	
On Air ads: WKRV-FM, WPMB,FM	
All Access posted 10/14/21	

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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: Digital/Content Producer Date Vacancy Filled: 5/18/22

Recruitment Source for Actual Hire: Facebook post

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RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY

Name and Address of Source	Contact Person and Phone Number
2021-2022 EEO Recruitment list	
Ads on 1043TheParty.com & MyRadioLink.com	
Ads on DecaturRadio.com & EffinghamRadio.com	
On Air ads: WCBH-FM, WMCI-FM, WWGO-FM WZNX-HD2	
On Air ads: WCRA-AM, WCRC-FM, WHQQ-FM, WJKG-FM, WMCI-HD2	
On Air ads: WKRV-FM, WPMB-FM	
On air ads: WEJT-FM, WYDS-FM, WZNX-FM WZUS-FM, WYDS-HD2, WYDS-HD3, WYDS-HD4	
All Access posted 4/2/22	

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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: Programming/On-air talent Date Vacancy Filled: 6/6/22

Recruitment Source for Actual Hire: On air ad WCBH

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RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY

Name and Address of Source	Contact Person and Phone Number
2021-2022 EEO Recruitment list	
Ads on 1043TheParty.com & MyRadioLink.com	
On Air ads: WCBH-FM, WNCI-FM, WWGO-FM WZNX-HD2	
All Access posted 5/10/22	

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**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: 8/1/2021 Ending: 7/31/2022

Total Number of Persons Interviewed for Full-Time Vacancies: 15

Total Number of Interviewees Referred by Each Recruitment Source:

Recruitment Source Name	Total Number of Interviewees
On air ad	7
Website ad	1
Employee referral – Luci Englum	1
Employee referral – Katie Hoene	1
Facebook post	3
Current Employee	1
All Access	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, 2021 **AND ENDING** July 31, 2022

Specify First Initiative: 8/19/21 Coles County Class E (Entrepreneurship)

Describe activities undertaken to fulfill that initiative: Luci Englum, District Manager

Spoke to the class about growing businesses, marketing themselves and best practices.

Encouragement of being involved and give back to the community to build brand awareness.

Specify Second Initiative: 9/22/21 Lincoln College Broadcast Communications

Describe activities undertaken to fulfill that initiative: Luci Englum, District Manager

Spoke to the broadcast communications class about local broadcast industry with emphasis

on local content, where to find it and how to get it out to the listening audience.

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, 2021 **AND ENDING** July 31, 2022

Specify Third Initiative: 10/12/21 Lincoln College Broadcast Communications

Describe activities undertaken to fulfill that initiative: Luci Englum, District Manager
Spoke to the broadcast communications class regarding the broadcast and digital industry.
Emphasizing digital tools and the growth of use of such digital tools.

Specify Fourth Initiative: 11/4/21 Charleston High School

Describe activities undertaken to fulfill that initiative: Luci Englum, District Manager
Spoke to the business/econ class about marketing and business practice relating to marketing.

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SUPPLEMENTAL OUTREACH INITIATIVES**

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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, 2021 **AND ENDING** July 31, 2022

Specify Fifth Initiative: 1/15-1/16/22 Inf'l Broadcasters Idea Bank Workshop

Describe activities undertaken to fulfill that initiative: _____

Rickie Wood, Programming and on-air personality, participated in group sessions to discuss
and share radio and digital knowledge, best practices on how to keep evolving with radio,
digital and local content delivery.

Specify Sixth Initiative: 2/16/22 IL Broadcasters Assn

Describe activities undertaken to fulfill that initiative: Luci Englum, District Manager

Participated in a panel for IBA during Lake Land College broadcast class to discuss topics
and elements necessary for success in sales, client relationships and being a local media
resource.

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2/4 YEAR PERIOD BEGINNING August 1, 2021 **AND ENDING** July 31, 2022

Specify 7th Initiative: 2/24/22 KBA Political Broadcasting Webinar

Describe activities undertaken to fulfill that initiative: Cindy Hansen, Business Manager

Attended a webinar hosted by Kentucky Broadcasters Assn to discuss topics related to
political advertising and the most recent FCC revisions to the political broadcasting rules.

Specify 8th Initiative: 6/3/22 Internship

Describe activities undertaken to fulfill that initiative: Renee Fonner, Promotions Director

Worked with an Eastern IL University student to provide insights into radio and digital daily
operations with a strong focus on local content, writing, covering community events and live
broadcasts.

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2/4 YEAR PERIOD BEGINNING 8/1/2021 **AND ENDING** 7/31/2022

Specify 9th Initiative: 7/17-7/19/22 Cromwell Mangers Meeting

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

Specify 10th 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.

ORGANIZATION	EMAIL	ADDRESS	CITY/STATE/ZIP	CONTACT	
IL Broadcasters Assn	iba@iba.org	200 Missouri Ave	Carterville, IL 62918	Debra Gray	online at handshake.com
Lake Land College	agoldberg@lakelandcollege.edu	5001 Lake Land Blvd	Mattoon, IL 61938	anna Goldberg	online at handshake.com
Millikin University	CAPcareers@millikin.edu	1184 W. Main St.	Decatur, IL 62522	Starla Street	online at handshake.com
Eastern IL University	mdlynch@eiu.edu	600 Lincoln Ave	Charleston, IL 61920	Michale Lynch	online at handshake.com
IL State University		100 N. University St	Normal, IL 61761		online at handshake.com
Univ. of IL Urbana/Champaign	eamdrucz@illionis.edu	715 S. Wright	Champaign, IL 61820		online at handshake.com
Lincoln Trail College	volke@leccc.edu	11220 State Hwy 1	Robinson, IL 62454	Erin Volke	online at handshake.com