



EEO PUBLIC FILE REPORT

08/01/20 – 07/31/21

Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WEAU 13 News and is required to be placed in the public inspection files of this station.

The information contained in this Report covers the time period beginning August 1, 2020 to and including July 31, 2021 (the "Applicable Period").

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the 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 connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices, I, II and III which follow have been designed, in the aggregate, to provide the required information.

For purposes of this Report, a vacancy was deemed "filled" on the hiree's first day of employment.



EEO PUBLIC FILE REPORT
08/01/20 – 07/31/21

I. VACANCY LIST

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

| | Full-time Job Positions Filled by Job Title | Recruitment Sources ("RS") Used to Fill Vacancy | RS Referring Hiree |
|-----|--------------------------------------------------------|----------------------------------------------------------------|-------------------------------|
| 1. | Multi-Media Journalist | 1-21, 37-45, 48 | 48 |
| 2. | Multi-Media Journalist | 1-21, 37-45, 48 | 45 |
| 3. | Multi-Media Journalist | 1-22, 37-45, 48 | 41 |
| 4. | Creative Services Manager | 1-40, 43-48, 50 | 45 |
| 5. | Multi-Media Journalist – La Crosse | 1-31, 33-45, 48, 50 | 48 |
| 6. | Account Executive | 1-31, 33-41, 43-45, 48-50 | 49 |
| 7. | Broadcast Engineer | 1-40, 43-48 | 47 |
| 8. | Digital Director | 1-41, 43-45, 47-48, 50 | 48 |
| 9. | Multi-Media Journalist -- La Crosse | 1-45, 48, 50 | 48 |
| 10. | Multi-Media Journalist | 1-45, 48, 50 | 48 |
| 11. | Meteorologist | 1-45, 48, 50 | 6 |
| 12. | Digital Content Producer | 1-41, 43-46, 48, 50 | 41 |



EEO PUBLIC FILE REPORT

08/01/20 – 07/31/21

II. MASTER RECRUITMENT SOURCE LIST (“MRSLS”)

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|
| 1 | Office of Multicultural Affairs/ American Ethnic Coordinating Office Ms. Cheri Snobl, Office Manager Schofield Hall 225 105 Garfield Ave. Eau Claire, WI 54701 715-836-3367 snobl@uwec.edu office.manager@ecahmaa.org | Y | 0 |
| 2 | Chippewa Valley Technical College and Affirmative Action Career Services Specialist 620 West Clairemont Avenue Eau Claire, WI 54701 715-833-6505 employment_services@cvtc.edu or careerservices@cvtc.edu | Y | 0 |
| 3 | Hmong Mutual, Eau Claire Human Resources 423 Wisconsin Street Eau Claire, WI 54703 715-832-8420 admin@ecahmaa.org | Y | 0 |
| 4 | Hmong Mutual, La Crosse Kaying Vang 2613 George Street La Crosse, WI 54603 608-781-5744 kayingvang@live.com | Y | 0 |
| 5 | Madison Media Institute Nathaniel Brost, Career Services Advisor 2702 Agriculture Drive Madison, WI 53718 608-663-2000 nbrost1@mediainstitute.edu | Y | 0 |
| 6 | TV Jobs.com Mark Holloway Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 1-800-374-0119/760-754-8177 jobs@tvjobs.com | Y | 6 |



EEO PUBLIC FILE REPORT

08/01/20 – 07/31/21

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|
| 7 | University of Wisconsin - Eau Claire Career Services Placement Office Susan Ayres, Information Systems Manager 230 Schofield Hall 105 Garfield Ave. Eau Claire, WI 54701 715-836-5358 jobs@uwec.edu or career05@uwec.edu https://app.joinhandshake.com | Y | 0 |
| 8 | University of Wisconsin - La Crosse Karolyn Bald, Senior Student Services Coordinator Career Services, Wilder Hall 1725 State Street Centennial Hall, Suite 1140 La Crosse, WI 54601 608-785-8514 career@uwlax.edu https://app.joinhandshake.com | Y | 0 |
| 9 | University of Wisconsin - River Falls Career Services 410 S. 3 rd Street River Falls, WI 54022 715-425-3572 career.services@uwrf.edu https://app.joinhandshake.com | Y | 0 |
| 10 | University of Wisconsin - Stevens Point Career Services Office 1108 Fremont Street Room 201 Stevens Point, WI 54481 715-346-3226 career@uwsp.edu https://app.joinhandshake.com | Y | 0 |
| 11 | University of Wisconsin - Stout Placement & Co-op Services 103 Administration Building Menomonie, WI 54751 715-232-1601 careerservices@uwstout.edu https://app.joinhandshake.com | Y | 0 |
| 12 | University of Wisconsin – Platteville Career Services 1 University Plaza Platteville, WI 53818 608-342-1491 https://app.joinhandshake.com | N | 0 |



EEO PUBLIC FILE REPORT

08/01/20 – 07/31/21

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|
| 13 | University of Wisconsin – Oshkosh Career Services 800 Algoma Blvd. Oshkosh, WI 54901 920-424-1234 https://app.joinhandshake.com | N | 0 |
| 14 | University of Wisconsin – Parkside Career Services 900 Wood Rd. Kenosha, WI 53144 262-595-2345 https://app.joinhandshake.com | N | 0 |
| 15 | University of Wisconsin – Green Bay Career Services 2420 Nicolet Drive Green Bay, WI 54311 920-465-2000 https://app.joinhandshake.com | N | 0 |
| 16 | University of Wisconsin – Superior Career Services Belknap and Catlin Superior, WI 54880 715-394-8101 https://app.joinhandshake.com | N | 0 |
| 17 | UW Milwaukee Career Planning & Resource Center Linda Walker P.O. Box 113, 128 Mellancamp Hall Milwaukee, WI 53211 P: 414-229-4487 F:414-229-5347 cdc@uwm.edu https://app.joinhandshake.com | N | 0 |
| 18 | UW Whitewater Career Services 800 W. Main Street Whitewater, WI 53190 262-472-1472 https://app.joinhandshake.com | N | 0 |
| 19 | UW Madison Career Services 500 Lincoln Drive Madison, WI 53706 608-262-3811 https://app.joinhandshake.com | N | 0 |



EEO PUBLIC FILE REPORT

08/01/20 – 07/31/21

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|
| 20 | Winona State University DeAnna Goddard, Associate Director P.O. Box 5838 Maxwell 314 Winona, MN 55987 507-457-5340/507-457-5878 career@winona.edu | Y | 0 |
| 21 | The Ohio/Illinois Center for Broadcasting Don Clark, National Director of Placement 9000 Sweet Valley Drive Valley View, OH 44125 216-447-9117 or 312-884-8000 (Chicago office) dclark@beonair.com | Y | 0 |
| 22 | Wisconsin Indianhead Technical College – Rice Lake Karen Lutz, Student Success Teaching Assistant 1900 College Drive Rice Lake, WI 54868 715-234-7082 Karen.lutz@witc.edu | Y | 0 |
| 23 | Blackhawk Technical College 6004 S County Rd. G Janesville, WI 53546-9458 608-757-6329 www.blackhawk.edu/bcd/index.htm | N | 0 |
| 24 | Fox Valley Technical College 1825 N. Bluemound Drive P.O. Box 2277 Appleton, WI 54912-2277 920-735-5600 www.fvtc.edu/ses-employers | N | 0 |
| 25 | Gateway Technical College Kenosha Campus 3520-30 th Avenue Kenosha, WI 262-619-6836 www.gtc.edu/page.asp?q=239 | N | 0 |
| 26 | Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 920-693-1000 888-468-6582 1275 www.gotoltc.edu/careerplacement | N | 0 |



EEO PUBLIC FILE REPORT
08/01/20 – 07/31/21

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 27 | Madison Area Technical College 3550 Anderson Street Madison, Wisconsin 53704 (608) 246-6100 or (800) 322-6282 Fax (608) 246-6880 www.matcmadison.edu | N | 0 |
| 28 | Mid-State Technical College Marshfield Campus 2600 West 5th Street Marshfield, WI 54449 Phone: 715-387-2538/715-422-5408 Fax: 715-389-2864 www.mstc.edu/business/postingjobs.htm | N | 0 |
| 29 | Milwaukee Area Technical College 700 W. State Street Milwaukee, WI 53233 414-297-6244 info@matc.edu matc.edu/student/resources/JOBshop/EmployerResources.html | N | 0 |
| 30 | Moraine Park Technical College <i>Fond du Lac Campus</i> 235 N. National Avenue Fond du Lac, WI 54936-1940 Phone: 920-922-8611 Fax: 920-924-3513 www.morainepark.edu/pages/294.asp | N | 0 |
| 31 | Nicolet Area Technical College 5364 College Drive Rhineland, WI 54501 715-365-4410 or 800-544-3039 www.nicoletcollege.edu/currentstudents/jobs/jobsafternicolet/techconnect.html | N | 0 |
| 32 | Northcentral Technical College 1000 W. Campus Drive Wausau, WI 54401 715.675.3331 info@ntc.edu 715-675-3331 1668 888-682-7144 1668 www.ntc.edu/corplearning/hiregrad.htm | N | 0 |
| 33 | Northeast Wisconsin Technical College 2740 West Mason Street P.O. Box 19042 Green Bay, WI 54307-9042 920-498-5528 www.nwtc.edu/services/explorecareers/employers | N | 0 |



EEO PUBLIC FILE REPORT

08/01/20 – 07/31/21

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|
| 34 | Southwest Technical College 1800 Bronson Blvd. Fennimore, WI 53809 608-822-2333 800-362-3322 2333 www.swtc.edu | N | 0 |
| 35 | Western Technical College 400 Seventh Street North La Crosse, WI 54601 webmaster@westerntc.edu 608-785-9440 www.westerntc.edu/getajob | N | 0 |
| 36 | Waukesha County Technical College 800 Main St. Pewaukee, WI 53072 262-695-7811 http://www.wctc.edu/business_resources/employees.php | N | 0 |
| 37 | Wisconsin Indianhead Technical College 505 Pine Ridge Drive Shell Lake, WI 54871 715-246-6561 F: 715-246-2819 www.witc.edu/jobs | N | 0 |
| 38 | Workforce Connections, Inc. Sharon Bliss, Employment Resource Specialist 2615 East Avenue South Suite 103 La Crosse, WI 54601 608-789-5611 F: 608-785-9939 workforceconnections@workforceconnections.org or bliss@workforceconnections.org | N | 0 |
| 39 | Office of Multicultural Services/Minority Department Student Services University of Wisconsin – La Crosse 1725 State Street, 243 GMH La Crosse, WI 54601 608-785-8225 omss@uwlax.edu | N | 0 |
| 40 | Northeast WI African American Association P.O. Box 683 Green Bay, WI 54305 P: 920-544-9123 yarvelle@hotmail.com | N | 0 |



EEO PUBLIC FILE REPORT
08/01/20 – 07/31/21

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 41 | Indeed, Inc. 7501 N. Capital of Texas Hwy. Building B Austin, TX 78731 P: 512-459-5300 http://www.indeed.com/hire/contact-us | N | 5 |
| 42 | Collective Talent Michael Bille 1721 Richardson Place Tampa Bay, FL 33606 813-254-9695 <i>(Collective Talent will <u>only</u> post news reporter and anchor positions, including weather and sports)</i> bille@michaelsmedia.com | Y | 0 |
| 43 | Medialine Career Services P.O. Box 51909 Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com | Y | 0 |
| 44 | Wisconsin Broadcasters Association Michelle Vetterkind, President 44 East Mifflin Street Suite 900 Madison, WI 53703 608-255-2600 mvetterkind@wi-broadcasters.org <i>Source places postings on Internet and sends to various broadcasting operations throughout Wisconsin via monthly newsletter</i> | N | 1 |
| 45 | Other Gray Television Stations (Internal/Transfer) Dottie Boudreau Executive Assistant Gray Television Inc. 4370 Peachtree Rd., NE Atlanta, GA 30319 dottie@gray.tv | N | 3 |
| 46 | Word-of-Mouth Referral (Employee and Non-Employee) | N | 3 |
| 47 | WEAU Internal Application/Promotion/Hire | N | 5 |
| 48 | Peoplematter.com/SNAG (Gray Television postings) 466 King Street Charleston, SC 29403 P: 843-300-3400 info@peoplematter.com | N | 10 |
| 49 | Walk-in/Self | N | 1 |



EEO PUBLIC FILE REPORT
08/01/20 – 07/31/21

| RS Number | RS Information (Name, Address, Phone, Contact Information) | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 50 | WEAU 13 News Facebook Jolene Jensen 1907 South Hastings Way Eau Claire, WI 54701 715-835-1313 www.weau.com | N | 0 |

TOTAL INTERVIEWEES OVER REPORTING PERIOD: 34



EEO PUBLIC FILE REPORT
08/01/20 – 07/31/21

III. RECRUITMENT INITIATIVES

| | Type of Recruitment Initiative | Date | Brief Description of Activity & Scope of Broadcaster's Participation |
|----|-------------------------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Participate in Job Fair | 11/11/20 | The station participated in a virtual career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on November 11, 2020. Station addressed career and internship opportunities at WEAU 13 News, spoke to students about career choices and opportunities in broadcasting, and answered participants' questions. Station participants included our Creative Services/Promotions Manager. |
| 2. | Participate in Scholarship Program for Students Interested in Pursuing a Career in Broadcasting | 11/2020 | The station participates yearly in the Wisconsin Broadcasters Association Foundation Scholarship program designed to assist students interested in pursuing a career in broadcasting by providing applications to interested students, being available to answer questions about the program, and making initial evaluations of the candidates for the scholarship committee. Station also makes a financial contribution biannually to the Foundation. |
| 3. | Internship Program | 8/1/20-7/31/21 | WEAU's internship program is designed to provide interns with hands-on experience, one-on-one teaching within the broadcast media environment, and the opportunity to earn college credit. WEAU continues to participate in the program, but unfortunately due to Covid, health concerns, and station restrictions, we were not able to host interns this past year. However, our News Director and members of our news team spoke to several students via phone during the course of the year pursuing degrees in Communications. |
| 4. | EEO Training | 11/19/2020 | On November 19, 2020, the Accounting Manager participated in <u>The FCC's Equal Employment Opportunity Rules - A Webinar for Gray Television Stations</u> presented by Joan Stewart of Wiley Rein, LLP to employees of Gray Television Licensee, LLC. |
| 5. | Participate in Job Fair | 3/17/21 | The station participated in a virtual career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on March 17, 2021. Station addressed career and internship opportunities at WEAU 13 News, spoke to students about career choices and opportunities in broadcasting, and answered participants' questions. Station participants included our Production Manager. |