

## **WPSD-TV Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080 [c] [6] of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WPSD-TV, Paducah, Kentucky, and is required to be placed in the public inspection files of this station, and posted on the station’s website.

The information contained in this Report covers the time period beginning April 1, 2017 to and including March 31, 2018 (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 which comprises the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy 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; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080 [c] [2] of the FCC rules.

Appendices 1, 2, and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

**Appendix 1 to**

**WPSD-TV's Annual EEO Public File Report Form**

**Covering the Period from April 1, 2017 to March 31, 2018**

**Station Comprising Station Employment Unit: WPSD-TV**

Section 1: Vacancy Information

Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees From All Sources for This Position
(1) Account Executive	Employee Referral	1
(2 & 3) News Associate Producer	Murray State University WPSD-TV Website	4
(4) Broadcast Maintenance Engineer	Kentucky Career Services	4
(5) News Reporter	Employee Referral	3
(6 & 7) News Associate Producer	WPSD-TV Website Internal Applicant	4
(8) Business Manager	Employee Referral	6
(9) General Sales Manager	NewsCheck	10
(10) Director of Cross Platform Content	TVJobs.com	4
(11) Broadcast Director	Internal Applicant	1
Total Number of Persons Interviewed During Applicable Period:		37

**Appendix 2 to**  
**WPSD-TV's Annual EEO Public File Report Form**  
**Covering the Period from April 1, 2017 to March 31, 2018**  
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Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (if any)	Full-Time Positions for Which This Source Was Utilized (position number from Appendix 1)
The Paducah Sun P. O. Box 2300 Paducah, Kentucky 42002-2300 (270) 575-8600	0	8
Paducah Career Development Center Kentucky Cabinet for Workforce Development 416 South Sixth Street Paducah, Kentucky 42003 (270) 575-7000 Gina Triplett, Manager	2	1,2,3,4,5,6,7 8,9,10,11
West Kentucky Community and Technical College 4800 Alben Barkley Drive Paducah, Kentucky 42001 (270) 554-9200 Karen Hill Johnson, Ed.D. Placement Officer	0	4
*NAACP Paducah Chapter J. W. Cleary, President 505 South Eighth Street Paducah, Kentucky 42003 (270) 443-5430	0	1,2,3,4,5,6, 7,8,9,10,11

\*Indicates source that has requested notification of job openings

Murray State University Wm. Jeremy McKeel P. O. Box 7 Murray, Kentucky 42071-0007 (270) 762-3011	1	1,2,3,5,6,7,8 9,10,11
Southern Illinois University at Carbondale Alicia K. Taylor 10,12,14,15,16 Department of Radio and Television Communications Building Carbondale, Illinois 62901 (618) 536-7555	0	1,2,3,5,6,7,8 9,10,11
Southeast Missouri State University Dr. James Dufek Grauel Hall Cape Girardeau, Missouri 63701 (573) 651-2241	0	1,2,3,5,6,7,8 9,10,11
Austin Peay State University Dr. Mike Gotcher P. O. Box 4446 Clarksville, Tennessee 37044 (931) 221-7378	0	1,2,3,5,6,7,8, 9,10,11
Western Kentucky University Steve White 342 Mass Media and Technology Hall One Big Red Way Bowling Green, Kentucky 42101 (270) 745-5891	0	1,2,3,5,6,7,8 9,10,11
The University of Tennessee at Martin Glenda Cagle / Rodney Freed Department of Communications 544 University Street Martin, Tennessee 38238 (731) 881-7564	0	1,2,3,5,6,7,8 9,10,11
TV Jobs.com Broadcast Employment Services Mark Holloway P. O. Box 4116 Oceanside, California 92052 (800) 374-0119	3	5,9,10,11
WPSD-TV (internal postings) Dwayne L. Stice 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	6	1,2,3,4,5,6,7,8 9,10,11

WPSD-TV Internet Site Krystle Callais 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	8	1,2,3,4,5,6,7, 8,9,10,11
Shawnee Community College Leslie Cornelious-Weldon 8364 Shawnee College Road Ullin, Illinois 62922 (618) 634-3337	0	4
Indeed, Inc. 6433 Champion Grandview Way, Bldg 1 Austin, Texas 78750 www.indeed.com	5	8,9
Syracuse University Newhouse School of Communications Kelly Barnett 215 University Place Syracuse, NY 13244 <a href="http://www.newhouse.syr.edu">www.newhouse.syr.edu</a> 315-443-3270	0	10
Northwestern University Medill School of Journalism Rebekah Kane 1845 Sheridan Road Evanston, Illinois 60208 www.medill.northwestern.edu 847-467-1882	0	10
University of Missouri MiMi Smith 201 Student Success Center 909 Lowry Mall Columbia, Missouri 65211-6060 573-882-6801	0	10
Kentucky Broadcasters Association Karen Mucci, Director of Member Services 101 Enterprise Drive Frankfort, Kentucky 40601 <a href="http://www.kba.org">www.kba.org</a> 888-843-5221	0	9,10

<p>Illinois Broadcasters Association  Debra Gray, Marketing Director  200 Missouri Avenue  Carterville, Illinois 62918  <a href="http://www.ilba.org">www.ilba.org</a>  618-985-5555</p>	1	9,10
<p>Tennessee Broadcasters Association  Brenda Heidt, Coordinator of Operations  Two International Plaza Drive, Suite 902  Nashville, Tennessee 37217  <a href="http://www.tabtn.org">www.tabtn.org</a>  615-365-1840</p>	0	9
<p>Missouri Broadcasters Association  Terry Harper, Director of Member Services  1025 Northeast Drive  Jefferson City, Missouri 65109  <a href="http://www.mbaweb.org">www.mbaweb.org</a>  573-636-6692</p>	0	9
<p>NewsCheckMedia, LLC  Broadcast Career Link  Patty Hersh, Manager  Media Job Center  541 Eastern Point Road, Suite 3  Groton, Connecticut 06340  <a href="http://www.mediajobcenter.com">www.mediajobcenter.com</a>  860-437-5700</p>	1	9
<p>Broadcasting and Cable  28 East 28<sup>th</sup> Street, 12<sup>th</sup> Floor  New York, New York 10016  <a href="http://www.broadcastingcable.jobs.careerwebsite.com">www.broadcastingcable.jobs.careerwebsite.com</a>  212-378-0400 x 517</p>	3	9
<p>Employee/Friend Referrals</p>	6	
<p>Agency Referrals  (several agencies refer clients after seeing  positions posted in various outlets)</p>	1	
<p>Miscellaneous Internet Sources  (numerous websites list openings after they  have been posted to the sources listed above)</p>	0	

**Appendix 3 to**  
**WPSD-TV's Annual EEO Public File Report Form**  
**Covering the Period from April 1, 2017 to March 31, 2018**  
**Station Comprising Station Employment Unit: WPSD-TV**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WPSD-TV:

WPSD-TV has participated in numerous and diverse outreach events during the past year:

An intern program is open to college students who have reached junior status. During the applicable period five (5) interns worked under the supervision of the Station's news director to receive practical experience in the operation of a television news department. Student interns represented the following institutions: the University of Illinois, Middle Tennessee State University, and Murray State University. In addition, high school students periodically "shadow" the Station's personnel for a day to observe the activities involved in the operation of a broadcast facility.

Numerous school classes, scout groups, and civic organizations from throughout the WPSD-TV coverage area have toured the facility during the past year and are given the opportunity to interact with personnel and are instructed about training necessary for various careers in broadcasting. The diversity of careers in the broadcasting operations is stressed during these tours. The tours are primarily conducted by Dwayne Stice, WPSD-TV's Human Resources and Programming Assistant.

Station personnel have ongoing contact with students enrolled in broadcasting classes at several regional academic institutions. Mr. William Evans, Vice-President and General Manager has participated in the Mass Media advisory boards at Arkansas State University, Murray State University, and the University of Tennessee at Martin. Mr. Evans has also served as an adjunct instructor in the Mass Media department of Murray State.

Chief Photographer Mike Spissinger serves on the Career and Technical Education Advisory Committee at Graves County High School, Mayfield, Kentucky.

WPSD-TV lists position openings with the Job Bank that is maintained by the Paducah, Kentucky, chapter of the NAACP.

On March 9, 2017, September 25, 2017, and March 13, 2018, the station was represented at career day at West Kentucky Community and Technical College by Dwayne Stice of Human Resources and Programming. In addition, Mr. Stice represented the station at the Career Day at Shawnee Community College on March 16, 2017 and March 21, 2018 and at Southeast Missouri State University on October 13, 2016. He also conducted mock interviews for graduating seniors at St. Mary High School in Paducah on March 8, 2017.

Assignment Editor Lori Barrett represented WPSD at the "Meet the Pros" Day on the main campus of Murray State University on October 26, 2017. A seminar on covering shooting incidents at schools was conducted March 7<sup>th</sup>, 2018 on the Paducah Campus of Murray State University. Assistant Chief Photographer Chad Darnall, Assignment Editor Lori Barrett, and Anchor/Reporter Jennifer Horbelt were presenters. Reporter/ Anchor Amanda Roberts and Assistant Chief Photographer Chad Darnall participated in a teamwork speaking event at South Marshall Middle School on August 14<sup>th</sup>, 2017.

WPSD-TV actively participates in the Kentucky Broadcaster's Association (KBA) Scholarship program. This fund provides assistance to students majoring in communications at higher education institutions throughout the Commonwealth of Kentucky. WPSD-TV regularly runs spots through KBA public education partnership program to provide revenue for the scholarship fund.

A tuition assistance program exists to allow employees to pursue academic courses/degrees that will enhance their educational backgrounds and employment skills.

News Anchor Todd Faulkner serves as president emeritus of the Board of Directors of both Paducah's Oscar Cross Boys and Girls Club.

News Anchor Jennifer Horbelt serves as Chair-Elect of the Purchase Area Sexual Assault and Child Advocacy Center. This organization provides support services throughout the eight westernmost counties of Kentucky. She also is a member of the Communication Industry Advisory Board at the University of Tennessee at Martin.