

WJFW-TV, W27AU-D
EEO PUBLIC FILE REPORT
August 1, 2020-July 31, 2021

I. VACANCY LIST

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Master Control Operator	2, 6, 27	27
PM and Weekend News Production	2, 8	2
Meteorologist/MMJ	2, 3, 8, 9, 16, 23	16
AM Anchor/Producer/MMJ	1-4, 29	29
Multi Media Journalist 1	1, 2, 4, 8, 9, 16, 18, 20, 25	16
Multi Media Journalist 2	1, 2, 4, 8, 9, 16, 20, 25	2
Production	2, 8, 27, 28	27

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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	Wisconsin Broadcasters Association Linda Baun 44 E Mifflin St Madison, WI 53703 (608)255-2600 wi-broadcasters.org	N	5
2	Station Website www.wjfw.com	N	5
3	BES/TV Jobs Mark Hollaway PO Box 4116 Oceanside, CA www.tvjobs.com	N	0
4	Linked In www.linkedin.com	N	10
5	Nicolet Area Tech College Karen Brown PO Box 518 Rhineland, WI 54501 (715) 365-4410	N	0
6	Station On-Air Announcements	N	3
7	Media Line www.medialine.com	N	0
8	Word-of-Mouth	N	2
9	Youtube (<i>active candidate sourcing</i>) www.youtube.com	N	9
10	Illinois News Broadcasters Association www.inba.net	N	0
11	Former Employee/Intern	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	University of Wisconsin, Eau Claire Jack Kapfer 105 Garfield Ave Eau Claire, WI 54701 715-836-4636 kapferja@uwec.edu uwec.edu	N	0
13	University of Wisconsin, Stevens Point Steve Hill 2100 Main St. Stevens Point, WI 54481 715-346-0123 Steve.Hill@uwsp.edu uwsp.edu	N	0
14	University of Wisconsin, Milwaukee 2200 E Kenwood Blvd Milwaukee, WI 53211 414-229-1122 uwm.edu	N	0
15	University of Wisconsin, LaCrosse 1725 State St. LaCrosse, WI 54601 608-785-8000 uwlax.edu	N	0
16	University of Wisconsin, Madison Pat Hastings 500 Lincoln Drive Madison, WI 53706 608-263-2400 hastings@wisc.edu wisc.edu	N	2
17	University of Wisconsin, Oshkosh Randall Davidson 800 Algoma Blvd Oshkosh, WI 54901 920-424-1234 davidsor@uwosh.edu uwosh.edu	N	0
18	Facebook Facebook.com	N	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	University of Wisconsin, Whitewater Jim Mead 800 W. Main Street Whitewater, WI 53190 262-472-1234 jmead@uww.edu uww.edu	N	0
20	Marquette University Mark Zoromski 1250 W. Wisconsin Ave Milwaukee, WI 53233 414-288-7250 mark.zoromski@marquette.edu marquette.edu	N	0
21	Lac Du Flambeau Tribe nfo@ldftribe.com P.O. Box 67 Lac Du Flameau, WI 54538 715-588-33303	N	0
22	Northwestern University 633 Clark St. Evanston, IL 60208 847-491-3741 northwestern.edu	N	0
23	Central Michigan University 1200 S Franklin Street Mount Pleasant, MI 48859	N	1
24	University of Missouri Columbia, MO 65211 573-882-2121 missouri.edu	N	0
25	DePaul University Rick Brown 2400 N. Sheffield Ave Chicago, IL 60614 312-362-8000 Rbrown55@depaul.edu depaul.edu	N	0
26	NewsBlues newsblues.com	N	0
27	Indeed indeed.com	N	22

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 wisconsinjobcenter.org	N	0
29	Internal promotion/candidate	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			61

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting (8)	<p>On January 22, 2021, our Chief Meteorologist held a Zoom lecture for approximately 30 kindergarten students and teachers from Central Elementary School. The presentation lasted about 45 minutes.</p> <p>On February 9, 2021, the meteorology team filmed a virtual tour of the station and studio for the Crescent Elementary kindergarten class. The video was approximately 13 minutes long.</p> <p>On February 11, 2021, our Chief Meteorologist presented a weather lesson via Zoom to a Rhinelander School District kindergarten class. The presentation lasted about 45 minutes.</p> <p>On February 16, 2021, our Chief Meteorologist presented a weather lecture via Zoom to students at Nicolet Technical College in Rhinelander. The lecture lasted approximately 1 hour.</p> <p>On March 4, 2021, our Chief Meteorologist presented a virtual weather school talk to 3rd grade students from St. Germain Elementary. The talk lasted approximately 1 hour with questions and answers at the end.</p> <p>On March 11, 2021, our Meteorologist hosted a virtual weather presentation for 3rd grade students at MHLT Elementary School in Minocqua. Approximately 60 students and teachers attended the weather lesson.</p> <p>On April 28, 2021 our Chief Meteorologist presented a weather lesson via Zoom to 3rd grade students at Tomahawk Elementary. Approximately 50 students and teachers attended the 45-minute presentation.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<p>On May 11, 2021, the meteorology team participated in two in-person Earth and Environmental Systems high school classes. Each class talked about severe weather, had a virtual tour of the studio, were given guidance on projects regarding forecasting, and learned about becoming a meteorologist. The meteorology team also created a virtual presentation covering the same subjects that was presented to the students who were learning at home due to the pandemic.</p>
2	<p>Participate in an event/program for or on behalf of an educational institution related to careers in broadcasting (5)</p>	<p>On April 30, 2021, our weekend anchor/reporter/producer served as a judge and speaker at the Broadcast Awards for Senior High, hosted by Stony Brook University School of Communication and Journalism.</p> <p>On April 23, 2021, our weekend anchor/reporter/producer served as a speaker for a Reel Workshop for graduating seniors at Stony Brook University School of Communication and Journalism.</p> <p>On January 20, 2021, our weekend anchor/reporter/producer participated on the speaker panel for perspective students interested in attending Stony Brook University's School of Communication and Journalism.</p> <p>On October 20, 2020, our Chief Meteorologist hosted a virtual lecture for a student interning with the National Forestry Service. The discussion covered how the weather team works with emergency management during serve weather events.</p> <p>On March 19, 2021, our Morning Meteorologist participated in the Oneida County Fair Telethon to raise money for the fair. The event was steamed live on Facebook. Our Meteorologist gave a live weather forecast, provided a behind-the-scenes look at the weather center, and gave severe weather safety information.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in job fairs (2)	<p>In March 2021, our station participated in a virtual job fair hosted by the WBA at which interested candidates could learn about open positions at our station and submit their resumes.</p> <p>On June 7, 2021, our station participated in a second WBA virtual job fair. At the fair interested candidates could learn about open positions at our station and submit their resumes.</p>
4	Provide training to management-level employees regarding methods for ensuring equal employment opportunities	On March 24, 2021, our management team participated in a virtual presentation titled “Staying On Top Of Your Broadcast FCC EEO Obligations” and hosted by through the WBA.