

**WFIE-TV  
14NEWS**

**EEO PUBLIC FILE REPORT  
Period Covered April 1, 2016 – March 31, 2017**

**Recruitment Sources Used for Full-Time Vacancies (See Attachment A)**

<u>Position</u>	<u>Recruitment Resources</u>	<u>Hiring Source</u>
Reporter/MMJ	1, 4, 7, 8, 11, 12, 14, 15, 19, 22, 41-48, 50, 51, 55	49
Marketing Producer	1, 7, 8, 11-13, 15, 19, 20, 22, 24-26, 41, 43-48, 50, 51, 55	53
Reporter/MMJ	1, 3, 7, 8, 12, 14, 18-20, 22, 24-26, 41-48, 50, 51, 55	53
Assignment Editor	1, 3, 8, 12, 14, 19, 20, 22, 24-26, 41-48, 50, 51, 55	53
Sales Coordinator	1, 3, 8, 12, 13, 18-20, 22, 24, 41-48, 51, 55	53
Sales Coordinator	1, 3, 4, 8, 12, 13, 18-20, 22, 24-26, 41, 43- 48, 50, 51, 55	41
Reporter/MMJ	1, 3, 4, 8, 12, 13, 19, 20, 22, 24-26, 41-48, 50, 51, 55	53
Sales Coordinator	1, 3, 4, 8, 12-14, 19, 20, 22, 24-26, 41, 43-48, 50, 51	67
Senior Digital Sales Specialist	1, 3-4, 8, 12, 13, 19, 20, 22, 24-26, 41-48, 50, 51, 55	15
Reporter/MMJ	1, 8-9, 13-14, 19-20, 22, 24-26, 41-44, 46-48, 51	47
News Producer	1, 8-9, 13-14, 19-20, 22, 24-25, 41-48, 51	71
Photographer/MMJ	1, 4-5, 8-9, 13-14, 22, 24-26, 41-44, 46-48, 50, 51	53
Sales Coordinator	1, 3-5, 8-9, 13-14, 18-20, 22-26, 41-51	15
Sales Coordinator	1, 3-5, 8-9, 13-14, 19-20, 22, 24-26, 41-48, 51	41
Assistant News Director	1, 8-9, 13-14, 19-20, 22, 24-26, 41-42, 46, 48, 51	53
Senior Digital Sales Specialist	1, 3-5, 8-9, 12-13, 18-20, 22-26, 41-48, 50, 51	15

**Total Interviewees for all Positions: 57**

**Number of Referrals from Sources Used**

[14] = 1; [15] = 4; [20] = 1; [41] = 9; [47] = 10; [49] = 3; [53] = 17;  
[57] = 2; [58] = 2; [66] = 2; [67] = 3; [69] = 1; [70] = 1; [71] = 1

**Supplemental Outreach Activities**

See Attached

# WFIE-TV

## EEO PUBLIC FILE REPORT

April 1, 2016 through March 31, 2017

### II. MASTER LIST OF RECRUITMENT SOURCES

\*Sources with an asterisk (\*) denote organizations that requested notification of job vacancies

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
<b>COMMUNITY SOURCES</b>						
1	Ball State University			<a href="https://bsu-csm.symplicity.com/employers/">https://bsu-csm.symplicity.com/employers/</a>		
2	Butler University			<a href="https://butler.experience.com/emp/sblogin">https://butler.experience.com/emp/sblogin</a>		
3	DePauw University			<a href="https://depauw-csm.symplicity.com/employers/">https://depauw-csm.symplicity.com/employers/</a>		
4	Eastern Illinois University			<a href="https://eiu-csm.symplicity.com/employers/">https://eiu-csm.symplicity.com/employers/</a>		
5	Harrison College			<a href="http://www.harrison.edu/about-harrison/employers/hireharrison-for-employers">http://www.harrison.edu/about-harrison/employers/hireharrison-for-employers</a>		
6	Illinois Center for Broadcasting	Don Clark	dclark@beonair.com			
7	Indiana Broadcasters Association			<a href="http://www.indianabroadcasters.org/">http://www.indianabroadcasters.org/</a>		
8	Indiana Public Radio	Gregory Smith	jrgss@hofstra.edu			
9	Indiana-Purdue Ft. Wayne			<a href="https://ipfw-csm.symplicity.com/employers/index.php">https://ipfw-csm.symplicity.com/employers/index.php</a>		
10	Indiana University			<a href="https://iucd-csm.symplicity.com/employers/">https://iucd-csm.symplicity.com/employers/</a>		
11	Indiana State University			<a href="https://www.myinterface.com/indstate/employer">https://www.myinterface.com/indstate/employer</a>		
12	ITT Technical Institute	David Tucker	DTucker4@itt-tech.edu			
13	Ivy Tech Community College			<a href="http://www.ivytech.edu/jobzone/southwest.html">http://www.ivytech.edu/jobzone/southwest.html</a>		
14	Kentucky Broadcasters Association	Laura Cole	kba@kba.org			1
15	Linked In	Jenny Renfrow Donna Tadlock	jrenfrow@raycommmedia.com dtadlock@raycommmedia.com			4
16	Missouri State University			<a href="https://www.myinterface.com/missouristate/employer/home.aspx">https://www.myinterface.com/missouristate/employer/home.aspx</a>		
17	Murray State University			<a href="https://murraystate.experience.com/emp/sblogin">https://murraystate.experience.com/emp/sblogin</a>		
18	Northwestern University			<a href="https://northwestern-csm.symplicity.com/employers/">https://northwestern-csm.symplicity.com/employers/</a>		

19	Oakland City University	Oakland City University	careerservices@oak.edu				
20	Purdue University			<a href="https://purdue-csm.symplcity.com/employers/">https://purdue-csm.symplcity.com/employers/</a>			1
21	Southern Illinois University			<a href="https://siuc.experience.com/emp/sblogin">https://siuc.experience.com/emp/sblogin</a> or <a href="https://butler.experience.com/emp/sblogin">https://butler.experience.com/emp/sblogin</a>			
22	University of Evansville			<a href="https://evansville-csm.symplcity.com/employers/index.php">https://evansville-csm.symplcity.com/employers/index.php</a>			
23	University of Missouri-St. Louis			<a href="http://www.umsl.edu/depts/career/Employers/index.html">http://www.umsl.edu/depts/career/Employers/index.html</a>			
24	University of Southern Indiana			<a href="https://usi-csm.symplcity.com/employers/">https://usi-csm.symplcity.com/employers/</a>			
25	Vincennes University			<a href="https://vinu-csm.symplcity.com/employers/">https://vinu-csm.symplcity.com/employers/</a>			
26	Western Kentucky University			<a href="https://wku-csm.symplcity.com/employers/">https://wku-csm.symplcity.com/employers/</a>			
27	Indiana Career Connect			<a href="https://www.indianacareerconnect.com/vosnet/Default.aspx">https://www.indianacareerconnect.com/vosnet/Default.aspx</a>			
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**ADDITIONAL SOURCES**

41	WFIE Website	News Content Department	all_wfie_digitalcontent@14news.com	www.14news.com			9
42	AAF-Greater Evansville Asian American Journalists Association	Sharon Shumate	info@aafev.org	<a href="https://customer9867c50f.portal.production.membersuite.com/login.aspx">https://customer9867c50f.portal.production.membersuite.com/login.aspx</a>			
43	Medialine	Rich		<a href="http://medialine.com/jobsubmit.htm">http://medialine.com/jobsubmit.htm</a>		706-364-7564	
44	National Association of Hispanic Journalist	Debra Valentino Rebecca Landsberry	dvalentino@naja.com rebeccalandsberry@naja.com	<a href="http://www.nahjcareercenter.com/recruiters">http://www.nahjcareercenter.com/recruiters</a>			
45	NAJA						
46	Raycom Media, Inc.			<a href="http://careers-raycommedia.icims.com">careers-raycommedia.icims.com</a>			10
47	South Asian Journalists Association	Sree Screenivasan	sajaja@columbia.edu				
48						212-854-5979	

49	TVjobs.com				<a href="https://www.tvjobs.com/cgi-bin/global/login.cgi?referrer=managejobs">https://www.tvjobs.com/cgi-bin/global/login.cgi?referrer=managejobs</a>		3	
50	Work in Entertainment				<a href="http://www.workinentertainment.com/employer.asp">http://www.workinentertainment.com/employer.asp</a>			
51	W/IE Internal bulletin board posting							
52	W/IE on-air job announcement						17	
53	Employee referral							
54	Society of Broadcast Engineers							
55	TVB.org							
56	Rickgevers.com							
57	Client Referral						2	
58	Facebook						2	
59	University of Florida							
60	Craigslis							
61	University of Missouri Career Fair							
62	Syracuse University Newhouse professor							
63	Steven F. Austin State University							
64	INBA job file							
65	HR Solutions							
66	Internal Candidate						2	
67	indeed.com						3	
68	evansvillejobs.com							
69	glassdoor.com						1	
70	Monster.com						1	
71	Cronkite School (ASU)						1	
72								
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78								
79								
80								
TOTAL:								57

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Listing of 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):

Asian American Journalists Association  
National Association of Hispanic Journalists  
Native American Journalists Association  
South Asian Journalists Association

Names of Station Personnel involved in Initiative:

Mallory Kiesler, [former] EEO Compliance Officer  
Samantha Snyder, EEO Compliance Officer

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

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

WFIE offers internship opportunities to eligible students, to provide hands-on learning experience for students looking to gain knowledge and insight about the broadcasting industry. Students are eligible for an internship by being enrolled at a college or university, and by receiving academic credit from that school for an internship. Internships are offered in a variety of departments at the stations, including News, Marketing/On-Air Promotions, Programming, Sales, and Production. All internships are non-paid, so students must be receiving academic credit to work or observe at the stations. Hours can be flexible, to accommodate class schedules and school requirements; however, most interns are usually required to attend a minimum of 15-20 hours per week.

During the reporting period the station offered internships to 4 students in Production and News from the following colleges: Wabash Valley College, Purdue University, University of Kentucky, and Ball State.

Names of Station Personnel involved in Initiative:

Joe Schlaerth, News Director  
Jeremy Lewis, Midday Director  
Jason Gravens, Operations Manager  
Jeff Lyons, Chief Meteorologist  
Mallory Kiesler, [former] EEO Compliance Officer  
Samantha Snyder, EEO Compliance Officer

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event:      Continuous

Describe Nature of Initiative:

EEO on air job announcement

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

WFIE airs the following :30 spot once per quarter for a two-week period:

“WFIE, A Raycom Media Station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community.

As part of this effort, we encourage qualified community organizations to become part of a full time job opportunity notification mailing list.

If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you.

We would then notify you of each full time opening and ask you to refer individuals to us for consideration. Send your requests to: Mallory Kiesler at 433-3440.”

Last paragraph was revised after Mallory Kiesler had left WFIE. New spot stated the following:

“We would then notify you of each full time opening and ask you to refer individuals to us for consideration. Send your requests to: Samantha Snyder at 433-3440.”

Names of Station Personnel involved in Initiative:

Mallory Kiesler, [former] EEO Compliance Officer  
Samantha Snyder, EEO Compliance Officer  
Kim Spaetti, Traffic Liaison  
Riley Fugate, Marketing Producer



## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: December 2016, January 2017, March 2017

Describe Nature of Initiative:

Job shadow for individual students at WFIE

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

WFIE hosted five students, one from North Posey High School, one from Dixon Elementary, and three from Washington High School, and exposed them to all areas of a television station.

Names of Station Personnel involved in Initiative:

Erin Meyer, Anchor  
Joe Downs, Sports Director  
Heather McKinney  
Jason Gravens, Operations Manager  
Mallory Kiesler, [former] EEO Compliance Officer  
Samantha Snyder, EEO Compliance Officer

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: September 21, 2016

Describe Nature of Initiative:

Attended USI's Fall CareerLINK 2016 to recruit graduates and intern possibilities.

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

WFIE participated in the job fair for USI current students to discuss careers and internship opportunities in all departments with the EEO compliance officer and Operations Manager.

Names of Station Personnel involved in Initiative:

Samantha Snyder, EEO Compliance Officer  
Jason Gravens, Operations Manager

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: October 1, 2016

Describe Nature of Initiative:

Attended Indiana Broadcasters Association fall career fair to recruit graduates for possibilities at WFIE.

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

WFIE participated in the job fair IBA's current students to discuss careers and internship opportunities in all departments with the News Director.

Names of Station Personnel involved in Initiative:

Joe Schlaerth, News Director

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: February 18, 2017

Describe Nature of Initiative:

Attended Indiana Broadcasters Association spring career fair to recruit graduates for possibilities at WFIE.

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

WFIE participated in the job fair IBA's current students to discuss careers and internship opportunities in all departments with the News Director.

Names of Station Personnel involved in Initiative:

Joe Schlaerth, News Director

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: February 22, 2017

Describe Nature of Initiative:

Attended University of Southern Indiana's Spring CareerLINK 2016 to recruit graduates and intern possibilities.

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

WFIE participated in the job fair for USI's current students to discuss careers and internship opportunities in all departments with the EEO Compliance Officer and Operations Manager.

Names of Station Personnel involved in Initiative:

Mallory Kiesler, EEO Compliance Officer  
Jason Gravens, Operations Manager

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: February 28, 2017

Describe Nature of Initiative:

Attended Ivy Tech Community College's School of Business and Public Services Career Fair to recruit graduates and intern possibilities.

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

WFIE participated in the job fair for Ivy Tech's current students to discuss careers and internship opportunities in all departments with the EEO Compliance Officer and Operations Manager.

Names of Station Personnel involved in Initiative:

Samantha Snyder, EEO Compliance Officer  
Jason Gravens, Operations Manager

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: April 1, 2016

Describe Nature of Initiative:

Spring 2016 Junior Achievement 8<sup>th</sup> Grade Job Shadow Day

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

WFIE hosted 10 students from North Junior High School and exposed them to all areas of a television station.

Names of Station Personnel involved in Initiative:

Mallory Kiesler, [former] EEO Compliance Officer  
Dan Katz, News Anchor  
Hillary Simon, Reporter  
Byron Douglas, Meteorologist  
Kim Spaetti, Traffic Department  
Jay Hiatt, General Manager  
Heather McKinney, Digital Marketing Manager  
Lisa Teague, Local Sales Manager  
Robbie Godeke, Local Sales Manager  
Cassandra Curry, Production  
Ted Haycraft, Master Control Operator

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: September 30, 2016

Describe Nature of Initiative:

"Falcon News", School news program at Pride Elementary in Madisonville, KY

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

WFIE hosted 12 students from Pride Elementary School in Madisonville, KY and exposed them to all areas of a television station.

Names of Station Personnel involved in Initiative:

Samantha Snyder, EEO Compliance Officer  
Dan Katz, News Anchor  
Erin Meyer, News Anchor  
Byron Douglas, Meteorologist  
Kim Spaetti, Traffic Department  
Jay Hiatt, General Manager  
Jason Gravens, Operations Managers  
Heather McKinney, Digital Marketing Manager  
Cassandra Curry, Production  
Jeremy Lewis, Midday Director  
Lisa Teague, Local Sales Manager  
Robbie Godeke, Local Sales Manager  
Lori Coole, Digital Sales Manager  
Brook Arnold, General Sales Manager



## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event:      October 21, 2016

Describe Nature of Initiative:

Fall 2016 Junior Achievement 8<sup>th</sup> Grade Job Shadow Day

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

WFIE hosted 10 students from the Evansville Vanderburgh School Corporation and exposed them to all areas of a television station.

Names of Station Personnel involved in Initiative:

Samantha Snyder, EEO Compliance Officer  
Dan Katz, News Anchor  
Hillary Simon, Reporter  
Byron Douglas, Meteorologist  
Kim Spaetti, Traffic Department  
Jay Hiatt, General Manager  
Heather McKinney, Digital Marketing Manager  
Brook Arnold, General Sales Manager  
Cassandra Curry, Production  
Ted Haycraft, Master Control Operator

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: February 6, 2017

Describe Nature of Initiative:

Helfrich Park Stem Academy - Life Skills Class

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

WFIE hosted 12 students from the Helfrich Park Stem Academy and expose them to all areas of a television station.

Names of Station Personnel involved in Initiative:

Samantha Snyder, EEO Compliance Officer  
Dan Katz, News Anchor  
Erin Meyer, News Anchor  
Byron Douglas, Meteorologist  
Kim Spaetti, Traffic Department  
Jay Hiett, General Manager  
Jason Gravens, Operations Managers  
Heather McKinney, Digital Marketing Manager  
Cassandra Curry, Production  
Jeremy Lewis, Midday Director  
Lisa Teague, Local Sales Manager  
Robbie Godeke, Local Sales Manager  
Lori Coole, Digital Sales Manager  
Brook Arnold, General Sales Manager

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event: March 2, 2017

Describe Nature of Initiative:

Randall T Shepard Leadership & Law Academy - What is Newsworthy?

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

WFIE hosted 13 students from the Randall T Shepard Leadership & Law Academy and allowed them to take time with the News team to discuss what is newsworthy and multiple other topics.

Names of Station Personnel involved in Initiative:

Samantha Snyder, EEO Compliance Officer  
Dan Katz, News Anchor  
Erin Meyer, News Anchor  
Byron Douglas, Meteorologist  
Jay Hiatt, General Manager  
Jason Gravens, Operations Managers  
Cassandra Curry, Production  
Jeremy Lewis, Midday Director