

WBAY-TV
EEO PUBLIC FILE REPORT
August 1, 2022 - July 31, 2023

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
News Executive Producer - Mornings	2-3, 5, 10-12	2
Account Executive	2-5, 7, 10-12	5
Multimedia Journalist/Reporter	2-5, 9-12	2
Campaign Manager	2-3, 5, 10-12	2
News Producer	2-5, 10-12	3
News Producer	2-5, 10-12	2
News Producer	2-5, 10-12	3
News Producer	2-5, 10-12	2
Multimedia Journalist	2-5, 9-12	2
Multimedia Journalist	2-5, 9-12	2
Promotions Producer	1, 3-6, 10-12	6
Meteorologist	1-3, 5, 10-12	2
Digital Content News Producer/MMJ	1, 3-5, 9-12	3
Photojournalist	1-5, 10-12	2
Account Executive	1, 3, 5, 10-12	5
Promotions Manager	1, 3, 5, 10-12	3
Multimedia Journalist/MMJ	1, 3-6, 10-12	6
Weekend AM News Anchor/MMJ	1, 3-6, 10-12	6
News Producer	1-5, 10-12	2
Reporter	1-3, 5, 10-12	2
Reporter	1-3, 5, 10-12	3
Technical Media Producer	1, 3-5, 10-12	3
Multimedia Marketing Consultant	1-5, 10-12	5
News Producer	1-5, 8, 10-12	8
News Producer	1-5, 8, 10-12	5
Reporter	1, 3-6, 10-12	6
Digital Content Executive Producer	1-5, 10-12	2
Photojournalist	1-5, 8, 10-12	5
Editor	1-6, 10-12	6
Technical Media Producer	1, 3-5, 10-12	3

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	CareerBuilder.com (posted from Gray.TV/Careers) 200 N. LaSalle St. Chicago, Illinois 60601 Job Listings Manual Posting	N	0
2	Employee Referral	N	18
3	Gray TV Careers 4370 Peachtree Road, NE Atlanta, Georgia Url : http://gray.tv/careers Human Resources Manual Posting	N	8
4	Handshake 660 4th St 113 San Francisco, California 94104 Phone : 920-465-2163 Url : https://app.joinhandshake.com/ Administrative Support Manual Posting	N	0
5	Indeed.com (posted from Gray.TV/Careers) 6433 Champion Grandview Way Austin, Texas 78750 Job Listings Manual Posting	N	8
6	Internal Transfer/Promotion	N	5
7	Job Center of Wisconsin 325 N. Roosevelt Street Green Bay, Wisconsin 54301 Phone : 920-448-6773 Url : https://jobcenterofwisconsin.com Georgia Drossart Manual Posting	N	0
8	LinkedIn 2029 Stierlin Court Mountain View, California 94043 Phone : 212-615-9373 Liz Lattanza Manual Posting	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	UW Madison School of Journalism Placement Office 821 University Avenue Madison, Wisconsin 53706 Phone : 608-890-1046 Url : http://www.wisc.edu Pam Garcia Manual Posting	N	0
10	WBAY-TV 115 S. Jefferson Street Green Bay, Wisconsin 54301 Phone : 920-438-3220 Url : http://www.wbay.com Email : kcoonen@wbay.com Kelly Coonen	N	0
11	Wisconsin Broadcasters Association 44 E. Mifflin Street Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Url : http://wi-broadcasters.org Torrie Kennedy Manual Posting	N	0
12	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			41

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	11/23/2022	Participation in scholarship programs	WBAY participated in the WBA Foundation Scholarship program for a two year period 2021-2022. The station donated to the foundation earmarked for scholarships. In addition each year of the 2 year period the station promoted the availability of the scholarship program, provided blank applications, was available to answer questions about the scholarship program, and made an initial evaluation of the candidate for the evaluation committee.	2	Office Manager Promotions Manager
2	4/11/2023	Participation in events sponsored by organizations representing the community	WBAY News Director participated in a WBA Careers in Broadcasting Virtual Mixer.	1	News Director
3	4/19/2023	Participation in events sponsored by organizations representing the community	Station Tour and information on careers in broadcast industry for the student news class from Father Allouez Catholic School 8th Graders.	1	Operations Director
4	4/20/2023	Provision of training to management	Attended EEO Webinar "The FCC's Equal Employment Opportunity Rules" presented by Joan Stewart of Wiley Rein, LLP.	1	Office Manager
5	5/25/2023	Participation in events or programs sponsored by educational institutions	Aisha Morales, news anchor, had a career discussion with approximately 250 students at Edison Middle School.	1	Anchor
6	5/25/2023	Participation in events or programs sponsored by educational institutions	Aisha Morales visited Edison Middle School to discuss Careers in Broadcasting with students.	1	Morales
7	6/14/2023	Provision of training to management	WBAY's General Manager attended the EEO Session: You're Looking in All the Wrong Places: How to find Diverse Talent at Every Level which was held June 14 at the WBA Summer Conference in Elkart Lake, Wisconsin.	1	VP/General Manager
8	6/22/2023	Participation in events or programs sponsored by educational institutions	WBAY Operations Director gave a tour to 8 students and 3 teachers from Beyond Possibilities from various high schools to discuss different career opportunities in the broadcast industry.	1	Operations Director