



# Illinois Public Media™

## **Annual Diversity Report – July 2016** **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 13, 2016, and no further revisions were made in FY16. The Annual Diversity Report for September 2016 will be reviewed by the CAC at their quarterly meeting on December 14, 2016.

### **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 a Digital Media Associate Producer (9/21/15), Director National and International Content (9/25/15), Communications Manager (10/05/15), Human Resources Coordinator (10/05/15), Senior Producer (11/16/15), Multi Media Producer, (05/25/16) took place during IPM's FCC-EEO reporting period of 8/1/2015 through 07/31/2016, 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>.

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.

Three 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 media research, 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 fourteen interns and work-study students in FY2016, eight were female and four were from racial or ethnic minority groups.

4. Illinois Public Media diversity statistics for FY2016.

	Male	Female	White	Non-white
<b><i>Illinois Public Media (IPM) Staff</i></b>				
37 permanent employees	57%	43%	95%	5%
35 temporary hourly employees (including students)	54%	46%	86%	14%
<b><i>IPM Community Advisory Committee (CAC)</i></b>				
19 members	58%	42%	84%	16%
<b><i>University of Illinois Board of Trustees (IPM Governing Board)</i></b>				
13 members	70%	30%	69%	31%

The diversity statistics for IPM staff and for CAC members have not appreciably improved since FY2016. 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 8/1/15 – 7/31/16

### Illinois Public Media

WILL-AM, WILL-FM, WILL-TV

ANNUAL EEO PUBLIC FILE REPORT for August 1, 2015 – July 31, 2016

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, 2015 to and including July 31, 2016 (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: Digital Media Associate Producer**

Date Filled: September 21, 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: 1

Number of persons hired from this referral source: 1

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: 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

I-Link-illinois.csm.symplicity.com

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: 1

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: 1

Number of persons hired from this referral source: 0

Word of mouth

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0

**Job #2 Title: Director National and International Content**

Date Filled: September 28, 2015

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

CPB Jobline

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

News Gazette

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: 1

**Job #3 Title: Communications Manager**

Date Filled: October 5, 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: 3  
Number of persons hired from this referral source: 1

College of Media Website

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

Commercial-news.com

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

Herald&Review.com

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

**Job #4 Title: Human Resources Coordinator**

Date Filled: October 5, 2016

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: 4

Number of persons hired from this referral source: 1

News Gazette

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: Senior Producer**

Date Filled: November 16, 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

CPB Jobline

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

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

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: 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

Word of mouth

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

**Job #6 Title: MultiMedia Producer**

Date Filled: May 25, 2016

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: 1  
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: 0

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/IPM Staff Referral

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: 1

Number of persons hired from this referral source: 0

Word of mouth

Number of persons interviewed from this source: 0

Number of persons hired from this referral source: 0



**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  
Uofflteam@shaker.com

College of Media  
119 Gregory Hall  
810 S. Wright St.  
Urbana, IL 61801  
217-333-2350  
[www.media.illinois.edu](http://www.media.illinois.edu)

CPB Jobline  
[www.cpb.org/jobline](http://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

I-Link  
[i-link@illinois.edu](mailto:i-link@illinois.edu)  
The Career Center at Illinois  
University of Illinois at Urbana-Champaign  
715 S. Wright St.  
Champaign, IL 60120  
217-333-0820

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, 10<sup>th</sup> 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 14<sup>th</sup> 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  
Annetta Allison, Human Resources Coordinator  
300 N. Goodwin Avenue  
Urbana, IL 61801  
217-333-7300

WILL/IPM Staff Referral  
Annetta Allison, Human Resources Coordinator  
300 N Goodwin Ave  
Urbana, IL 61801  
217-333-7300

WILL/Illinois Public Media – website jobs page  
[www.will.illinois.edu/jobs](http://www.will.illinois.edu/jobs)  
Michael Bohlmann, Assistant Dean of Technology  
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 8/1/15-7/31/16.

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

On Wednesday March 30 from 11:00am to 1:00pm WILL participated in the Eastern Illinois University Broadcast Job Fair. EIU alum and WILL Digital Media Associate Producer, Steve Morck represented the station. He met with approximately twenty people with different interest and skill levels the attendees included more females than males, and the people were diverse ethnic backgrounds. Steve report that three or four good of the people he meet would be good candidates for future positions at WILL. Steve provide material and encouraged them to watch our posting site and to apply. He recommended we participate in the fair next year. He also

directed television production skilled attendees to contact the WILL production manager directly. Through his effort we have hired a video production specialist for a part-time position.

**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 2016. 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.**

WILL/IPM did not attend or participate in any job fairs during reporting period 8/1/15-7/31/16.

**Training opportunities for station personnel.**

WILL production and education staff attended four on-line training sessions regarding the technical procedures and editorial standards required to add content to PBS Learning Media. Training sessions were led by PBS staff Valerie Miller, Digital Library Specialist, and Kristin Lehner, Editorial Director. We successfully uploaded educational assets to PBS Learning Media that will support high school social studies teachers teaching the Vietnam War and WWII. WILL staff collaborated with WQPT to create the WWII content and with an award-winning science teacher, Mark Foley, to create the lesson plans from oral histories videotaped by WILL.

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. Three 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. One 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 three new internships. The Dave Benton Internship in News and Public Affairs, a Sports Internship in collaboration with News and Public Affairs and the College of Media, and the 21st Internship. One student hired for the Dave Benton Internship, a graduate student at the University of Illinois. One student intern hired from Augustana College to learn hands-on experience with a live talk show. Working alongside professional reporters, hosts, and producers. One student intern hired as the Sports Internship. Two students intern hired as the Donald P. Mullally Internship in News and Public Affairs, and both were students from the University of Illinois. WILL/IPM Community Content and Engagement hired two interns as Educational Outreach Assistants to learn and assist with educational outreach programs. Last, WILL/IPM National/International Production unit hired five Media Research Interns. Altogether WILL/IPM hired ten internships during this reporting period. WILL/IPM successfully hired twelve interns during reporting period. Four minority student interns were hired during this reporting period.