



## **EEO PUBLIC FILE REPORT**

**08/01/14 – 07/31/15**

### **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, 2014 to and including July 31, 2015 (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.



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### 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.	Sports Anchor/Reporter	1-41, 43	9
2.	Reporter/Multi-Media Journalist	1-40, 42-43	42
3.	Reporter/Multi-Media Journalist	1-40, 42-43	21
4.	National Sales Assistant	1-22, 24-40, 42	42
5.	Reporter/Multi-Media Journalist	1-40, 42-43	21
6.	Account Executive	1-22, 24-40, 42	42
7.	Digital Content Producer/Multi-Media Journalist	1-22, 24-40	21
8.	Chief Engineer	Exigent circumstances	42
9.	Account Executive	1-22, 24-40, 42	42
10.	Weekend News Anchor	1-43	42
11.	Multi-Media Journalist	1-40	9
12.	Multi-Media Journalist	1-40, 42-43	42



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### II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

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 <a href="mailto:snobl@uwec.edu">snobl@uwec.edu</a>	Y	0
2	Sanford Brown College (formally Brown College) Christine Dye, Career Services 1345 Mendota Heights Rd. Mendota Heights, MN 55120 651-905-3509 <a href="mailto:cdye@mh.sanfordbrown.edu">cdye@mh.sanfordbrown.edu</a>	Y	0
3	Chippewa Valley Technical College and Affirmative Action Career Services Specialist 620 West Clairemont Avenue Eau Claire, WI 54701 715-833-6505 <a href="mailto:employment_services@cvtc.edu">employment_services@cvtc.edu</a> or <a href="mailto:careerservices@cvtc.edu">careerservices@cvtc.edu</a>	Y	0
4	Hmong Mutual, Eau Claire Chue Neng Xiong 423 Wisconsin Street Eau Claire, WI 54703 715-832-8420 <a href="mailto:chuexiong@ecahmaa.org">chuexiong@ecahmaa.org</a>	Y	0
5	Hmong Mutual, La Crosse Cathy Lee 2613 George Street La Crosse, WI 54603 608-781-5744 <a href="mailto:cathylee@lacrossehmaa.org">cathylee@lacrossehmaa.org</a>	Y	0
6	Ho Chunk Nation Sandra Winneshiek P.O. Box 667 Black River Falls, WI 54615 715-284-5877/715-284-4563 <a href="mailto:sandra.winneshiek@ho-chunk.com">sandra.winneshiek@ho-chunk.com</a>	Y	0



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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	Madison Media Institute Robert Agnew, Career Services Advisor Laura Mael, Director of Career Services 2702 Agriculture Drive Madison, WI 53718 /608-663-2000 <a href="mailto:ragnew@mediainstitute.edu">ragnew@mediainstitute.edu</a> <a href="mailto:lmael@mediainstitute.edu">lmael@mediainstitute.edu</a>	Y	0
8	Minority Affairs, Western WI Technical College Contact: Bernard Black 304 Sixth Street N La Crosse, WI 54601 608-789-6270 <a href="mailto:blackb@westernwc.edu">blackb@westernwc.edu</a>	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 <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>	Y	3
10	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 <a href="mailto:jobs@uwec.edu">jobs@uwec.edu</a> or <a href="mailto:career05@uwec.edu">career05@uwec.edu</a>	Y	0
11	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 <a href="mailto:career@uwlax.edu">career@uwlax.edu</a> <a href="mailto:kbald@uwlax.edu">kbald@uwlax.edu</a>	Y	1
12	University of Wisconsin - River Falls Nancy Pace 410 S. 3 <sup>rd</sup> Street River Falls, WI 54022 715-425-3572 <a href="mailto:nancy.i.pace@uwrf.edu">nancy.i.pace@uwrf.edu</a>	Y	0



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13	University of Wisconsin - Stevens Point Lorry Walters, Associate Director Career Services Office 1108 Fremont Street Room 201 Stevens Point, WI 54481 715-346-3226 <a href="mailto:career@uwsp.edu">career@uwsp.edu</a>	Y	0
14	University of Wisconsin - Stout Bryan Barts Mary Brinkman, Placement & Co-op Services 103 Administration Building Menomonie, WI 54751 715-232-1601 <a href="mailto:careerservices@uwstout.edu">careerservices@uwstout.edu</a>	Y	0
15	Winona State University DeAnna Goddard, Associate Director P.O. Box 5838 Maxwell 314 Winona, MN 55987 507-457-5340/507-457-5878 <a href="mailto:career@winona.edu">career@winona.edu</a>	Y	0
16	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) <a href="mailto:dclark@beonair.com">dclark@beonair.com</a>	Y	0
17	St. Cloud University – Society of Professional Journalists Jenna Wundrow, President 720 4 <sup>th</sup> Ave. S – SH 14 St. Cloud, MN 56301 320-308-4967 <a href="mailto:sji@stcloudstate.edu">sji@stcloudstate.edu</a>	Y	0
18	Wisconsin Indianhead Technical College – Rice Lake Karen Lutz, Student Success Teaching Assistant 1900 College Drive Rice Lake, WI 54868 715-234-7082 <a href="mailto:Karen.lutz@witc.edu">Karen.lutz@witc.edu</a>	Y	0



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19	Medialine Career Services P.O. Box 51909 Pacific Grove, CA 93950 800-237-8073 <a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	Y	0
20	Wisconsin Broadcasters Association Michelle Vetterkind, President 44 East Mifflin Street Suite 900 Madison, WI 53703 608-255-2600 <a href="mailto:mvetterkind@wi-broadcasters.org">mvetterkind@wi-broadcasters.org</a> <i>Source places postings on Internet and sends to various broadcasting operations throughout Wisconsin via monthly newsletter</i>	N	0
21	WEAU 13 News Website Jolene Jensen 1907 South Hastings Way Eau Claire, WI 54701 715-835-1313 <a href="http://www.weau.com">www.weau.com</a>	N	12
22	Other Gray Television Stations Dottie Boudreau Executive Assistant Gray Television Inc. 4370 Peachtree Rd., NE Atlanta, GA 30319 <a href="mailto:dottie@gray.tv">dottie@gray.tv</a>	N	0
23	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> <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a>	Y	0
24	Blackhawk Technical College 6004 S County Rd. G Janesville, WI 53546-9458 608-757-6329 <a href="http://www.blackhawk.edu/bcd/index.htm">www.blackhawk.edu/bcd/index.htm</a>	N	0
25	Fox Valley Technical College 1825 N. Bluemound Drive P.O. Box 2277 Appleton, WI 54912-2277 920-735-5600 <a href="http://www.fvtc.edu/ses-employers">www.fvtc.edu/ses-employers</a>	N	0



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26	Gateway Technical College Kenosha Campus 3520-30 <sup>th</sup> Avenue Kenosha, WI 262-619-6836 <a href="http://www.gtc.edu/page.asp?q=239">www.gtc.edu/page.asp?q=239</a>	N	0
27	Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 920-693-1000 888-468-6582 1275 <a href="http://www.gotoltc.edu/careerplacement">www.gotoltc.edu/careerplacement</a>	N	0
28	Madison Area Technical College 3550 Anderson Street Madison, Wisconsin 53704 (608) 246-6100 or (800) 322-6282 Fax (608) 246-6880 <a href="http://www.matcmadison.edu">www.matcmadison.edu</a>	N	0
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 <a href="http://www.mstc.edu/business/postingjobs.htm">www.mstc.edu/business/postingjobs.htm</a>	N	0
30	Milwaukee Area Technical College 700 W. State Street Milwaukee, WI 53233 414-297-6244 <a href="mailto:info@matc.edu">info@matc.edu</a> <a href="http://matc.edu/student/resources/JOBshop/EmployerResources.html">matc.edu/student/resources/JOBshop/EmployerResources.html</a>	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 <a href="http://www.morainepark.edu/pages/294.asp">www.morainepark.edu/pages/294.asp</a>	N	0
32	Nicolet Area Technical College 5364 College Drive Rhineland, WI 54501 715-365-4410 or 800-544-3039 <a href="http://www.nicoletcollege.edu/currentstudents/jobs/jobsafternicolet/techconnect.html">www.nicoletcollege.edu/currentstudents/jobs/jobsafternicolet/techconnect.html</a>	N	0



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33	Northcentral Technical College 1000 W. Campus Drive Wausau, WI 54401 715.675.3331 <a href="mailto:info@ntc.edu">info@ntc.edu</a> 715-675-3331 1668 888-682-7144 1668 <a href="http://www.ntc.edu/corplearning/hiregrad.htm">www.ntc.edu/corplearning/hiregrad.htm</a>	N	0
34	Northeast Wisconsin Technical College 2740 West Mason Street P.O. Box 19042 Green Bay, WI 54307-9042 920-498-5528 <a href="http://www.nwtc.edu/services/explore Careers/employers">www.nwtc.edu/services/explore Careers/employers</a>	N	0
35	Southwest Technical College 1800 Bronson Blvd. Fennimore, WI 53809 608-822-2333 800-362-3322 2333 <a href="http://www.swtc.edu">www.swtc.edu</a>	N	0
36	Waukesha County Technical College 800 Main St. Pewaukee, WI 53072 262-695-7811 <a href="http://www.wctc.edu/business_resources/employees.php">http://www.wctc.edu/business_resources/employees.php</a>	N	0
37	Wisconsin Indianhead Technical College 505 Pine Ridge Drive Shell Lake, WI 54871 715-246-6561 F: 715-246-2819 <a href="http://www.witc.edu/jobs">www.witc.edu/jobs</a>	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 <a href="mailto:workforceconnections@workforceconnections.org">workforceconnections@workforceconnections.org</a> or <a href="mailto:bliss@workforceconnections.org">bliss@workforceconnections.org</a>	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 <a href="mailto:omss@uwlax.edu">omss@uwlax.edu</a>	N	0





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40	Northeast WI African American Association P.O. Box 683 Green Bay, WI 54305 P: 920-544-9123 <a href="mailto:yarvelle@hotmail.com">yarvelle@hotmail.com</a>	N	0
41	Mediabistro Career Development 475 Park Avenue South, 4 <sup>th</sup> floor New York, NY 10016 P: 212-389-2000 F: 866-880-1429	N	0
42	Word-of-Mouth Referral (Employee and Non-Employee)	N	8
43	Internal Posting/Candidate	N	5

**TOTAL INTERVIEWEES OVER REPORTING PERIOD:** 29



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### III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Date	Brief Description of Activity & Scope of Broadcaster's Participation
1.	Participate in Scholarship Program for Students Interested in Pursuing a Career in Broadcasting	11/2014	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.
2.	Participate in Job Fair	10/15/14	The station participated in a career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on October 15, 2014. 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	2/25/15	The station participated in a career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on February 25, 2015. 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.	Summer Intern	5/11/15-8/7/15	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. In Summer 2015, the station hosted one news intern from the University of Wisconsin - Eau Claire, who was supervised by the News Director.
5.	Summer Intern	6/8/15-8/15/15	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. In Summer 2015, the station hosted one news intern from the University of Wisconsin - Eau Claire, who was supervised by the News Director.