

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, 2019 to and including March 23, 2020 (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, 2019 to March 23, 2020

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) Weekend/Digital Producer	WPSD-TV Website	2
(2) Corporate Controller	Employee Referral	3
(3) Multi-Media Journalist	Friend Referral	3
(4) Associate Producer	WPSD-TV Website	1
(5 & 6) Multi-Media Journalist	TV Jobs TV Jobs	4
(7) Account Executive	Employee Referral	14
(8) Broadcast Meteorologist	Miscellaneous Internet	3
(9) Photojournalist	Employee Referral	1
(10) Local Sales Coordinator	Employee Referral	6
(11) Corporate Controller	Indeed	1
(12) Traffic Manager	Employee Referral	2
(13) Account Executive-So. IL	Employee Referral	3
(14) Weekend Morning Producer	Friend Referral	3
(15, & 16) Account Executive	Friend Referral Indeed.com	6
Total Number of Persons Interviewed During Applicable Period:		52

Appendix 2 to
WPSD-TV's Annual EEO Public File Report Form
Covering the Period from April 1, 2019 to March 23, 2020
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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)
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	1	1,3,4,5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
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	1	10
*NAACP Paducah Chapter J. W. Cleary, President 505 South Eighth Street Paducah, Kentucky 42003 (270) 443-5430	0	1,3,4,5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16

*Indicates source that has requested notification of job openings

<p>Murray State University Wm. Jeremy McKeel P. O. Box 7 Murray, Kentucky 42071-0007 (270) 762-3011 www.murraystate.edu</p>	<p>1</p>	<p>1,3,4.5, 6, 8, 9, 10, 12, 13, 14, 15, 16</p>
<p>Southern Illinois University at Carbondale Alicia K. Taylor Department of Radio and Television Communications Building Carbondale, Illinois 62901 (618) 536-7555</p>	<p>0</p>	<p>1,3,4.5, 6, 8, 9, 12, 13, 14, 15, 16</p>
<p>Southeast Missouri State University Dr. James Dufek Grauel Hall Cape Girardeau, Missouri 63701 (573) 651-2241</p>	<p>0</p>	<p>1,3,4.5, 6, 8, 9, 11, 12, 13, 14, 15, 16</p>
<p>Austin Peay State University Dr. Mike Gotcher P. O. Box 4446 Clarksville, Tennessee 37044 (931) 221-7378</p>	<p>0</p>	<p>1,3,4.5, 6, 8, 9, 12, 13, 14, 15, 16</p>
<p>Western Kentucky University Steve White 342 Mass Media and Technology Hall One Big Red Way Bowling Green, Kentucky 42101 (270) 745-5891</p>	<p>0</p>	<p>1,3,4.5, 6, 8, 9, 12, 13, 14, 15, 16</p>
<p>The University of Tennessee at Martin Glenda Cagle / Rodney Freed Department of Communications 544 University Street Martin, Tennessee 38238 (731) 881-7564</p>	<p>0</p>	<p>1,3,4.5, 6, 8, 9, 12, 13, 14, 15, 16</p>
<p>TV Jobs.com Broadcast Employment Services Mark Holloway P. O. Box 4116 Oceanside, California 92052 (800) 374-0119</p>	<p>9</p>	<p>1, 3, 5, 6, 8, 9, 12, 14</p>

WPSD-TV (internal postings) Dwayne L Stice 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	3	1, 4, 7, 8, 10, 12, 14, 15, 16
WPSD-TV Internet Site Krystle Callais/Leane Fuller 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	6	1,3,4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16
WPSD-TV (Sales) Elizabeth Neelley 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	0	10
Shawnee Community College Leslie Cornelious-Weldon 8364 Shawnee College Road Ullin, Illinois 62922 (618) 634-3337	0	10
Indeed, Inc. 6433 Champion Grandview Way, Bldg 1 Austin, Texas 78750 www.indeed.com	6	1, 2,9, 11, 13, 15, 16
SND Publishing LLC Spots N Dots Classified Ads 1635 Old Highway 41 NW, Suite 112-338 Kennesaw GA 30152 www.spotsndots.com	1	12
Northern Illinois University Dawn Sibley 1425 W. Lincoln Highway DeKalb, Illinois 60115-2828 815-753-1608 www.niu.edu	0	8
Texas Agricultural and Mechanical University Emily Krajewski 3150 TAMU College Station, Texas 77843-3150 979-845-7671 www.tamu.edu	0	8

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	8
Arkansas State University Gail Hudson Management and Marketing PO Box 59 State University, Arkansas 72467 870-972-3430	0	11
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	8
Virginia Polytechnic and State University Maureen Deisinger 108 Major Williams Hall 270 Stanger Street Blacksburg, Virginia 24161 540-231-6886 www.vt.edu	0	8
Pennsylvania State University Marisa Ferger 608 Walker Building University Park, Pennsylvania 16802 814-865-5873 www.psu.edu	0	8
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	8

Mississippi State University Dr. Tina Davis Department of Geosciences 108-A Hilbun Hall Mississippi State, Mississippi 39762 662-325-3915 www.msstate.edu	0	8
University of Florida Katrice Graham, Ed.D. Director Knight Division for Scholarships, Career Services, and Multicultural Affairs College of Journalism and Communications 1060 Weimer Hall PO Box 118400 Gainesville, FL 32611-8400 (352)294-0808 www.jou.ufl.edu/knight	0	3,5,6,8,9
NewsCheckMedia LLC TVNewsCheck/MediaJobCenter 24 West Lancaster Ave Suite 205 Ardmore, Pennsylvania 19003 817-578-6324 www.TVNewsCheck.com	0	12
Employee/Friend Referrals	18	
Agency Referrals (several agencies refer clients after seeing positions posted in various outlets)	0	
Miscellaneous Internet (numerous websites list openings after they have been posted to the sources listed above)	6	

Appendix 3 to

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Covering the Period from April 1, 2019 to March 23, 2020

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 one intern from Murray State University in Murray, Kentucky, worked under the supervision of the Station's Chief Photographer where the intern choose to learn several aspects and practical experience in the operations of the television station, including not only News, but Creative Services. 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 were primary conducted by Dwayne Stice until his retirement as WPSD-TV's Human Resources and Programming Assistant then assumed by Rhonda Harris, his replacement.

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 April 09, 2019, the station was represented at Murray State University Paducah Campus Career Fair by Dwayne Stice of Human Resources and Programming. In addition, Mr. Stice represented the station at career day at West Kentucky Community and Technical College on October 3, 2019. On March 3, 2020, The station was represented at the Murray State Spring 2020 Career Fair by Rhonda Harris of Programming and Human Resources and Lori Barret of News. On March 5, 2020, the station attended Southeast Missouri Spring 2020 Career Expo and was represented by Matt Mormann and Rebecca Gangermella, both of news. On January 20, 2020, Abisola Adeyemo and Temi Adeleye,

participated in NCAA Youth Workshop Pizza Party where they spoke to area youth regarding jobs in the media. On February 22, 2020 Shamarria Morrison, Logan Gay, Temi Adeleye, & Abisola Adeyemo participated in Southern Illinois University-Carbondale's 3rd Annual Youth Media Day where pre-teens/teens received hands-on media training, discussions, & presentations from area journalist.

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 served as co-president of the Board of Directors of Paducah's Oscar Cross Boys and Girls Club until his term expired on January 1st, 2020.

News Anchor Jennifer Horbelt serves as a member 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.