

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, 2018 to and including March 31, 2019 (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, 2018 to March 31, 2019

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, 2, & 3) Multi-Media Journalist	TV Jobs.com WPSD-TV Website Miscellaneous Internet	25
(4) News Associate Producer	Southern Illinois University	3
(5) Account Executive	Indeed.com	9
(6) Director	WPSD-TV Website	4
(7) Broadcast Meteorologist	TV Jobs.com	2
(8) News Producer	Murray State University	4
(9) Promotions Writer/Producer	Friend Referral	5
(10) Account Executive	Employee Referral	1
(11) Multi-Media Journalist	TV Jobs.com	5
(12) Digital Content Manager	Agency Referral	12
(13) Event Planner	Employee Referral	5
(14) News Producer	Employee Referral	3
Total Number of Persons Interviewed During Applicable Period:		78

Appendix 2 to
WPSD-TV's Annual EEO Public File Report Form
Covering the Period from April 1, 2018 to March 31, 2019
Station Comprising Station Employment Unit: WPSD-TV

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 www.paducahsun.com	0	5
Paducah Career Development Center Kentucky Cabinet for Workforce Development 416 South Sixth Street Paducah, Kentucky 42003 (270) 575-7000 Jonathon Pendergrass, Manager www.oet.ky.gov	2	1,2,3,4,5,6,7,8 9,10,11,12,13,14
West Kentucky Community and Technical College 4800 Alben Barkley Drive Paducah, Kentucky 42001 (270) 554-9200 Karen Hill Johnson, Ed.D. Placement Officer www.kctcs.edu/westkentucky	0	6
*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, 9,10,11,12,13,14

*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 www.murraystate.edu	1	1,2,3,4,5,6,7,8 9,10,11,12,13,14
Southern Illinois University at Carbondale Alicia K. Taylor Department of Radio and Television Communications Building Carbondale, Illinois 62901 (618) 536-7555	1	1,2,3,4,5,6,7,8 9,10,11,12,13,14
Southeast Missouri State University Dr. James Dufek Grauel Hall Cape Girardeau, Missouri 63701 (573) 651-2241	2	1,2,3,4,5,6,7,8 9,10,11,12,13,14
Austin Peay State University Dr. Mike Gotcher P. O. Box 4446 Clarksville, Tennessee 37044 (931) 221-7378	0	1,2,3,4,5,6,7,8, 9,10,11,12,13,14
Western Kentucky University Steve White 342 Mass Media and Technology Hall One Big Red Way Bowling Green, Kentucky 42101 (270) 745-5891	0	1,2,3,4,5,6,7,8 9,10,11,12,13,14
The University of Tennessee at Martin Glenda Cagle / Rodney Freed Department of Communications 544 University Street Martin, Tennessee 38238 (731) 881-7564	0	1,2,3,4,5,6,7,8 9,10,11,12,13,14
TV Jobs.com Broadcast Employment Services Mark Holloway P. O. Box 4116 Oceanside, California 92052 (800) 374-0119	23	1,2,3,4,6,7,8, 9,11,12,13,14
WPSD-TV (internal postings) Dwayne L. Stice 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	2	1,2,3,4,5,6,7,8 9,10,11,12,13,14

WPSD-TV Internet Site Krystle Callais 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	9	1,2,3,4,5,6,7,8, 9,10,11,12,13,14
Shawnee Community College Leslie Cornelious-Weldon 8364 Shawnee College Road Ullin, Illinois 62922 (618) 634-3337	0	6
Indeed, Inc. 6433 Champion Grandview Way, Bldg 1 Austin, Texas 78750 www.indeed.com	7	5,9,13
Medialine Rich Everitt 1209 Wood Valley Road Augusta, Georgin 30909 706-364-7564 www.medialine.com	0	7
Northern Illinois University Dawn Sibley 1425 W. Lincoln Highway DeKalb, Illinois 60115-2828 815-753-1608 www.niu.edu	0	7
Texas Agricultural and Mechanical University Emily Krajewski 3150 TAMU College Station, Texas 77843-3150 979-845-7671 www.tamu.edu	0	7
University of Oklahoma Shelby Hill School of Meteorology 120 David L. Boren Blvd., Suite 5900 Norman, Oklahoma 73072 405-325-6562 www.ou.edu	0	7

Ohio State University Pam Theodotou Byrd Polar and Climate Research Center 108 Scott Hall 1090 Carmack Road Columbus, Ohio 43210 614-292-6331 www.osu.edu	0	7
Virginia Polytechnic and State University Maureen Deisinger 108 Major Williams Hall 270 Stanger Street Blacksburg, Virginia 24161 540-231-6886 www.vt.edu	0	7
Pennsylvania State University Marisa Ferger 608 Walker Building University Park, Pennsylvania 16802 814-865-5873 www.psu.edu	0	7
Valpariso University Dr. Teresa Vals-Eisholz Department of Geography and Meteorology Kalley-Christopher Hall 1809 Chapel Drive Valparaiso, Indiana 46383 219-464-5140 www.valpo.edu	0	7
Mississippi State University Dr. Tina Davis Department of Geosciences 108-A Hilbun Hall Mississippi State, Mississippi 39762 662-325-3915 www.msstate.edu	0	7
Employee/Friend Referrals	10	
Agency Referrals (several agencies refer clients after seeing positions posted in various outlets)	16	
Miscellaneous Internet Sources (numerous websites list openings after they have been posted to the sources listed above)	5	

Appendix 3 to

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Covering the Period from April 1, 2018 to March 31, 2019

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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 one intern from Ball State University in Muncie, Indiana, worked under the supervision of the Station's news director to receive practical experience in the operation of a television news department. 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 currently serves on the Mass Media advisory boards at Arkansas State University and Murray State University and previously served at the University of Tennessee at Martin. Mr. Evans has also served as an adjunct instructor in the Mass Media department of Murray State.

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

On March 13, 2018, September 27, 2018, and March 28, 2019, 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 21, 2018 and March 20, 2019. Assistant Chief Photographer Chad Darnell represented WPSD at the Summer Job/Internship Fair at Marshall County High School on February 20, 2019. Mr. Stice participated in a Career Day at Fulton County High School, Hickman, Kentucky, on March 22, 2019 and at Hickman County Elementary School, Clinton, Kentucky, on March 29, 2019.

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 co-president of the Board of Directors of Paducah's Oscar Cross Boys and Girls Club.

News Anchor Jennifer Horbelt serves as Chairperson of the Board of Directors of LOTUS, western Kentucky's 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.