

Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080©(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: WJFW-TV and is required to be placed in the public inspection file fo the station and posted on its website.

The information contained in this Report covers the time period beginning August 1, 2006 to and including July 31, 2007.

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 73.2080©(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 person 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©(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 .

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

Appendix 1

EEO Public File Report

Covering the period from August 1, 2006 to and including July 31, 2007

Station Comprising Station Employment Unit: WJFW-TV

Section I: Vacancy Information

Full Time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources
Morning Anchor	Media Line	4
Reporter	Media Line	3
News Anchor/Rept	Media Line	4
Reporter	Mentor program	3
Weekend Anchor	Media Line	3
Traffic Assist	On Air Ad	5
Prod Assist	On Air Ad	6
Prod Assist	On Air Ad	4
Prod Assist	Tv Job.com	7
Prod Assist	Tv Job.com	3
Sales Executive	Tv Job.com	6
Sales Executive	On Air Ad	5
Sales Executive	On Air Ad	6

Appendix 2

EEO Public File Report

Covering the period from August 1, 2006 to and including July 31, 2007

Station Comprising Station Employment Unit: WJFW-TV

Section 2: Recruitment Source Information	Total Number of Interviews This Source Has Provided During This Period	Full Time Positions for Which the Source Was Used
1 Broadcast Employment Service Mark Holloway PO Box 41 Oceanside, CA 92052	0	13
2 Business & Professional Women Kathleen Hasenohrl PO Box 34 Marshfield, WI 54449	0	13
3 Career Service Office UW Stevens Point Judy Chesebro R00m 134 Old Main Building Stevens Point, WI 54481	0	13
4 WBA Job Postings WBA Website wi.broadcasters.gov	0	13
5 WJFW Website wjfw.com	4	13
6 TV Jobs Website	0	13

tv jobs.com

7 Menomonee Indian Tribal Council Ben Kaguatosh PO Box 910 Keshena, WI 54135	0	13
8 Minnesota Broadcasters Mr. Jim Dubois 3033 Excelsior Blvd Minneapolis, MN 55416	0	13
9 Nicolet Area Technical College Karen Isebrands Brown PO Box 518 Rhinelander, WI 54501	0	13
10 North Central Technical College Rose Casar - Outplacement Office 1000 W Campus Drive Wausau, WI 54401	0	13
11 WJFW-TV On Air Advertisement	3	13
12 Oneida Tribe of Indians of Wisconsin Cynthia Valdez - Human Resources 2630 W Manson Street Green Bay, WI 54303	0	13
13 UW Stevens Point Student	0	13

Employment Office
Susan Young
2100 Main Building
St. Point, WI 54481

14 Wisconsin Jobnet Jill Buelow 364 Grand Avenue Wausau, WI 54403	0	13
15 Wausau Daily Herald Job Placement Classified Ads 800 Scott Street Wausau, WI 54403	1	13
16 Media Line tvjobs.com	5	12

Appenix 3
EEO Public File Report
Covering the period from August 1, 2006 to and including July 31, 2007
Station Comprising Station Employment Unit: WJFW-TV

Section 3: Supplemental Recruitment Activities Undertaken by WJFW-TV

Type of Recruitment initiative

1 Participate in job banks, internet programs, and other programs designed to promote outreach generally.

Brief Description of Activity

WJFW-TV participates in the Wisconsin Broadcasters Association (WBA) Internet-based Job Bank by having a general practice of providing WBA with notification of most job openings as WJFW-TV. This information is routinely included on the WBA Internet Job Bank, as well as published in the WBA monthly newsletter.

2 Attend Job Fairs designed to promote outreach generally

WJFW-TV participated in The Nicolet Rhinelander Area Job Fair in April, 2007 The Fair is attended by approx 300-400 area residents. We were represented by our Human Resources Director, Sales Manger, Production Manager and Assistant Chief Engineer.

WJFW-TV participated in the Northwoods Career Expo Held in April, 2007 The career expo was attended by students from area high schools and technical colleges, and were given an opportunity to talk about the career fields that we represent. WJFW-TV was represented by our Human Resources Director and Production Manager.

WJFW-TV did career placement outreach by speaking to students at various colleges and high schools during the year.

WJFW visited 5 schools during this current year.

University of Wisconsin - LaCrosse

University of Wisconsin - Stevens Point

University of Wisconsin -Superior

University of Wisconsin - Superior

Tomahawk, Wi. High School

At each of the above, a member of management spoke to classes about future jobs in television, attended a question and answer period, sat through a student news cast (where available) , At the same time, we did on the spot interviews

for future job openings.

3 Provide Intern Programs in News and Production

Several students served 10 week college internships for college credit.

4 Participate in School-to-Work Office Program

Our news director, Heather Schallock, spoke at the "Brown Baggin It with Business and Industry" event on February 21, 2007. Career awareness activities are very benefic to the students as they explore the wide range of career options available to them. The program is designed to help students hear about the path adults have taken to develop their own careers.

5 Mentor Program

Our employee, Barclay Pollak began his career with WJFW-TV as a temporary employe in our production department. From the very beginning, he expressed an interest in becoming a reporter for our television station. Barclay did not have the necessary education for a position in that department. He worked in our production department and as a master control operator. Whenever time would allow, Barclay would go out with a news person or a sports reporter to gain the experience necessary to fulfill the requirements of a full time reporter. In May, 2007 we had an opening in our news department as a full time reporter. News director, Heather Schallock, interviewed Barclay for the position, and he was hired. Through the mentor program of our news director, Barclay is now a full time reporter.

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