

# WSAW-TV

## EEO Public File Report

08/01/2018-07/31/2019

### I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data.

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sports/News Multi-Media Journalist	1-9	8
Photographer/Editor	1-13, 41	41
News Digital Content Producer	1-9	8
Technical Media Producer	1-9	8
Promotions Producer	1-9, 12	12
Morning Meteorologist	1-9	7
Weekend Sports Anchor/Multi-Media Journalist	1-9, 10	10
Creative Services Promotions Producer	1-9	7
Weekend Anchor/Multi-Media Journalist	1-9	8
Morning Multi-Media Journalist	1-9	8
Investigative Reporter	1-9, 11	11
News Producer	1-9, 11	11
Technical Media Producer	1-9	8
Technical Media Producer	1-9	8

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RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	Job Center of Wisconsin jobcenterofwisconsin.com	Y	
2	Jobs For Wisconsin Grads (Includes all 13 UW System Universities) wijobs4wigrads.uwgb.edu	Y	
3	Tech Connect – (Wisconsin's 16 Technical Colleges) <a href="http://www.wisconsintechconnect.com/">http://www.wisconsintechconnect.com/</a>	Y	1
4	WIPCCC Online Job Board - (Wisconsin 20 Private and Independent Colleges) wipccc.org	Y	
5	Madison & Minneapolis Media Institute MediaInstitute.edu	Y	
6	Collective Talent email: <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> ; Michael Bille Michaels Media, LLC <a href="http://www.collectivetalent.com">www.collectivetalent.com</a> Office: 813-254-9695 Cell: 813-494-4555 (News positions only) News positions only	Y	
7	GrayTV – SNAG corporate recruitment site	N	6
8	WSAW.com <a href="mailto:cfranz@wsaw.com">cfranz@wsaw.com</a> + <a href="mailto:jim.reuter@wsaw.com">jim.reuter@wsaw.com</a> (copy both)	Y	18
9	Hmong American Center, Inc. Job Coordinator-Yee Leng Xiong <a href="mailto:Xiong.yeeleng@yahoo.com">Xiong.yeeleng@yahoo.com</a>	Y	
10	Internal Postings	N	1
11	Word of Mouth	N	6
12	Self-Referral/Walk-in	N	2
13	Gray News Director group (news only) <a href="mailto:newsdir@graytv.com">newsdir@graytv.com</a>	N	
14	WBA (Wisconsin Broadcasters Association) <a href="http://www.wi-broadcasters.org/wba/index.php/careers/post-wanted/">http://www.wi-broadcasters.org/wba/index.php/careers/post-wanted/</a>	N	
15	tvjobs.com Broadcast Employment Services-Mark Holloway P.O. Box 4116 Oceanside, CA 92052	N	
16	RTDNA (Radio, Television, Digital News Assoc.) <a href="http://www.rtdna.org/content/post_a_job_form">http://www.rtdna.org/content/post_a_job_form</a> (contact Derrick Hinds, if trouble at 202-495-8730)	N	
17	NAB.org	N	
18	SBE.org (Engineers only)	N	
19	Medialine.com Mark Shilstone/P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	N	

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20	MediaBistro.com (TVSpy) <a href="https://employers.mediabistro.com/pricing">https://employers.mediabistro.com/pricing</a>	N	
21	<a href="http://www.broadcastingcable.com/">http://www.broadcastingcable.com/</a> (Click the TV Careers tab to post a job)	N	
22	Media Jobs Connection presented by Poynter <a href="http://careers.poynter.org/">http://careers.poynter.org/</a>	N	
23	TVNewsCheck Media Classifieds 24 W Lancaster Avenue Suite 205 Ardmore, PA 19003 Patty Hersh <a href="mailto:phersh@newscheckmedia.com">phersh@newscheckmedia.com</a>	N	
24	Society of Professional Journalists (SPJ) job board <a href="http://jobs.spj.org/hr">http://jobs.spj.org/hr</a>	N	
25	Globe University – Wausau/MN School of Business <a href="http://careerconnect.globeuniversity.edu/">http://careerconnect.globeuniversity.edu/</a>	N	
26	Minneapolis Community & Technical College Employment Services 15001 Hennepin Avenue Minneapolis, MN 55403 612-341-7000	N	
27	UW-Madison Journalism School – via Pat Hastings, instructor (news only) <a href="mailto:hastings@wisc.edu">hastings@wisc.edu</a>	N	
28	UW-River Falls Communication and Media Studies Program – via Sandra Ellis, professor <a href="mailto:sandra.ellis@uwrf.edu">sandra.ellis@uwrf.edu</a> (news/ops)	N	
29	UW-Oshkosh Journalism Dept. via Vince Filak, professor (news only) <a href="mailto:vfalak@gmail.com">vfalak@gmail.com</a>	N	
30	UW-Whitewater College of Arts and Communication via Prof. Jim Mead (news/ops only) <a href="mailto:meadj@uww.edu">meadj@uww.edu</a> - 262.472.5659	N	
31	UW Stevens Point Careers <a href="mailto:career@uwsp.edu">career@uwsp.edu</a>	N	
32	University of Wisconsin - Stevens Point – SPTV Curtis Rauen SPTV General Manager <a href="mailto:Curtis.C.Rauen@uwsp.edu">Curtis.C.Rauen@uwsp.edu</a> (920) 973-9029	N	
33	University of Missouri (Mizzou) Randy Reeves, Instructor and News Director at KOMU-TV <a href="mailto:reevesr@missouri.edu">reevesr@missouri.edu</a> ; cell 573-424-7085	N	
34	Loyola University Chicago Lee Hood, Assoc. Professor, Broadcast News Office: Lewis Towers 910B 312-915-8538, email <a href="mailto:lhood1@luc.edu">lhood1@luc.edu</a>	N	
35	Bethany Lutheran College – Communication and Media Arts Greg Vandermause – Studio Director <a href="mailto:Greg.vandermause@blc.edu">Greg.vandermause@blc.edu</a> <a href="mailto:careerservices@blc.edu">careerservices@blc.edu</a> 507-344-7742 or 507-344-7310	N	

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36	St. Cloud State University – Department of Mass Communications Mark Mills – Department Chair <a href="mailto:mlmills@stcloudstate.edu">mlmills@stcloudstate.edu</a> <a href="mailto:masscommunications@stcloudstate.edu">masscommunications@stcloudstate.edu</a> Fax: (320) 308-2083	N	
37	UW-Marathon Co. English Dept. via Katie Kalish, Assoc. Professor (news only, writing positions) <a href="mailto:catherine.kalish@uwc.edu">catherine.kalish@uwc.edu</a> – 715-261-6258	N	
38	Southern Illinois University – School of Journalism Email: <a href="mailto:careerservices@siu.edu">careerservices@siu.edu</a> ; 618-453-2391	N	
39	John Deer, The Lorna Dave Agency 6120-248-1317 <a href="mailto:john@lornadave.com">john@lornadave.com</a>	N	
40	Indeed.com	N	
41	Lakeside Lutheran High School, Lake Mills, WI Instructor: Todd Hackbarth <a href="mailto:thackbarth@llhs.org">thackbarth@llhs.org</a>	N	3
Total Interviewees			37

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### III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Participate in Job Fairs	(1) WSAW participated in the Wisconsin Broadcasters Association Job Fairs in Madison, WI on January 30, 2019, and June 12, 2019. The General Manager attended to meet with attendees and discuss career opportunities at the station.
2.	Management Training	(1) On January 30, 2019, the General Manager participated in the Wisconsin Broadcaster's Association Workshop - "Effective Strategies to Address Legal Issues and Prevent Unlawful Discrimination During the Employment Relationship". (2) On June 12, 2019, the General Manager participated in the Wisconsin Broadcaster's Association Summer Conference Management Session "Keeping up with the EEO at the FCC."
3.	Wisconsin Broadcasters Association Scholarship Program	WSAW participated in the Wisconsin Broadcasters Association Scholarship Program by evaluating/scoring applications for the program.