

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 March 24, 2020 to and including March 23, 2021 (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 March 24, 2020 to March 23, 2021

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) Producer	TVJobs.com	2
(2) Overnight Master Control Operator	COVID-19 Rehire ¹	1
(3) Account Executive	Employee	1
(4) Digital Sales Strategist	Indeed	3
(5) Associate Producer	COVID-19 Rehire	1
(6) Director	WPSD Website	6
(7) Corporate Controller	Indeed	3
(8) Producer	TVJobs.com	4
(9) Associate Producer	University of Tennessee-Martin	5
Total Number of Persons Interviewed During Applicable Period:		26

¹ The Station is pleased that it was able to re-hire two employees it had to let go at the beginning of the COVID-19 pandemic. The Station is including these positions on the report to be comprehensive, but did not recruit broadly for these positions as they were not traditional vacancies.

Appendix 2 to
WPSD-TV's Annual EEO Public File Report Form
Covering the Period from March 24, 2020 to March 23, 2021
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	7
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	0	1, 3 4, 6, 7, 8
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 ² J. W. Cleary, President 505 South Eighth Street Paducah, Kentucky 42003 (270) 443-5430 *Indicates source that has requested notification of job openings	0	1, 3 4, 6, 7, 8,

² Position 9 was changed from part-time to full-time shortly before hiring, and the station mistakenly did not publicize it to this source, which is entitled to notification. The station interviewed five people for this position.

<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, 6, 7, 8</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, 6, 7, 8</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, 6, 7, 8</p>
<p>Austin Peay State University Dr. Pamela J. Gray P. O. Box 4446 Clarksville, Tennessee 37044 (931) 221-7244</p>	<p>0</p>	<p>1, 3 4, 6, 7, 8</p>
<p>Western Kentucky University Brian Elliott 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, 6, 7, 8</p>
<p>The University of Tennessee at Martin Rodney Freed Department of Communications 544 University Street Martin, Tennessee 38238 (731) 881-7564</p>	<p>1</p>	<p>1, 3 4, 6, 7, 8</p>
<p>TV Jobs.com Broadcast Employment Services Mark Holloway P. O. Box 4116 Oceanside, California 92052 (800) 374-0119</p>	<p>4</p>	<p>1, 4, 8,</p>

WPSD-TV (internal postings) Rhonda Harris/Dwayne Stice 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	0	1, 3 4, 6, 7, 8
WPSD-TV Internet Site Krystle Callais/Leane Fuller/ Bill Finn/Jillianne Moncrief 100 Television Lane Paducah, Kentucky 42003 (270) 415-1900	5	1, 3 4, 6, 7, 8
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	11	3 4, 6, 7, 8, 9
SND Publishing LLC Spots N Dots Classified Ads 1635 Old Highway 41 NW, Suite 112-338 Kennesaw GA 30152 www.spotsndots.com	0	4
NewsCheckMedia LLC TVNewsCheck/MediaJobCenter 24 West Lancaster Ave Suite 205 Ardmore, Pennsylvania 19003 817-578-6324 www.TVNewsCheck.com	0	4
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, Florida 32611-8400 (352)294-0808 www.jou.ufl.edu/knight	0	8

<p>Indiana University Sarah Cady Associate Director, Employer Relations-The Media School Walter Center for Career Achievement Ernie Pyle Hall, 2nd Floor 940 East 7th Street Bloomington, Indiana 47405 (812)856-8790</p>	0	8
<p>Ohio University Eddith Dashiell, Director E.W. Scripps School of Journalism Schoonover Center 200 1 Ohio University Athens, Ohio 45701-2979 (740) 593-2590</p>	0	8
<p>Florida A&M Ranata Hughes Division of University Advancement 625 E. Tennessee Street Suite 100 Tallahassee, Florida 32308-4933 (850) 412-5395</p>	0	8
<p>University of Missouri Career Services 201 Student Success Center Columbia, Missouri 65211 (573) 884-6317</p>	0	8
<p>Columbia Journalism School Office of Career Development 2950 Broadway New York, New York 10027 (212) 854-4422 https://journalism.columbia.edu/Careers</p>	0	8
<p>Handshake (Job Posting site for Colleges) P.O. Box 40770 San Francisco, CA 94140 www.Joinhandshake.com</p>	0	1, 3 4, 6, 7, 8
<p>Storyteller LLC (Facebook Group) Storytellers LLC 9924 NE 185th St, Bothell, WA 98011 https://m.facebook.com/groups/TVNewsStroytellers</p>	0	8
<p>COVID-19 Rehires</p>	2	

Employee Referrals	2
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 or shared on social media)	0

Appendix 3 to

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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:

Due to COVID-19, we had to close down or limit some of normal outreach events.

Internship Program: It is normally open to college students who have reached junior status, but has been halted at the moment. Job Shadows: High school or College students would periodically "shadow" the Station's personnel for a day to observe the activities involved in the operation of a broadcast facility. This was halted until recently on March 4, 2021; we had a Shadow from West Kentucky Community and Technical College this student shadowed one of the news reporters. Station Tours: In the past numerous school classes, scout groups, and civic organizations from throughout the WPSD-TV coverage area would tour the facility and were given the opportunity to interact with personnel and instructed about training necessary for various careers in broadcasting. The diversity of careers in the broadcasting operations would have been stressed during these tours. Unfortunately, we have not be able to do so this reporting cycle. However, one of our News Anchors, Jennifer Horbelt, presented a video tour on June 10, 2020, that she recorded of the WPSD Studios for Reidland Elementary School Summer Camp.

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 February 16, 2021, the station participated in a Virtual Career Fair with Southern Illinois University-Carbondale. Elizabeth Neelley (Local Sales Manager) and Wyatt Graves (Digital Sales Strategist) presented on Sales (TV/Internet) and Perry Boxx (News Director of WPSD) presented on TV Journalism.

On February 25, 2021, the station participated in University of Tennessee-Martin's Virtual Career Fair, Cathy Crecelius (WPSD Promotions Director) presented on

Promotions and Elizabeth Neelley (Local Sales Manager) presented on Sales (TV/Internet).

On March 2, 2021, the station participated in Murray State University's Virtual Career Fair, Elizabeth Neelley (Local Sales Manager), Wyatt Graves (Digital Sales Strategist), and Johnny Blazina of the Paducah Sun presented on Sales (TV/Internet/Paper), and Cathy Crecelius (WPSD Promotions Director) presented on Promotions.

News Anchor Todd Faulkner spoke via Zoom about the Television Broadcast News Industry twice. Once with Heidelberg University's Communication & Media Department in Tiffin, Ohio (Julie O'Reilly, Professor) on October 19, 2020 and the other with Marshall County High School's Television Class (Chad Darnall, instructor) on November 10, 2020. News Anchor Jennifer Horbelt spoke either in person or via zoom on ten (10) different occasions to various organizations and schools. One such occasion was August 26, 2020. she spoke to Dr. Rutledge's class at University Tennessee Martin in Martin, TN via Zoom.

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 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.