

EEO PUBLIC FILE REPORT

WFIE

For period March 16, 2013 – March 31, 2014

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)
[With Hiree's Recruitment Source In Brackets]**

MMJ/Reporter (5, 8, 9, 11, 16, 17, 19, 21, 25, 26, 27, 28, 29, 30, 33, 36, 37, 38, 39, 40, 43, 44, 45, [39]

MMJ/Reporter [WFIE Employee]

Director of Digital Marketing (6, 8, 14, 16, 18, 21, 25, 26, 28, 29, 30, 33, 36, 37, 38, 39, 40, 41, 43, 44, 45 [46]

MMJ/Reporter (4, 5, 8, 9, 16, 17, 19, 23, 25, 26, 27, 28, 29, 30, 33, 36, 37, 38, 39, 40, 44, 45) [29]

MMJ/Reporter (4, 5, 7, 16, 17, 26, 27, 28, 29, 37, 38, 39, 40, 44, 45) [46]

Director (4, 5, 7, 8, 13, 16, 17, 26, 27, 29, 30, 33, 36, 37, 38, 40, 43, 44) [46]

Account Executive (1, 2, 6, 8, 14, 16, 25, 26, 29, 30, 36, 37, 38, 39, 43, 44) [WFIE Employee]

Photographer/MMJ (4, 5, 8, 9, 14, 15, 16, 25, 26, 29, 27, 30, 33, 36, 37, 38, 39, 40, 44, 45) [46]

Digital Sales Specialist (6, 11, 14, 16, 18, 21, 25, 26, 28, 29, 30, 36, 37, 38, 39, 40, 41, 43, 44, 45,) [26]

Assistant News Director (8, 16, 26, 28, 29, 30, 33, 36, 37, 38, 39, 40, 43, 44, 45, 48, 49, 50) [39]

Operations Technician (4, 5, 8, 9, 16, 25, 26, 27, 29, 36, 33, 37, 38, 39, 40, 43, 44, 45,) [WFIE Employee]

Photographer/MMJ (4, 5, 8, 9, 14, 15, 16, 25, 26, 27, 29, 30, 33, 36, 37, 38, 39, 40, 44, 45) [WFIE Employee]

Digital Content Director (4, 5, 8, 9, 14, 16, 17, 18, 25, 26, 27, 28, 29, 30, 33, 36, 37, 38, 39, 40, 43, 45,) [8]

Anchor/Reporter (39) [hired from competitor]

Account Executive (3, 8, 11, 14, 19, 21, 23, 25, 26, 29, 30, 33, 36, 37, 43, 44, 45, 51) [46]

MMJ/Reporter (3, 4, 5, 8, 9, 11, 16, 17, 19, 23, 21, 25, 26, 27, 29, 30, 33, 36, 37, 38, 39, 40, 43, 44, 45) [29]

News Producer [WFIE Employee]

MMJ/Reporter (4, 5, 8, 9, 16, 19, 21, 25, 26, 27, 28, 29, 30, 33, 36, 37, 38, 39, 40, 43, 44) [39]

Meteorologist/Reporter (3, 4, 5, 8, 9, 11, 16, 17, 18, 19, 21, 23, 25, 26, 27, 28, 29, 30, 33, 36, 37, 38, 39, 40, 43, 44, 45,) [Talent Agency-NWT Group]

Digital Sales Specialist (2, 3, 5, 6, 8, 11, 14, 13, 16, 17, 19, 21, 23, 26, 29, 30, 36, 37, 38, 39, 40, 44, 45, 51) [26]

Account Executive (2, 4, 5, 6, 8, 9, 14, 16, 17, 25, 26, 27, 28, 29, 30, 33, 37, 38, 39, 40, 43, 44, 45) [46]

Total Interviewees for all Full-Time Positions

79 persons (20 via phone interview)

Number of Referrals From Sources Used

(1) 8 (1)18 (12)26 (1) 28 (9) 29 (17) 39 (1) 41(7) 43 (17) 46 (26) WFIE Employee
(6) Unknown (1) Talent Agency

Supplemental Outreach Activities

FCC Menu of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

1. Oakland City University [Simone Davis –sdavis@oak.edu](mailto:sdavis@oak.edu)
2. American Advertising Federation [Lisa Vercamp lverkamp@axiomad.com](mailto:lverkamp@axiomad.com)
3. Butler University www.butler.experience.com [Mona Guirguis 317-940-9383](tel:317-940-9383)
4. DePauw University depauw-csm.symplicity.com/employers [Erin Mahoney, 765-658-4279](tel:765-658-4279)
5. Eastern Illinois University [//eiu-csm.symplicity.com](http://eiu-csm.symplicity.com) [Jan Stevens 271-581-3514](tel:271-581-3514)
6. Harrison College www.harrisoncareerlink.com/employers Victoria.reed@harrison.edu
7. Illinois Center for Broadcasting cogozzo.d@beonair [David Cogozzo, 630-916-1700](tel:630-916-1700)
8. Indiana Broadcasters Assoc., www.indianabroadcasters.org, [Linda Compton, 317-573-0119](tel:317-573-0119)
9. Indiana Public Radio, jrngss@hofstra.edu [Gregory Smith, 516-463-4270](tel:516-463-4270)
10. Indiana-Purdue Ft. Wayne. lpfw-csm.symplicity.com [Joan Bentz, 260-481-6591](tel:260-481-6591)
11. IN Univ. School of Journ., iujournalismcareers.com, [Marcia Debnam 812-855-1704](tel:812-855-1704)
12. IN Univ.-South Bend, iusbcareers.com [Kim Moore, 574-520-4425](tel:574-520-4425)
13. ITT Technical Inst., eewillem@itt-tech.edu, [Elizabeth Willem, 812-858-1600](tel:812-858-1600)
14. Ivy Tech College, ivytech.edu, [Monica Feeger, 812-429-1422](tel:812-429-1422)
15. Indiana State Univ., career.indstate.edu [Mary Kelly, 812-237-2589](tel:812-237-2589)
16. Kentucky Broadcasters Assoc. kba@kba.org [Patty Pullen, 888-843-5221](tel:888-843-5221)
17. Kentucky State University [Annette.bruce @kysu.edu](mailto:Annette.bruce@kysu.edu) [Annette Bruce](tel:)
18. LinkedIn linkedin.com
19. Missouri State University [//careercenter.missouristate.edu](http://careercenter.missouristate.edu) [Donna Tailey, 417-836-5636](tel:417-836-5636)
20. Murray State University, murraystate.edu, [Anne Johnson, 270-762-3117](tel:270-762-3117)

21. Northwestern University northwestern.edu/careers A. Greenwell, 847-491-3700
22. Purdue University [//purdue-csm.symplicity.com/employers](http://purdue-csm.symplicity.com/employers) Susan Hychka 765-4943986
23. Southern Illinois Univ., [//careerservices.siu.edu](http://careerservices.siu.edu) Sandy Foster, 618-453-2391
24. UMSL, career_services@umsl.edu Teresa Balestreri, 314-516-5111
25. University of Evansville, evansville-csm.symplicity.com Gene Wells, 812-479-2663
26. University of Southern Indiana, usi.edu/careersv & dblack@usi.edu David Black, 812-465-1048
27. Vincennes University, vinu.edu/content/blazer-careerlink Donna Taylor Bouchie, 812-888-4811
28. Western KY University, www.wku.edu/career Terry Likes, 270-745-0711

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

29. wfie.com
30. Asian American Journalists Assoc., aaja.org Francis Achondoa, 415-346-2051
31. b-roll.net, support@b-roll.net Kevin Johnson, 202-486-8842
32. Career Women, careerwomen.com/employer_access_resume.jsp, Lisa MacKenzie, 503-225-0725
33. Collective Talent collectivetalent.com/search_jobs Michael Bille 813-254-9695
34. Craigs List evansville.craigs.list.org Jim Buckmaster
35. Diversitysearch, diversitysearch.com/search_jobs , Lisa MacKenzie, 503-225-0725
36. Medialine, [medialine.com,](http://medialine.com) Mark Shilstone, 800-237-8073
37. National Assoc. of Hispanic Jour., <http://nahj.ihispano.com> 888-252-1220 ext. 702
38. NAJA dvalentine@naja.org Debra Valentino 405-325-9008
39. Raycom Media, Inc. careers-raycommedia.icims.com Donna Tadlock, 334-206-1400
40. South Asian Journalists Assoc., saja@columbia.edu Prof. Sreenath Screenivasan, 212-854-5979
41. Spots N Dots spotsndots.com Mike DiLaura, HR Raycom Media
42. The Market Ideanet gnewell@602communications.com Graeme Newell 704-543-1426

43. TVjobs.com, tvjobs.com Mark Holloway, 877-988-0908

OTHER SOURCES

44. WFIE Internal bulletin board posting

45. WFIE on-air job announcement

46. Employee referral

47. Tweet

48. Multi Channel News

49. Broadcasting & Cable

50. TV News Check

51. Careerbuilder

ATTACHMENT D

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 3/16/13 – 3/31/14

Describe Nature of Initiative:

The station has established an internship program for college students to be exposed to the broadcasting environment while they earn needed credits.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Hosted students from Ball State University, Indiana University, Western Kentucky University, University of Southern Indiana, University of Evansville, Indiana Wesleyan

Names of Station Personnel involved in Initiative:

Jason Gravens, Operations Manager, Jeff Lyons- Chief Meteorologist, Scott Galloway- News Director, Janis DeMarest-Asst News Director, Brook Arnold-Local Sales Manager, Joe Downs & Bo McFall-Sports.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 3/16/13 – 3/3/14

Describe Nature of Initiative:

Job Shadow for high school & college students

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Various departments participate to expose students to a news operation. Schools involved were Central High School, Mt. Vernon High School, ITT Technical Institute, University of Evansville, Indiana University, Mater Dei High School, North Posey High School.

Names of Station Personnel involved in Initiative:

Digital Content Director, Account Executives, Engineers, Marketing Producer, Sports Director, Reporters

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 4/2/13

Describe Nature of Initiative:

Boonville High School Career Day

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WFIE attended to give insight to a news operation. Question and answer session followed.

Names of Station Personnel involved in Initiative:

Dan Katz, Anchor

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 9/25/13

Describe Nature of Initiative:

Attended University of Southern Indiana Careerlink to recruit graduates and intern possibilities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Had a table set up displaying job openings and internship information.

Names of Station Personnel involved in Initiative:

Jason Gravens-Operations Manager.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 11/13/13

Describe Nature of Initiative:

Business Speed Networking Event at University of Evansville

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Provided an opportunity to meet students preparing for graduation to hear about 14 News and our owner Raycom Media and employment opportunities.

Names of Station Personnel involved in Initiative:

Maria Hillenbrand – EEO Compliance Officer

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 2/19/14

Describe Nature of Initiative:

Attended University of Southern Indiana Careerlink to recruit graduates and intern possibilities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Had a table set up displaying job information and internship opportunities

Names of Station Personnel involved in Initiative:

Maria Hillenbrand- EEO Compliance Officer.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

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Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 2/20/14

Describe Nature of Initiative:

Attended a job fair hosted by US Congressman Larry Bucshon in conjunction with WorkOne Southwest Indiana, the City of Evansville and the Southwest Indiana Chamber.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Had a table set up displaying job information.

Names of Station Personnel involved in Initiative:

Maria Hillenbrand-EEO Compliance Officer

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 2/21/14

Nature of Initiative:

2014 Junior Achievement 8th Grade Job Shadow Day

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WFIE hosted 10 students from Perry Heights Middle School and exposed them to all areas of a television station.

Names of Station Personnel involved in Initiative:

Maria Hillenbrand-EEO Compliance Office, Audry Levy-Digital Content Director, Dan Katz-News Anchor, Byron Douglas-Meteorologist, Marie Young & Kim Spaetti- Traffic Department, Bo McFall-Sports Anchor, Drew Bush-Marketing Producer & Nick Ulmer-General Manager.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 3/20/2014

Nature of Initiative:

Career Day at Ivy Tech Community College

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Had a table set up displaying job information and internship opportunities.

Names of Station Personnel involved in Initiative:

Maria Hillenbrand-EEO Compliance Officer & Jason Graven-Operations Manager.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

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Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 6/1/13

Describe Nature of Initiative:

KBA hosted 38 broadcast journalists for an all day seminar with Al Tompkins from the Poynter Institute.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WFIE had 3 reporters attend

Names of Station Personnel involved in Initiative:

Erin Meyer, Nicole Niziolek-Evansville Reporter & Jess Raatz-Western KY Reporter.

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 9/25/13

Describe Nature of Initiative:

Employment Law Webinar

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Managers that are responsible for hiring attended this "Labor & Employment Law – From a Different Angle" session.

Names of Station Personnel involved in Initiative:

Bobby Barnett-Chief Engineer, Jay Hiatt-GSM, Robbie Godeke-LSM, Kirk Williams-Research Director, Jason Gravens-Operations Mgr, Scott Galloway-News Director, Brandon Ridge-Marketing Director,

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 03/16/13 - 03/30/14

Describe Nature of Initiative:

Listing upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

AAJA
NAJA
NAHJ
SAJA

Names of Station Personnel involved in Initiative:

Maria Hillenbrand – EEO Compliance Officer

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.