

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with 73.208c(6) of the 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WJFW-TV and is required to be placed in the public inspection file of the station and posted on its website.

The information contained in this Report covers the time period beginning August 1, 2010 to and including July 31, 2011

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 comprising the Station Employment Unit during the Applicable period.
- 2 For each such vacancy, the recruitment source utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080c(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 connections with such vacancies and
- 5 A list and brief description of the initiatives undertaken pursuant to Section 73.2080©(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 job positions listed on Appendix.

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.

ANNUAL EEO PUBLIC FILE REPORT
 COVERING THE PERIOD FROM 8/1/2010 TO 7/31/2011

Reporting Station(s) WJFW-TV, W27AU-D
 Call Sign(s)

Full-Time Job Vacancy Information

	Job Title	RECRITMENT SOURCE (RS) Use to Fill Vacancy	RS Referring Hiree
1	Sports Director	1-3,7,8	8
2	Reporter/Producer	1-3,7	2
3	Reporter	1-3,7	2
4	Reporter	1-3,7	3
5	Master Control	2,4,6,8,9	6
6	Wknd Meteorologist	1-3,7	3
7	Master Control	2,4,6,8,9	9
8			
9			
10			
11			
12			

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II MASTER RECRUITMENT SOURCE LIST (MRSL)

RS NUMBER	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
1	Wi Broadcasters Assoc Linda Baun 44 E Mifflin St Madison, WI 53703 (608)255-2600 wi-broadcasters.org	No	
2	Station Website www.wjfw.com	No	
3	BES/TV Jobs Mark Hollaway PO Box 4116 Oceanside, CA www.tvjobs.com	No	
4	Craig's List www.craigslist.org	No	
5	Nicolet Area Tech College Karen brown PO Box 518 Rhineland, WI 54501 (715) 365-4410	No	
6	Station On Air Annc	No	
7	Media Line Website www.medialine.com	No	
8	Word of Mouth referral	No	
9	Wisconsin Techconnect wisconsintechconnect.com	No	

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III

RECRUITMENT INITIATIVES

TYPE OF RECRUITMENT INITIATIVE MENU SELECTION	BRIEF DESCRIPTION OF ACTIVITY
1 Event or Program Sponsored by Educational Institution Relating to Broadcasting Career	In May, 2011, The station's news director conducted a station tour and Q & A with Students and Teachers. The teachers and students were given information abouts the skills that students will need to be successful in a broadcasting career.
2 Internship Program	During the reporting period, WJFW's news department hosted 4 college interns. Participants not only earned college credit, but also had the opportunity to learn the "behind the scenes" working of our TV station. Participants were encouraged to ask questions and seek advice on how to pursue careers in broadcasting
3 List Opening in Job Bank of Media Trade Group with Substantial Participation of Women and Minorities	The station posts all of its job openings with the Wisconsin Broadcasters Association Job Bank, which has substantial participation of women and minorities.