



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

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, and posted on their website.

The information contained in this Report covers the time period beginning August 1, 2009 to and including July 31, 2010 (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

08/01/09 – 07/31/10

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.	Account Executive	1-22, 24-37, 41-42	41
2.	News Assignment Editor	1-22, 42	42
3.	News Director	1-22, 24-37, 41-42	41
4.	Reporter/Producer	1-23, 42	21
5.	Reporter/Producer	1-23, 42	9
6.	Director/Studio Assistant	1-22, 24-37, 42	42
7.	Producer/Videographer/Reporter	1-22, 24-42	41
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information (Name, Address, Phone, Contact, web address)	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	Y	0
2	Brown College Karol Baumeister 1440 Northland Drive Mendota Heights, MN 55120 651-905-3499 karolb@browncollege.edu	Y	0
3	Chippewa Valley Technical College and Affirmative Action Kristine Jackson 620 West Clairemont Avenue Eau Claire, WI 54701 715-833-6255 employment_services@cvtc.edu	Y	0
4	Hmong Mutual, Eau Claire Cha Lor 423 Wisconsin Street Eau Claire, WI 54703 715-832-8420 chmaa@yahoo.com	Y	0
5	Hmong Mutual, La Crosse Barb Drogseth 2613 George Street La Crosse, WI 54603 608-781-5744 bdrogseth.laxhmaa@centurytel.net	Y	0
6	Ho Chunk Nation Mary Anwash P.O. Box 667 Black River Falls, WI 54615 715-284-5877 manwash@ho-chunk.com	Y	0
7	Madison Media Institute Bill Mallinson 2702 Agriculture Drive Madison, WI 53718 608-663-2000 bmallinson@madisonmedia.com	Y	0



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

RS Number	RS Information (Name, Address, Phone, Contact, web address)	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Minority Affairs, Western WI Technical College Contact: Bernard Black 304 Sixth Street N La Crosse, WI 54601 608-789-6270 blackb@westerntc.edu	Y	0
9	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	3
10	University of Wisconsin - Eau Claire Career Services Placement Office 230 Schofield Hall 105 Garfield Ave. Eau Claire, WI 54701 715-836-5358 jobs@uwec.edu	Y	0
11	University of Wisconsin - La Crosse Bob Kramer Career Services, Wilder Hall 1725 State Street La Crosse, WI 54601 608-785-8514 career@uwlax.edu	Y	0
12	University of Wisconsin - River Falls Nancy Pace 410 S. 3 rd Street River Falls, WI 54022 715-425-3572 nancy.i.pace@uwrfa.edu	Y	1
13	University of Wisconsin - Stevens Point Lorry Walters, Associate Director 134 Old Main Building Stevens Point, WI 54481-3897 715-346-3226 career@uwsp.edu	Y	0
14	University of Wisconsin - Stout Mary Brinkman, Placement & Co-op Services 103 Administration Building Menomonie, WI 54751 715-232-1602 careerservices@uwstout.edu	Y	0



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

RS Number	RS Information (Name, Address, Phone, Contact, web address)	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Winona State University Vicki Decker, Director P.O. Box 5838 Winona, MN 55987 507-457-5340 career@winona.edu	Y	0
16	The Ohio/Illinois Center for Broadcasting Gary James, National Director of Placement 9000 Sweet Valley Drive Valley View, OH 44125 216-447-9117 gary@beonair.com	Y	0
17	St. Cloud University – Society of Professional Journalists Jenna Wundrow, President 720 4 th Ave. S – SH 14 St. Cloud, MN 56301 320-308-4967 spj@stcloudstate.edu	Y	0
18	Wisconsin Indianhead Technical College – Rice Lake Karen Lutz 1900 College Drive Rice Lake, WI 54868 715-234-7082 Karen.lutz@wisc.edu	Y	0
19	Medialine Mark Shilstone P.O. Box 51909 Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com	Y	0
20	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	0
21	WEAU-TV Website Jolene Jensen 1907 South Hastings Way Eau Claire, WI 54701 715-835-1313 www.weau.com	N	4



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

RS Number	RS Information (Name, Address, Phone, Contact, web address)	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	Other Gray Television Stations Jane Ploeger WSAW 1114 Grand Avenue Wausau, WI 54403 715-845-4211 jploeger@wsaw.com	N	0
23	Collective Talent Michael Bille 1721 Richardson Place Tampa Bay, FL 33606 813-254-9695 <i>(Collective Talent will only post news reporter and anchor positions, including weather and sports)</i> bille@michaelsmedia.com	Y	0
24	Blackhawk Technical College 6004 S County Rd. G Janesville, WI 53546-9458 608-757-6329 www.blackhawk.edu/bcd/index.htm	N	0
25	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
26	Gateway Technical College Kenosha Campus 3520-30 th Avenue Kenosha, WI 262-619-6836 www.gtc.edu/page.asp?q=239	N	0
27	Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 920-693-1000 888-468-6582 1275 www.gotoltc.edu/careerplacement	N	0
28	Madison Area Technical College 3550 Anderson Street Madison, Wisconsin 53704 (608) 246-6100 or (800) 322-6282 Fax (608) 246-6880 www.wisconsintechconnect.com/	N	0



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

RS Number	RS Information (Name, Address, Phone, Contact, web address)	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	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
30	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
31	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
32	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
33	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
34	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
35	Southwest Technical College 1800 Bronson Blvd. Fennimore, WI 53809 608-822-2333 800-362-3322 2333 www.swtc.edu	N	0



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

RS Number	RS Information (Name, Address, Phone, Contact, web address)	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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	<i>Jolene - Note: May want to add back in 2010-11 reporting period if necessary. * weau/on air ad * walk in/self</i>	
38	Workforce Connections, Inc. Rebecca Grapes, Director of Administrative Services 402 N. 8 th Street, 3 rd Floor P.O. Box 2908 La Crosse, WI 54602-2908 608-789-5611 F: 608-785-9939 workforceconnections@workforceconnections.org		
39	Office of Multicultural Services Student Services University of Wisconsin – La Crosse 1725 State Street, 243 GMH La Crosse, WI 54601 608-785-8225 omss@uwlax.edu		
40	National Organization for Women (NOW) Wisconsin Emily Reynolds, President 122 State St., Suite 403 Madison, WI 53703 608-255-3911 F: 608-255-1139 admin@winow.org	N	0
41	Word-of-Mouth Referral (Employee and Non-Employee)	N	3
42	Internal Posting/Candidate	N	6

TOTAL INTERVIEWEES OVER REPORTING PERIOD: 17



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (Menu Selection)	BRIEF DESCRIPTION OF ACTIVITY
1	Scholarship Program	The station participates yearly in the Wisconsin Broadcasters Association Foundation Scholarship program designed to assist students interested in pursuing a career in broadcasting by running on-air promotions, providing applications to interested students, being available to answer questions about the program, and making initial evaluations of the candidates for the scholarship committee.
2	Participate in Job Fair	The station participated in a job fair sponsored by Brown College in Mendota Heights, MN on September 17, 2009. 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.
3	Participate in Job Fair	The station participated in a job fair sponsored by Brown College in Mendota Heights, MN on December 17, 2009. 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.
4	Internship Program	Spring Intern Internship program designed to provide interns with hands-on experience as well as one-on-one teaching within the broadcast media. The station had one news intern in Spring 2010.
5	Internship Program	Summer Interns Internship program designed to provide interns with hands-on experience as well as one-on-one teaching within the broadcast media. The station had two news interns and one production intern in Summer 2010.



EEO PUBLIC FILE REPORT

08/01/09 – 07/31/10

	TYPE OF RECRUITMENT INITIATIVE (Menu Selection)	BRIEF DESCRIPTION OF ACTIVITY
6	EEO Training Seminar	On June 17, 2010, an attorney from Wiley Rein LLP, FCC counsel to Gray Television, Inc. taught a training seminar on the Federal Communication Commission's (FCC) Equal Opportunity (EEO) rules and regulations. All participants were provided with written material summarizing the FCC's EEO rules and regulations, as well as a template form to use for the annual public file report.
7	Participate in Job Fair	The station participated in "Career Valley 2010," a career/job fair sponsored by Workforce Resource on May 6, 2010. Station addressed career opportunities at WEAU 13 News, spoke to students (8-12 th grades) about career choices and opportunities in broadcasting, and answered participants' questions. Station participants included our Production Manager, News Photographer, Account Executive, Anchor/Reporter and Sports Reporter/Anchor.