ILinois Public Media™

Annual Diversity Report – September 2013
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 reviewed by the IPM Community Advisory Committee (CAC) at their meeting on September 5, 2012. The Policy was reviewed and signed by WILL-TV licensee official, Walter Knorr, Vice President, Chief Financial Officer and Comptroller, University of Illinois on September 21, 2012. The IPM Diversity Policy and the Annual Diversity Report for September 2013 were reviewed by the CAC at their quarterly meeting on September 11, 2013.

IPM Diversity Practices and Initiatives to meet Diversity Goals

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

Six full-time vacancies were filled during IPM’s FCC-EEO reporting period of 8/1/2012 through 7/31/2013, following the equal employment guidelines of the FCC and of the University of Illinois Office of Diversity, Equity, and Access. Diverse recruitment sources were utilized in an effort to attract qualified candidates from underrepresented groups. Details of these hires are included in the IPM Annual FCC-EEO report (Attachment A.) 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.

On September 7, 2012, Illinois Public Media managers and supervisors participated in a diversity workshop presented by Kaamilah Abdullah-Span, Associate Director of the University of Illinois Office of Equal Opportunity and Access (currently the Office of Diversity, Equity, and Access.) The workshop, Fostering a Culture of Respect: Navigating Workplace Diversity, met objectives of increasing multicultural awareness and inclusion, using an awareness of cultural competence to become a more effective leader, and identifying concepts and examples of harassment and discrimination in the workplace.

IPM supervisors are encouraged to attend similar workshops offered by the University of Illinois during the academic year. Additional diversity awareness training is provided to search committee members at the beginning of the 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.
Two work-study students were hired from the University of Illinois to work on the WILL-TV Production crew this year. They were given the opportunity to learn and improve their technical skills in camera operation, floor direction, teleprompter operation, and call-in phone coverage for live studio productions.

One University of Illinois student served as an intern during the academic year in Illinois Public Media's media project at Stratton Elementary Magnet School in Champaign. This intern learned from IPM Community Engagement Producer Henry Radcliffe and assisted students and teachers at Stratton school in running their TV studio, adding content to their website and creating digital news stories.

Other internship opportunities at WILL included four students from the UI Graduate School of Library and Information Science who worked with Director of New Media Jack Brighton to catalog and digitize WILL's media assets, developing techniques for metadata creation, content management and preparation of digital audio for online retrieval.

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. Students are encouraged to participate in station activities and to learn about careers through direct interaction with various broadcast professionals.

Of the six paid intern/work-study students, five were female and six were from ethnic or racial minority groups.


<table>
<thead>
<tr>
<th>Illinois Public Media (IPM) Staff</th>
<th>Male</th>
<th>Female</th>
<th>White</th>
<th>Non-white</th>
</tr>
</thead>
<tbody>
<tr>
<td>47 permanent employees</td>
<td>66%</td>
<td>34%</td>
<td>94%</td>
<td>6%</td>
</tr>
<tr>
<td>40 temporary hourly employees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(including students)</td>
<td>45%</td>
<td>55%</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>IPM Community Advisory Committee</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 members</td>
<td>52%</td>
<td>48%</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>University of Illinois Board of Trustees (IPM Governing Board)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 members</td>
<td>77%</td>
<td>23%</td>
<td>69%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Reviewed and approved:  
Date: 9/25/2013

Chet Tomczyk, Acting General Manager, Illinois Public Media
ATTACHMENT A – IPM Annual FCC-EEO Report for 8/1/12 – 7/31/13

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, 2012 – July 31, 2013

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 all of 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, 2012 to and including July 31, 2013 (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. See section 2 for contact information for recruitment sources.

Job #1 Title: Marketing Director
Date Filled: September 20, 2012

<table>
<thead>
<tr>
<th>Recruitment Sources Used</th>
<th>Referred Person(s) Interviewed</th>
<th>Referred Person(s) Hired</th>
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</thead>
<tbody>
<tr>
<td>A University of Illinois HR Job Board</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>B WILL/Illinois Public Media Internal Posting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C WILL/Illinois Public Media jobs website page</td>
<td>1</td>
<td></td>
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<tr>
<td>D Illinois Academic Job Listserv</td>
<td></td>
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</tr>
<tr>
<td>Recruitment Sources Used</td>
<td>Referred Person(s) Interviewed</td>
<td>Referred Person Hired</td>
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<tr>
<td>A University of Illinois HR Job Board</td>
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<tr>
<td>D Illinois Academic Job Listserv</td>
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<tr>
<td>E CPB Jobline</td>
<td>1</td>
<td></td>
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<tr>
<td>F News Gazette</td>
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<tr>
<td>G HigherEdJobs.com</td>
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<tr>
<td>H PBS Connect</td>
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<td>J Pantagraph</td>
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<tr>
<td>L Current newspaper and online</td>
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<tr>
<td>M Staff referral</td>
<td>1</td>
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</tbody>
</table>

Job #3 Title: Producer
Date Filled: January 7, 2013
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<thead>
<tr>
<th>Recruitement Sources Used</th>
<th>Referred Person(s) Interviewed</th>
<th>Referred Person(s) Hired</th>
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</thead>
<tbody>
<tr>
<td>A University of Illinois HR Job Board</td>
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<tr>
<td>D Illinois Academic Job Listserv</td>
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<tr>
<td>E CPB Jobline</td>
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<tr>
<td>F News Gazette</td>
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<tr>
<td>G HigherEdJobs.com</td>
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<tr>
<td>L Current Newspaper and online</td>
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<td></td>
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<tr>
<td>M Staff referral</td>
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<td></td>
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<tr>
<td>O National Association of Black Journalists</td>
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<tr>
<td>P National Association of Hispanic Journalists</td>
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<tr>
<td>Word of mouth</td>
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Job #5 Title: IT Systems Manager
Date Filled: May 28, 2013

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<thead>
<tr>
<th>Recruitement Sources Used</th>
<th>Referred Person(s) Interviewed</th>
<th>Referred Person(s) Hired</th>
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<td>D Illinois Academic Job Listserv</td>
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<tr>
<td>E CPB Jobline</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>F News Gazette</td>
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<td></td>
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<tr>
<td>G HigherEdJobs.com</td>
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<tr>
<td>N AbilityLinks.org</td>
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<td>Q Minorityjobs.net</td>
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<tr>
<td>R Women in Technology</td>
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<td>S Educause.edu</td>
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</tbody>
</table>
Job #6 Title: Director of News & Public Affairs  
Date Filled: July 15, 2013

<table>
<thead>
<tr>
<th>Recruitment Sources Used</th>
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<th>Referred Person Hired</th>
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<tbody>
<tr>
<td>A  University of Illinois HR Job Board</td>
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<tr>
<td>C  WILL/Illinois Public Media jobs website page</td>
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<td>D  Illinois Academic Job Listserv</td>
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<tr>
<td>E  CPB Jobline</td>
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<tr>
<td>F  News Gazette</td>
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<td>G  HigherEdJobs.com</td>
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<tr>
<td>L  Current Newspaper and online</td>
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<tr>
<td>M  Staff Referral</td>
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<td>1</td>
</tr>
<tr>
<td>N  AbilityLinks.org</td>
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<td>O  National Association of Black Journalists</td>
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<td>P  National Association of Hispanic Journalists</td>
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<tr>
<td>T  Native American Journalists Association</td>
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<td>U  Asian American Journalists Association</td>
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<td>V  Association for Women in Communications</td>
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<td>W  RTDNA</td>
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<tr>
<td>X  PMBA</td>
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</tr>
<tr>
<td>Y  Email to media contacts and colleagues</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Section 2. Illinois Public Media Recruitment Sources Contact Information:

A  University of Illinois Human Resources  
   807 S. Wright St.  
   Champaign, IL  61820  
   217-244-7854  
   https://jobs.illinois.edu

B  WILL/Illinois Public Media – Internal Posting  
   Dee Breeding, HR Specialist  
   300 N. Goodwin  
   Urbana, IL  61801  
   217-333-7300

C  WILL/Illinois Public Media – website jobs page  
   Jack Brighton, Director of New Media  
   217-333-7300  
   www.will.illinois.edu/jobs
ACJOB Listserv for University of Illinois Academic Professionals
ACJOB-L@LISTSERV.illinois.edu

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

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

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

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

Herald & Review
Tricia Benton
601 E. William Street
Decatur, IL 62523
217-429-5151

Pantagraph
Candi Taylor
301 W. Washington Street
Bloomington, IL 61702
309-829-9000

Monster.com
Monster Worldwide, Inc.
622 Third Avenue, 39th Floor
New York, NY 10017
212-351-7000

Current Newspaper and Online
Kathleen Unwin  
6930 Carroll Ave., Suite 350  
Takoma Park, MD, 20912  
877-745-8776  
www.current.org

M  WILL/IPM Staff Referral  
Dee Breeding or Craig Cohen  
300 N Goodwin Ave  
Urbana, IL 61801  
217-333-7300

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

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

P  NAHJ (National Association of Hispanic Journalists)  
Kevin Olivas  
1050 Connecticut Avenue NW, 10th Floor  
Washington, DC 20036  
202-662-7145

Q  MinorityJobs.net  
P.O. Box 80287  
Phoenix, AZ 85008  
(602)267-8111

R  Women in Technology  
www.witi.com  
Attn: Henry Fan  
Olympic Plaza, 11500 Olympic Blvd., Suite 400  
Los Angeles, CA 90064

S  educause.edu  
info@educause.edu  
282 Century Place, Suite 5000  
Louisville, CO 80027  
303-449-4430
T  NAJA (Native American Journalists Association)
Pamala Silas
University of Oklahoma, Gaylord College
395 W. Lindsey St.
Norman, OK 73019
(405)325-1649

U  AAJA (Asian American Journalists Association)
AAJA National Office
5 Third Street, Suite 1108
San Francisco, CA 94103
Marcia Santillan (415) 346-2051

V  Association for Women in Communications
3337 Duke Street
Alexandria, VA 22314
(703)370-7436

W  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

X  PMBA, the Public Media Business Association
Online job posting www.pmba.org
1760 Old Meadow Road, Suite 500
McLean, VA 22102
703-506-3292

Y  Email to media contacts and colleagues
Illinois Public Media
Kimberlie Kranich
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 8/1/12-7/31/13.

Listing senior management job vacancies with media groups that include women and minorities. Vacancies for senior management positions, including Director of News & Public Affairs and IT Systems Manager, were posted at several job banks in an effort to recruit women and minorities. These sources included Association for Women in Communications, Women in Technology, National Association of Black Journalists, National Association of Hispanic Journalists, and Native American Journalists Association. In addition, upper-level positions were posted to Current, the premier trade newspaper for public media. Current reaches a local and national audience of people involved in public television and public radio at many different levels, from station employees and volunteers to state and national policymakers.

Provide training to management level personnel to ensure equal employment opportunity and prevent discrimination. On September 7, 2012, Illinois Public Media managers and supervisors participated in a diversity workshop presented by Kaamiliyah Abdullah-Span, Associate Director of the University of Illinois Office of Equal Opportunity and Access. The workshop, Fostering a Culture of Respect: Navigating Workplace Diversity, met objectives of increasing multicultural awareness and inclusion, using an awareness of cultural competence to become a more effective leader, and identifying concepts and examples of harassment and discrimination in the workplace.

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

April-May 2013 WILL partnered with the Champaign Unit 4 School District to provide an educational opportunity for all fourth grade classrooms in the District. Students were given a tour of the radio studios, participated in mock interviews in the television studio, and learned how Illinois Public Media (and PBS LearningMedia) use primary source documents in content creation. Through this program, students were given an early introduction to possible career opportunities in media and broadcasting.

Stratton MicroSociety Project: September 2012 – May 2013 Illinois Public Media is helping 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. Their 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 microsociety 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.

April 10, 2013 Radio Operations and Audio Production Manager Mike Pritchard led a tour of five Parkland College students and the instructor of their Parkland radio production course. The students observed operations and facilities in the radio and television stations and spoke with the FM Host/Announcer.

**Internship program designed to develop skills needed for broadcast employment.** Director of News and Public Affairs Craig Cohen developed procedures to assist University of Illinois journalism students in producing broadcast-quality news stories. In conjunction with journalism professors, WILL news staff work with students throughout the process of pitching a story idea, conducting interviews, editing and production. WILL makes production facilities available with supervision and provides technical and professional support for these approved student projects, enabling journalism students to develop skills and gain experience in producing news for broadcast.

Another University of Illinois student served as an intern during the academic year in Illinois Public Media’s media project at Stratton Elementary Magnet School in Champaign. This intern learned from IPM Community Engagement Producer Henry Radcliffe and assisted students and teachers at Stratton school in running their TV studio, adding content to their website and creating digital news stories.

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