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

<table>
<thead>
<tr>
<th>Full-time Positions Filled by Job Title</th>
<th>Recruitment Source of Hiree</th>
<th>Total Number of Interviewees From All Sources for This Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Producer</td>
<td>TVJobs.com</td>
<td>2</td>
</tr>
<tr>
<td>(2) Overnight Master Control Operator</td>
<td>COVID-19 Rehire¹</td>
<td>1</td>
</tr>
<tr>
<td>(3) Account Executive</td>
<td>Employee</td>
<td>1</td>
</tr>
<tr>
<td>(4) Digital Sales Strategist</td>
<td>Indeed</td>
<td>3</td>
</tr>
<tr>
<td>(5) Associate Producer</td>
<td>COVID-19 Rehire</td>
<td>1</td>
</tr>
<tr>
<td>(6) Director</td>
<td>WPSD Website</td>
<td>6</td>
</tr>
<tr>
<td>(7) Corporate Controller</td>
<td>Indeed</td>
<td>3</td>
</tr>
<tr>
<td>(8) Producer</td>
<td>TVJobs.com</td>
<td>4</td>
</tr>
<tr>
<td>(9) Associate Producer</td>
<td>University of Tennessee-Martin</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Recruitment Source (Name, Address, Telephone Number, Contact Person)</th>
<th>Total Number of Interviewees This Source Has Provided During This Period (if any)</th>
<th>Full-Time Positions for Which This Source Was Utilized (position number from Appendix 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Paducah Sun</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>P. O. Box 2300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paducah, Kentucky 42002-2300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(270) 575-8600</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.paducahsun.com">www.paducahsun.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paducah Career Development Center</td>
<td>0</td>
<td>1, 3, 4, 6, 7, 8</td>
</tr>
<tr>
<td>Kentucky Cabinet for Workforce Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>416 South Sixth Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paducah, Kentucky 42003</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(270) 575-7000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jonathon Pendergrass, Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.oet.ky.gov">www.oet.ky.gov</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Kentucky Community and Technical College</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>4800 Alben Barkley Drive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paducah, Kentucky 42001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(270) 554-9200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Karen Hill Johnson, Ed.D. Placement Officer</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.kctcs.edu/westkentucky">www.kctcs.edu/westkentucky</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*NAACP Paducah Chapter²</td>
<td>0</td>
<td>1, 3, 4, 6, 7, 8</td>
</tr>
<tr>
<td>J. W. Cleary, President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>505 South Eighth Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paducah, Kentucky 42003</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(270) 443-5430</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Indicates source that has requested notification of job openings

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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.
WPSD-TV (internal postings) 0 1, 3 4, 6, 7, 8
Rhonda Harris/Dwayne Stice
100 Television Lane
Paducah, Kentucky 42003
(270) 415-1900

WPSD-TV Internet Site 5 1, 3 4, 6, 7, 8
Krystle Callais/Leane Fuller/
Bill Finn/Jillianne Moncrief
100 Television Lane
Paducah, Kentucky 42003
(270) 415-1900

Shawnee Community College 0 6
Leslie Cornelious-Weldon
8364 Shawnee College Road
Ullin, Illinois 62922
(618) 634-3337

Indeed, Inc. 11 3 4, 6, 7, 8, 9
6433 Champion Grandview Way, Bldg 1
Austin, Texas 78750
www.indeed.com

SND Publishing LLC 0 4
Spots N Dots Classified Ads
1635 Old Highway 41 NW,
Suite 112-338
Kennesaw GA 30152
www.spotsndots.com

NewsCheckMedia LLC 0 4
TVNewsCheck/MediaJobCenter
24 West Lancaster Ave
Suite 205
Ardmore, Pennsylvania 19003
817-578-6324
www.TVNewsCheck.com

University of Florida 0 8
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
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

Ohio University
Eddith Dashiel, Director
E.W. Scripps School of Journalism
Schoonover Center 200
1 Ohio University
Athens, Ohio 45701-2979
(740) 593-2590

Florida A&M
Ranata Hughes
Division of University Advancement
625 E. Tennessee Street
Suite 100
Tallahassee, Florida 32308-4933
(850) 412-5395

University of Missouri
Career Services
201 Student Success Center
Columbia, Missouri 65211
(573) 884-6317

Columbia Journalism School
Office of Career Development
2950 Broadway
New York, New York 10027
(212) 854-4422
https://journalism.columbia.edu/Careers

Handshake (Job Posting site for Colleges)
P.O. Box 40770
San Francisco, CA 94140
www.Joinhandashake.com

Storyteller LLC (Facebook Group)
Storytellers LLC
9924 NE 185th St,
Bothell, WA 98011
https://m.facebook.com/groups/TVNewsStroytellers

COVID-19 Rehires
<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Referrals</td>
<td>2</td>
</tr>
<tr>
<td>Agency Referrals (several agencies refer clients after seeing positions posted in various outlets)</td>
<td>0</td>
</tr>
<tr>
<td>Miscellaneous Internet (numerous websites list openings after they have been posted to the sources listed above or shared on social media)</td>
<td>0</td>
</tr>
</tbody>
</table>
Appendix 3 to

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Covering the Period from March 24, 2020 to March 23, 2021

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:

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.