

## 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, 2019 to and including July 31, 2020.

The FCC's 2002 EEO rule requires that this Report Contain the following Information:

- 1 A list of all full-time vacancies filed 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 the full-time vacancy during the Applicable Period.
- 5 A list and brief description of the initiatives undertaken pursuant to Section 73.2080c(2) of the FCC rules.

Appendices 1,2 and 3, which follow, have been designated, 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 the source was utilized" refer to the number of full-time job positions listed on Appendix.

For the purposes of the Report, a vacancy was deemed "filled" not when the offer was extended; but when the hiree accepted the job offer.

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**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

| Job Title                         | Recruitment Sources ("RS")<br>Used to Fill Vacancy | RS Referring<br>Hiree |
|-----------------------------------|--|-----------------------|
| Sales/Office Assistant #1         | 8,27,6   | 8                     |
| Sales/Office Assistant #2         | 8,6  | 6                     |
| Master Control Operator           | 8  | 8                     |
| Part Time Master Control Operator | 28,6,27,2,8  | 6                     |
| Master Control/Production         | 8,27,2   | 8                     |
| Master Control                    | 1,27,2,6   | 8                     |
| News Director                     | 8,2,3,27,18,4                                      | 8                     |
| P.M. News Producer                | 8,3,2  | 8                     |
| Multi Media Journalist #1         | 9,3,2,4  | 9                     |
| Part Time P.M. Producer           | 8,2  | 2                     |
| Sports/Multi Media Journalist #1  | 8,3,2,4,9  | 8                     |
| Sports/Multi Media Journalist #2  | 8,3,2,4,9  | 2                     |
| P.M. News Anchor                  | 8,3,2,18,4,9                                       | 8                     |
| Part Time P.M. Producer           | 8,11,9   | 11                    |
| Multi Media Journalist #2         | 25,3,8,4   | 25                    |
| Multi Media Journalist #3         | 8,3,9,4,18   | 9                     |
| A.M. News Producer                | 8,3  | 3                     |
|                                   |  |                       |

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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         | <b>Wisconsin Broadcasters Association</b><br>Linda Baun<br>44 E Mifflin St<br>Madison, WI 53703<br>(608)255-2600<br>wi-broadcasters.org | N   |  |
| 2         | <b>Station Website</b><br>www.wjfw.com  | N   | 10   |
| 3         | <b>BES/TV Jobs</b><br>Mark Hollaway<br>PO Box 4116<br>Oceanside, CA<br>www.tvjobs.com   | N   | 9  |
| 4         | Linked In<br>www.linkedin.com   | N   | 7  |
| 5         | <b>Nicolet Area Tech College</b><br>Karen brown<br>PO Box 518<br>Rhineland, WI 54501<br>(715) 365-4410                                  | N   |  |
| 6         | <b>Station On-Air Announcements</b>   | N   | 4  |
| 7         | <b>Media Line</b><br>www.medialine.com  | N   |  |
| 8         | <b>Word-of-Mouth</b>  | N   | 16   |
| 9         | Youtube and websearch<br>www.youtube.com  | N   | 7  |
| 10        | <b>Illinois News Broadcasters Association</b><br>www.inba.net   | N   |  |
| 11        | <b>Former Employee/Intern</b>   | N   | 1  |

| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|---|--|
| 12        | <b>University of Wisconsin, Eau Claire</b><br>Jack Kapfer<br>105 Garfield Ave<br>Eau Claire, WI 54701<br>715-836-4636<br>kapferja@uwec.edu<br>uwec.edu     | N   |  |
| 13        | <b>University of Wisconsin, Stevens Point</b><br>Steve Hill<br>2100 Main St.<br>Stevens Point, WI 54481<br>715-346-0123<br>Steve.Hill@uwsp.edu<br>uwsp.edu | N   |  |
| 14        | <b>University of Wisconsin, Milwaukee</b><br>2200 E Kenwood Blvd<br>Milwaukee, WI 53211<br>414-229-1122<br>uwm.edu   | N   |  |
| 15        | <b>University of Wisconsin, LaCrosse</b><br>1725 State St.<br>LaCrosse, WI 54601<br>608-785-8000<br>uwlax.edu  | N   |  |
| 16        | <b>University of Wisconsin, Madison</b><br>Pat Hastings<br>500 Lincoln Drive<br>Madison, WI 53706<br>608-263-2400<br>hastings@wisc.edu<br>wisc.edu         | N   |  |
| 17        | <b>University of Wisconsin, Oshkosh</b><br>Randall Davidson<br>800 Algoma Blvd<br>Oshkosh, WI 54901<br>920-424-1234<br>davidsor@uwosh.edu<br>uwosh.edu     | N   |  |
| 18        | Facebook Group Search<br>Facebook.com  | N   | 3  |

| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|---|--|
| 19        | <b>University of Wisconsin, Whitewater</b><br>Jim Mead<br>800 W. Main Street<br>Whitewater, WI 53190<br>262-472-1234<br>jmead@uww.edu<br>uww.edu             | N   |  |
| 20        | <b>Marquette University</b><br>Mark Zoromski<br>1250 W. Wisconsin Ave<br>Milwaukee, WI 53233<br>414-288-7250<br>mark.zoromski@marquette.edu<br>marquette.edu | N   |  |
| 21        | <b>Lac Du Flambeau Tribe</b><br>nfo@ldftribe.com<br>P.O. Box 67<br>Lac Du Flameau, WI 54538<br>715-588-33303   | N   |  |
| 22        | <b>Northwestern University</b><br>633 Clark St.<br>Evanston, IL 60208<br>847-491-3741<br>northwestern.edu  | N   |  |
| 23        | <b>Arizona State University</b><br>411 North Central Ave<br>Phoenix, AZ 85004<br>602-496-4636<br>asu.edu   | N   |  |
| 24        | <b>University of Missouri</b><br>Columbia, MO 65211<br>573-882-2121<br>missouri.edu  | N   |  |
| 25        | <b>DePaul University</b><br>Rick Brown<br>2400 N. Sheffield Ave<br>Chicago, IL 60614<br>312-362-8000<br>Rbrown55@depaul.edu<br>depaul.edu                    | N   | 1  |
| 26        | <b>NewsBlues</b><br>newsblues.com  | N   |  |
| 27        | <b>Indeed</b><br>indeed.com  | N   | 5  |

| RS Number                                       | RS Information                                    | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|---|---|---|--|
| 28  | Job Center of Wisconsin<br>wisconsinjobcenter.org | N   | 1  |
| 29  | Facebook ( <i>employee posting</i> )              | N   |  |
| <b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b> |   |   | 64   |

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**III. RECRUITMENT INITIATIVES**

|          | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b> | <b>Brief Description of Activity</b>  |
|----------|--|---|
| <b>1</b> | Station Tours  | <p>Chief Meteorologist hosted tour of 11 adults through the station. The group was able to watch a news cast, tour the station, and have a question and answer session.</p> <p>The weather team hosted a group of Kindergarten students and chaperones for a tour of the station and a weather talk. The weather team talked about weather and did a few weather experiments.</p> <p>The news operations manager, Chief Meteorologist, and the VP/GM hosted a tour of approximately 25 professionals from Oneida County Leadership. The group toured the station and had a question and answer session during and after the tour.</p> <p>Chief Meteorologist hosted a group of students and chaperones from Three Lakes School. The group took a tour of the station, and got a weather lesson after the tour</p> <p>The news director and the chief meteorologist gave a tour of the station to students and teachers from the Lakeland Star Academy. Approximately 10 students and teachers toured the News, News production, Promotion, Sales and Weather departments.</p> |

|   | Type of Recruitment Initiative<br>(Menu Selection) | Brief Description of Activity  |
|---|--|--|
| 2 | Public Appearance                                  | <p>The Weather Team presented a weather discussion and showed some weather experiments to a group of elementary students at Pelican Elementary School.</p> <p>Chief Meteorologist helped with a fundraiser for the local homeless shelter. He volunteered his time for about 5 hours to help raise money to support the shelter.</p> <p>Several reporters and anchors for the news department served as judges for the 55<sup>th</sup> Annual Beef-A-Rama event.</p> <p>The Chief Meteorologist emceed and participated as a judge in several events at the Oneida County Fair.</p> <p>Approximately 60 people attended a weather talk presented by the Chief Meteorologist at the Peace Lutheran Church. After the talk, there was a question and answer session.</p> |
| 3 | Job Fairs  | <p>UW Stevens Point held a career expo for all University of Wisconsin Students. Creative Services Director, Director of News Operations, News Director, and the Chief Meteorologist attended the expo. The group brought a green screen, camera, and monitor and audio so the interested students could try out recording themselves and the clips were then emailed to each student. The group also answered any questions that the students asked.</p>  |