



Illinois Public MediaTM

Annual Diversity Report – July 2015 **WILL AM-FM-TV-Online, Illinois Public Media**

Illinois Public Media (IPM), which includes WILL-TV, shall complete an annual report of the organization's hiring goals, guidelines, employment statistics and actions undertaken to satisfy the IPM Diversity Eligibility Policy and post the report on the WILL website or make the report available for public inspection upon request.

The IPM Diversity Eligibility Policy was revised and reviewed by the IPM Community Advisory Committee (CAC) at their meeting on September 09, 2015, and no further revisions were made in FY15. The Annual Diversity Report for September 2015 will be reviewed by the CAC at their quarterly meeting on December 09, 2015.

IPM Diversity Practices and Initiatives to meet Diversity Goals

1. Recruit and retain a diverse workforce and provide equal opportunity in employment.

Six searches to fill full-time vacancies for an Education Outreach Coordinator (8/16/2014), Illinois Public Media CEO (9/02/2014), Digital Media Production Manager (12/16/14), Producer (01/26/2015), TV Traffic & Community Supervisor (04/27/15), Morning Edition Host/Reporter (06/01/2015), took place during IPM's FCC-EEO reporting period of 8/1/2014 through 07/31/2015, following the equal employment guidelines of the FCC. Diverse recruitment sources were utilized in an effort to attract qualified candidates from underrepresented groups. The search guidelines of the Office of Diversity, Equity, and Access (ODEA) were followed to maintain a fair and open hiring process. These guidelines are available online at <http://diversity.illinois.edu>. One of the six positions filled in accordance with the seniority rules of the State University Civil Service System. Details of each hire are included in the IPM Annual FCC-EEO report (Attachment A.)

2. Diversity training for management and staff.

IPM supervisors and managers are encouraged to attend workshops in diversity awareness offered by the University of Illinois during the academic year. Additional diversity awareness training is provided to search committee members at the beginning of a search process for each hire to ensure the fair, unbiased evaluation of candidates and to improve recruiting efforts for qualified, diverse candidates.

3. Diversity in Illinois Public Media internship and work-study student opportunities.

Four minority work-study students were hired from the University of Illinois to work on the WILL-TV Production crew this year. These students are given the opportunity to learn and improve technical skills in camera operation, floor direction, teleprompter operation, and call-in phone coverage for live studio productions.

Additionally, two or three work-study students from the University of Illinois are hired annually and trained to handle customer service and provide staff support for various departments at the stations. Through this work, students learn a great deal about different aspects of the broadcasting operation, including radio and television programming, development/fundraising activities, marketing, production, and an overview of the technical areas covered by broadcast engineering and operations.

Four interns worked in the WILL radio News and Public Affairs department during this reporting period and received course credit from the University of Illinois. These news reporter and public affairs program producer interns received mentoring and training from the IPM news and public affairs staff and News Director.

Of the Sixteen interns and work-study students in FY2015, nine were female and nine were from racial or ethnic minority groups.

4. Illinois Public Media diversity statistics for FY2015.

	Male	Female	White	Non-white
<i>Illinois Public Media (IPM) Staff</i>				
42 permanent employees	59%	41%	100%	0%
26 temporary hourly employees (including students)	38%	62%	91%	9%
<i>IPM Community Advisory Committee (CAC)</i>				
20 members	49%	51%	98%	2%
<i>University of Illinois Board of Trustees (IPM Governing Board)</i>				
13 members	70%	30%	62%	38%

The diversity statistics for IPM staff and for CAC members have not appreciably improved since FY2015. One member left, and the vacancy was filled. IPM will continue to make efforts to recruit and interview qualified diverse candidates for these hires. In nominating and selecting members of the Community Advisory Committee, IPM management strives to identify individuals who will represent all the culturally and racially diverse communities that we serve, including rural areas, small and mid-size towns, and the University of Illinois.

Reviewed and approved: _____ Date: _____

Moss Bresnahan, Chief Executive Officer, Illinois Public Media

ATTACHMENT A – IPM Annual FCC-EEO Report for 8/1/14 – 7/31/15

When read in conjunction with the Annual Diversity Report on the preceding pages, Attachment A provides further details of Illinois Public Media's hiring goals, guidelines, and programs undertaken to meet the goals of the IPM Diversity Eligibility Policy.

Illinois Public Media

WILL-AM, WILL-FM, WILL-TV

ANNUAL EEO PUBLIC FILE REPORT for August 1, 2014 – July 31, 2015

The purpose of this EEO Public File Report is to comply with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Illinois Public Media Station Employment Unit that is comprised of the following stations: WILL-AM, WILL-FM and WILL-TV in Urbana, IL. This report is required to be placed in the public inspection files of this station, and posted on our website. The information in this Report covers the time period beginning August 1, 2014 to and including July 31, 2015 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station Employment Unit during the Applicable period.
2. For each vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080 ©(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.
5. A list and brief description of the supplemental (non-vacancy specific) recruitment initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Section 1. Six full-time vacancies were filled during this reporting period. For full contact information for all recruitment sources, see alphabetical list following job listings.

Job#1 Title: Education Outreach Coordinator

Date Filled: August 16, 2014

Recruitment sources used for this vacancy:

AbilityLinks.org

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

ACJOB Listserv for University of Illinois Academic Professionals

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

CPB jobline

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

Craigslist.org

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

Current Newspaper and current.org

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

HigherEdJobs.com

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

NABE (National Association for Bilingual Education)

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

NASBE (National Alliance of Black School Educators)

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

News Gazette

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

PBS Connect

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

University of Illinois Human Resources Job Board

Number of persons interviewed from this source: 1
Number of persons hired from this referral source: 1

WILL/Illinois Public Media internal job posting

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

WILL/Illinois Public Media website jobs page

Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

Word of mouth

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 0

Job #2 Title: Illinois Public Media CEO

Date Filled: September 2, 2014

Recruitment sources used for this vacancy:

ACJOB Listserv for University of Illinois Academic Professionals

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

Current Newspaper and current.org

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 0

NETA Consulting

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 1

University of Illinois Human Resources Job Board

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

WILL/Illinois Public Media website jobs page

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

Job #3 Title: Digital Media Production Manager

Date Filled: December 16, 2014

Recruitment sources used for this vacancy:

AbilityLinks.org

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

ACJOB Listserv for University of Illinois Academic Professionals

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

CareerBuilder

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

CPB Jobline

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 0

Current Newspaper and current.org

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

HigherEdJobs.com

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

Hire Heroes USA

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

News Gazette

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

University of Illinois Human Resources Job Board

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 0

WILL/Illinois Public Media internal job posting

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 1

WILL/Illinois Public Media website jobs page

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

Job #4 Title: Producer

Date Filled: January 26, 2015

Recruitment sources used for this vacancy:

AbilityLinks.org

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

ACJOB Listserv for University of Illinois Academic Professionals

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

Association for Women in Communications (Springfield, IL chapter)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

CPB Jobline

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 1

Current Newspaper and current.org

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

HigherEdJobs.com

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

JournalismJobs.com

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

JournalismNext.com

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

NABJ (National Association of Black Journalists)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

NAHJ (National Association of Hispanic Journalists)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

News Gazette

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

PRNDI (Public Radio News Directors Inc)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

RTDNA (Radio TV Digital News Association)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

University of Illinois Human Resources Job Board
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

WILL/Illinois Public Media internal job posting
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

WILL/Illinois Public Media website jobs page
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

Job #5 Title: TV Traffic & Continuity Supervisor
Date Filled: April 27, 2015
Recruitment sources used for this vacancy:

CPB Jobline
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

Hire Heroes USA
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

News Gazette
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

Staff Human Resources, University of Illinois
Number of persons interviewed from this source: 3
Number of persons hired from this referral source: 1

University of Illinois Human Resources Job Board
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

WILL/Illinois Public Media internal job posting
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

WILL/Illinois Public Media website jobs page
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

Job #6 Title: Morning Edition Host/Reporter

Date Filled: June 1, 2015

Recruitment sources used for this vacancy:

AbilityLinks.org

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

ACJOB Listserv for University of Illinois Academic Professionals

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

CPB Jobline

Number of persons interviewed from this source: 1

Number of persons hired from this referral source: 0

Current Newspaper and current.org

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

HigherEdJobs.com

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

JournalismNext.com

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

NABJ (National Association of Black Journalists)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

News Gazette

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

PRNDI (Public Radio News Directors Inc)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

RTDNA (Radio TV Digital News Association)

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

University of Illinois Human Resources Job Board

Number of persons interviewed from this source: 1
Number of persons hired from this referral source: 0

WILL/Illinois Public Media internal job posting
Number of persons interviewed from this source: 0
Number of persons hired from this referral source: 0

WILL/IPM Staff Referral
Number of persons interviewed from this source: 1
Number of persons hired from this referral source: 0

WILL/Illinois Public Media website jobs page
Number of persons interviewed from this source: 1
Number of persons hired from this referral source: 1

Section 2. Full contact information for all recruitment sources used for above vacancies follows in alphabetical order.

AbilityLinks.org
Ken Skord
AbilityLinks Program
26W171 Roosevelt Road
Wheaton, IL 60187
630-909-7440

ACJOB Listserv for University of Illinois Academic Professionals
ACJOB-L@LISTSERV.illinois.edu
University of Illinois Human Resources
807 S. Wright St.
Champaign, IL 61820
217-244-7854

Association for Women in Communications
AWC National Headquarters
3337 Duke St.
Alexandria, VA 22314
703-370-7436
Springfield Chapter: jobschair@awcspringfield.org

CareerBuilder online job postings
Shaker Recruitment Advertising & Communications
Uoffteam@shaker.com

CPB Jobline

www.cpb.org/jobline
401 Ninth Street NW
Washington, DC 20004-2129
(202)879-9600

craigslist.org
free job listing for local Champaign-Urbana area

Current Newspaper and Online
Emily Lowrey, Advertising Director
6930 Carroll Ave., Suite 350
Takoma Park, MD, 20912
301-270-7240
www.current.org

HigherEdJobs.com online service with Affirmative Action email listing
Internet Employment Linkage, Inc.
708-848-4351 Ext. 201
billing@higheredjobs.com

Hire Heroes USA
100 North Point Center East, Suite 200
Alpharetta, GA 30022
1-866-915-4376

JournalismJobs.com
Berkeley, CA
510-653-1521

JournalismNext.com
Jobs and Community for Journalists of Color
Eric Wee, President
(703)629-0178

NABE (National Association for Bilingual Education)
8701 Georgia Avenue, Suite 700
Silver Spring, MD 20910
(240)450-3700; fax: (240)450-3799
Santiago V. Wood, Natl Exec Dir

NABJ (National Association of Black Journalists)
1100 Knight Hall, Suite 3100
College Park, MD 20742
(301) 405-0248

NAHJ (National Association of Hispanic Journalists)

Kevin Olivas
1050 Connecticut Avenue NW, 10th Floor
Washington, DC 20036
202-662-7145

NASBE (National Alliance of Black School Educators)
Bernard Hamilton
310 Pennsylvania Avenue SE
Washington, DC 20003
202-608-6310, fax: 202-608-6319
info@nabse.org

News Gazette
Jorja Johnson
15 E. Main St.
Champaign, IL 61820
217-351-5329

NETA Consulting
Skip Hinton, managing director
PO Box 50008
Columbia, SC 29250
803-978-1581
skip@netaonline.org

PBS Connect (PBS system online service to stations)
<https://secure.connect.pbs.org/>
PBS
2100 Crystal Drive
Arlington, VA 22202

PRNDI (Public Radio News Directors Inc)
Christine Paige Diers, Business Manager
P. O. Box 838
Sturgis, SD 57785
605-490-3033

RTDNA (Radio TV Digital News Association)
Mike Cavender, Executive Director
National Press Building
529 14th Street, NW, Suite 425
Washington, DC 20045
(202) 659-6510

Staff Human Resources, University of Illinois
Alicia Lowery, Deputy Director

Personnel Services Building
52 East Gregory Drive
Champaign, IL 61820
(217) 333-3101

University of Illinois Human Resources Job Board
<http://jobs.illinois.edu>
University of Illinois Human Resources
807 S. Wright St.
Champaign, IL 61820
217-244-7854

WILL/Illinois Public Media – internal posting
Dee Breeding, Human Resource Specialist
300 N. Goodwin Avenue
Urbana, IL 61801
217-333-7300

WILL/IPM Staff Referral
Dee Breeding, Human Resources Specialist
300 N Goodwin Ave
Urbana, IL 61801
217-333-7300

WILL/Illinois Public Media – website jobs page
www.will.illinois.edu/jobs
Jack Brighton, Director of New Media
300 N. Goodwin Avenue
Urbana, IL 61801
217-333-7300

Section 3. No organizations asked to be notified of vacancies.

Section 4. Supplemental (Non-Vacancy Specific) Outreach/Recruitment Activities Undertaken by WILL/Illinois Public Media during reporting period 8/1/14-7/31/15.

Participation in events relating to career opportunities sponsored by educational institutions.

April-May 2015 WILL partnered with the Champaign Unit 4 School District again this year to provide an educational opportunity for all fourth grade classrooms in the District. Over 700 students were given a tour of the radio studios, participated in mock interviews in the television studio, and learned about the history of WILL and how Illinois Public Media (and PBS Learning

Media) use primary source documents in content creation. Through this program, students were given an early introduction to possible career opportunities in media and broadcasting.

September 2014 – May 2015 Illinois Public Media continues to help students and teachers at Stratton Leadership & MicroSociety Magnet School in Champaign to create, maintain and staff their 21st Century Digital Media Center. The elementary school is located in an underserved low-income neighborhood. The Center allows students to run their own video production studio, anchor newscasts, write and videotape stories, edit video and publish content on their website, strattonsociety.org. Stratton's 21st Century Digital Media Center is part of their micro-society and is one of 23 businesses, services, centers, organizations or non-profit agencies run by students during the school day. WILL staff created the curriculum for the Center, aligning it with state standards for technology competencies for 3rd through 5th grade students. WILL received a grant from Unit 4 Schools to support the Stratton Digital Media Center for the 2012-2015 school years with a goal of teaching the students and teachers to run the Media Center on their own.

On April 10, 2015, nine students from the 21st Century Digital Media Center and their teachers were given a tour of the WILL radio and TV studios and the education outreach office.

Participation in other activities designed by the station to develop employment opportunities in broadcasting.

On an on-going basis, the WILL Stations work with teachers at University Laboratory High School in Urbana, Illinois to develop an oral history curriculum to train students in the basics of audio production and journalism. Each year, the students produce a documentary that is broadcast on WILL Radio and WILL online. Their current project is on the topic of The Right to Marry, resulting in interviews and blog posts during this reporting period, with a radio documentary to be broadcast in the fall of 2015. Several students have chosen to major in journalism at the college level as a result of this experience.
<http://will.illinois.edu/illinoisyouthmedia/righttomarry>

Participation in job fairs by personnel who have responsibility in the making of hiring decisions.

On September 4, 2014, Illinois Public Media participated in the student welcome for incoming College of Media students. The WILL station manager, the human resources officer and the video producer/director distributed information about student internship and student job opportunities in broadcasting.

On October 13, 2014, Illinois Public Media hosted the Fall Open House for prospective students of the College of Media at the University of Illinois. Several key IPM staff members, including the video producer/director, the member services director and the marketing/social media director, were on hand to meet prospective college students and their families. This event gave

us an opportunity to give high school students a demonstration of broadcasting studio operations and discuss potential careers in broadcasting.

The WILL Station Manager, Bob Culkeen, and the Human Resources Officer, Dee Breeding, participated in the University of Illinois All-Campus Career Fair on March 18, 2015 on behalf of Illinois Public Media. IPM manned a recruitment booth at the Career Fair, which was open to U of I students and graduates from all degree levels and fields of study. Bob and Dee met with over 50 attendees, many of whom were minority students, collecting resumes and distributing information about potential careers in broadcasting and existing internship and trainee opportunities at IPM.

Training opportunities for station personnel.

Station WILL-TV hires minority trainees, with little or no experience in television production, and teaches them the rudiments of camera operation and studio production. The young people involved in this program are provided with skills that can qualify them for higher level, full-time positions in broadcasting. Five minority trainees were employed during this reporting period.

Work-study students from the University of Illinois are hired annually and trained to handle customer service and provide staff support for various departments at the stations. Through this work, students learn a great deal about different aspects of the broadcasting operation, including radio and television programming, development/fundraising activities, marketing, production, and an overview of the technical areas covered by broadcast engineering and operations. Students are encouraged to participate in station activities and to learn about careers through direct interaction with various broadcast professionals. Two minority students were hired and trained in this position during this reporting period.

Internship opportunities designed to develop skills needed for broadcast employment.

WILL/IPM initiated the Donald P. Mullally Internship in public media during this reporting period. Two paid Mullally interns from the College of Media at the University of Illinois worked in the WILL radio News and Public Affairs department, receiving mentoring and training from the IPM news and public affairs staff and News Director. They learned to pitch, write and produce news stories and features which aired on WILL radio and online at will.illinois.edu. A third University of Illinois student was a news and social media intern during the fall 2014 semester, working with the news director, news staff and marketing director to develop stories for the web and social media distribution.

