

Illinois Public Media

WILL-AM, WILL-FM, WILL-TV

ANNUAL EEO PUBLIC FILE REPORT for August 1, 2020 – July 31, 2021

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, 2020 to and including July 31, 2021 (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. No full-time vacancies filled during this reporting period. For full contact information for all recruitment sources, see alphabetical list following job listings.

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

AbilityLinks

<https://abilitylinks.org>

535 Pennsylvania Ave. Suite 100

Glen Ellyn, IL 60137

(630) 733-8822

AAJA (Asian American Journalist Association)

www.aaja.org 575

Market Street

San Francisco, CA 94105

(415)346-6343

ADWEEK

www.adweek.com

261 Madison Ave, 8th Floor

New York, NY 10016 (212)

493-4262

Corporate Public Broadcasting (CPB Job line)

www.cpb.org/jobline

401 Ninth Street NW

Washington, DC 20004-2129

(202)879-9600

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

FaceBook (Brian Moline)
Brain Moline – IPM Employee
bmoline@illinois.edu
(217) 265-0920

HigherEdJobs.com online
Internet Employment Linkage,
Inc. 708-848-4351 Ext. 201
billing@higheredjobs.com

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

News Gazette
John Grygiel III
15 E. Main St.
Champaign, IL 61820
217-351-5329
jgrygiel@news-gazette.com

NAJA (Native American Journalist Association)
<https://najanewsroom.com/>
University of Oklahoma
Gaylord College of Journalism and Mass Communication
(405) 325-5199

NPPA (National Press Photographers
Association) <https://nppa.org>
120 Hooper Street
Athens, GA 30602-3018
Akili Ramsess
(706) 542- 506

NLGJA (Association of LGBTQ Journalist)

www.nlgja.org

2120 L. Street NW Suite 850
Washington, DC 20037
(202) 588-9888

NYC Public Radio Listserv (Dana Cronin)
Dana Cronin – IPM Employee
dcronin@illinois.edu

PMJA (Public Media Journalist Association) Formally PRINDI
www.pmja.org
P.O. Box 838 Sturgis,
SD 57785
Terry Gildea terry@pmja.org (605)
490-3033

Society of Environmental Journalists
www.sej.org
1629 K. Street NW Suite 300
Washington, DC 20006
(202) 558-2055

TVNewsCheck
<https://tvnewscheck.com>
24 West Lancaster Ave. Suite 205
Adrmore, PA 19003
(484) 412-8287

University of Illinois 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 – website jobs page
www.will.illinois.edu/jobs
Lillie Duncanson – Director of Broadcast
Operations
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 8/1/20 – 7/31/21

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 broadcasts on WILL Radio and WILL online. Their radio documentaries will broadcast in 2021

and 2022. Several students have chosen to major in journalism at the college level as a result of this experience and are working on a third documentary about emergent bilingual students and dual language schools, that won't air until 2022.

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

Reginald Hardwick, News and Public Affairs Director, attended the National Association of Hispanic Journalists' virtual conference and connected with three journalists during July 2021.

In August of 2020, Lillie Duncanson, Director of Broadcast Operations, attended the virtual Meet Media Fair for incoming Freshman to the College of Media.

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 have the opportunity to develop skills that can qualify them for higher level, full-time positions in broadcasting.

Illinois Public Media hires work-study students from the University of Illinois annually and train 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.

Training for management level personnel on methods of ensuring equal employment opportunity and preventing discrimination

In August of 2020 – station leadership and station staff attending two diversity trainings led by Kaamilyah Abdullah – Span from the University of Illinois Office for Access and Equity. From those meetings, the stations Executive Director started the Diversity and Inclusion Committee that meets monthly.

Internship opportunities designed to develop skills needed for broadcast employment.

The News And Public Affairs Department at WILL/IPM offers several experiential opportunities for University of Illinois Urbana-Champaign students. For the period, July 2020-July 2021, IPM News hired 14 students. The race/ethnic/gender breakdown:

- Asian female: 3
- Black female: 3
- Hispanic female: 3
- Hispanic male: 1
- White female: 2
- White male: 2

Two of the students were recipients of scholarships. The Donald P. Mullally and Robert Endres Internship winners were Black female undergraduate students. The internships funded the recipient's work on a daily morning news podcast and a weekday, live talk show airing in six markets across Illinois.

Two of the students (one Hispanic female and one Black female) were awarded the Humanities Gateway Internship. Funded by the Illinois Program for Research in the Humanities, the program takes humanities undergraduate majors and allows them to work in a media organization, including the newsroom.

The University of Illinois Urbana-Champaign College of Media funded four positions – two digital journalists (one Hispanic male and one Asian female) during Summer 2020. And two on-air reporters (one Asian female and one white female) during Summer 2021. The journalists provided journalism content for on-air and online platforms at IPM.

One student, an Asian female, was funded by American Amplified. She launched an audience engagement effort for our daily talk show and newscasts, particularly on the topics of COVID-19 and the election.

Illinois Public Media funded the other positions, which ranged from writing and editing our digital platforms and newsletters to pitching stories and helping gather audio and other elements.