

2010 Annual EEO Public File Report

WSMI, WSMI-FM, WAOX

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 stations: WSMI, Litchfield, IL; WSMI-FM, Litchfield, IL; WAOX, Staunton, IL and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning August 1, 2009 through July 31, 2010. (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(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), 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 full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and reported to work. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

2010 Annual EEO Public File Report

WSMI, WSMI-FM, WAOX

Covering the Period from August 1, 2009 to July 31, 2010.
Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

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
Clerical (2)	Ad on WSMI; WSMI website	5
Advertising Sales	WSMI Website	4

Total number of persons interviewed during the Applicable Period for all full-time job openings: 9.

Appendix 2 to

2010 Annual EEO Public File Report

WSMI, WSMI-FM, WAOX

Covering the Period from August 1, 2009 to July 31, 2010

Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, contact person, Telephone number)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for which This Source Was Utilized
Bradley University Smith Career Center 1501 West Bradley Ave Peoria, IL 61625 Kay Wiedman 309-677-2515	0 0	Clerical 3/17/10 Advertising Sales 4/19/10
Broadcast Center Placement Director 2360 Hampton St. Louis, MO 63139 Mr. John Carroll (Fax) 314-647-1575 314-647-8181	0 0	Clerical 3/17/10 Advertising Sales 4/19/10
Brown College 1440 Northland Drive Mendota Heights, MN 55120 Ms. Carol Baumeister Tim Peterson (Fax) 651-905-3550	0 0	Clerical 3/17/10

<p>Eastern Illinois University Career Services 1300 Human Services Bld. 600 Lincoln Avenue Charleston, IL 61920-3099</p> <p>Jan Stevens 217-581-2412</p>	<p>0 0</p>	<p>Clerical 3/17/10 Advertising Sales 4/19/10</p>
<p>Illinois Broadcasters Association 300 N. Pershing Av, Ste B Energy, IL 62933</p> <p>Debra Gray</p> <p>618-985-5555 (fax) 618-985-6070</p>	<p>0</p>	<p>Advertising Sales 4/19/10</p>
<p>Illinois News Broadcasters Association c/o WIUM-FM News 1 University Circle Macomb, IL 61455</p> <p>Mr. Bob Roberts borowmag@aol.com</p>	<p>0</p>	
<p>Illinois State University Career Center Campus Box 2520 Normal, IL 61790</p> <p>Mr. Mike Schermer 309-438-2200</p>	<p>0 0</p>	<p>Clerical 3/17/10 Advertising Sales 4/19/10</p>
<p>Iowa Wesleyan 601 North Main Mt. Pleasant, Iowa 52641</p> <p>Heidi Seegers</p> <p>319-385-6375 (Fax) 319-385-6296</p>	<p>0 0</p>	<p>Clerical 3/17/10 Advertising Sales 4/19/10</p>

In house	0 0	Clerical 3/17/10 Advertising Sales 4/19/10
Job Fairs		
Lakeland College Career Services 5001 Lake Land Blvd. Mattoon, IL 61938 Ms. Tina Moore 217-234-5288 (fax) 217-234-5417	0 0	Clerical 3/17/10
Lewis & Clark Community College 5800 Godfrey Road Baldwin Room 2418 Godfrey, IL 62035 Mr. Mike Lemons 618-468-4940 Kim Maynard 618-468-5500 800-642-1794	0 0	Clerical 3/17/10 Advertising Sales 4/19/10
Lincoln Land Community College 5250 Shepherd Road Springfield, IL 62702 Mary Beth Ray 800-727-4161	0 0	Clerical 3/17/10 Advertising Sales 4/19/10
North Central College Career Services 30 North Brainard St. Naperville, IL 60541 Mr. Jeff Denard 630-637-5141 (fax) 630-637.5146	0 0	Advertising Sales 4/19/10

<p>Northland Technical College 1101 Highway 1 East Thief River Falls, MN 56701</p> <p>Ms. Susan Dowers</p> <p>(Fax) 218-681-0774</p>		
<p>Ohio & Illinois Centers For Broadcasting 55 W. 22nd St. Ste 240 Lombard, IL 60148</p> <p>Mr. Chip Egan</p> <p>(FAX) 630-916.1764</p>	<p>0</p> <p>0</p>	<p>Advertising Sales 4/19/10</p>
<p>Job Center 502 East Edwards Litchfield, IL</p> <p>Bob Malisia 217-324-2138 (fax) 217-324-2793</p>	<p>1</p> <p>0</p>	<p>Clerical 3/17/10</p> <p>Advertising Sales 4/19/10</p>
<p>Word of Mouth / Staff Referrals</p>	<p>1</p> <p>1</p>	<p>Clerical 3/17/10</p> <p>Advertising Sales 4/19/10</p>
<p>Quincy College 1800 College Ave Quincy, IL 62301</p> <p>Ms. Kristen Liesen</p> <p>(FAX)217-228-5649 217- 228-5240</p>	<p>0</p> <p>0</p>	<p>Clerical 3/17/10</p> <p>Advertising Sales 4/19/10</p>
<p>Unsolicited / Unknown</p>		

<p>Southern Illinois University Carbondale Career Services Woody Hall B204 900 S. Normal Ave. Carbondale, IL 62901-4703</p> <p>Ms. Beverly Robbins 618-453-2391</p>	<p>0 0</p>	<p>Clerical 3/17/10 Advertising Sales 4/19/10</p>
<p>Southern Illinois University Edwardsville Career Development Center Campus Box 1620 Edwardsville, IL 62026</p> <p>Ms. Susan Seibert 618-650-3708 618-650-3656</p>	<p>0 0</p>	<p>Clerical 3/17/10 Advertising Sales 4/19/10</p>
<p>University of Illinois Springfield UIS Career Services SAB, Room 50 1 University Plaza Springfield, IL 62703-5407</p> <p>Ms. Jennifer Jenkins 217-206-6508 (fax) 217-206-7544</p>	<p>0 0</p>	<p>Clerical 3/17/10 Advertising Sales 4/19/10</p>
<p>Vincennes University 1200 N. 2nd Steet Vincennes, IN 47591</p> <p>Mr. Doug Young</p> <p>812-888-4135 (FAX) 812-882-2237</p> <p>Career & Employer Relations 812-888-4501</p>	<p>0 0</p>	<p>Clerical 3/17/10 Advertising Sales 4/19/10</p>
<p>Wabash College</p> <p>618-262-8641 (FAX) 618262-8641</p>	<p>0 0</p>	<p>Advertising Sales 4/19/10</p>

Western Illinois University Sherman Hall 116 1 University Circle Macomb, IL 61455 Mr. Al Waters (FAX) 309-298-2838 309-298-1838	0 0	Clerical 3/17/10 Advertising Sales 4/19/10
On air ads broadcast on WSMI AM, WSMI-FM &/or WAOX	1 2	Clerical 3/17/10 Advertising Sales 4/19/10
Station website(s)	2 1	Clerical 3/17/10 Advertising Sales 4/19/10

*Indicates sources that have requested notification of job openings.

Contact names updated 07/27/2009.

Appendix 3 to

2010 Annual EEO Public File Report

WSMI, WSMI-FM, WAOX

Covering the Period from August 1, 2009 to July 31, 2010
Stations Comprising Station Employment Unit: WSMI, WSMI-FM, WAOX

.Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WSMI, WSMI-FM, and WAOX.

Our stations participated in the Lincoln Land Community College mass media job shadowing program on Monday October 26, 2009 when one student shadowed our program director, Terry Todt.

Our stations participated in the Jerseyville High School Career Day (job fair) in March 2010, represented by Rita Frazer.

We have been in contact with Lewis & Clark Community College regarding creating a scholarship program and we plan to establish a small scholarship.

Talley Broadcasting President, Hayward Talley is a member of the Advisory Council at Lewis & Clark Community College.

Our stations participated in the Litchfield High School job shadowing program on Wednesday April 28, 2010 when four students shadowed our program director, Terry Todt.

Mike Niehaus, our sales manager, represented our stations at a job fair hosted by the West Central Development at the Lake Williamson Christian Center on April 29, 2010.

Emma Talley planned to represent us at the Job Fair held by the Illinois Broadcasters in Normal, Illinois which she attended on Wednesday June 16, 2010. The Job Fair was not held.

Mike Niehaus, our sales manager, was scheduled to represent our radio stations at the July 10, 2010 Job Fair at Blackburn College hosted by the Landers Campaign. The job fair was postponed.