

WSAW-TV

EEO Public File Report

08/01/2016-07/31/2017

I. VACANCY LIST

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

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Associate Producer	1-14, 17-20, 31-34, 37, 38, 41, 42	11
Weekend Sports Anchor/Reporter	1-15,18, 19,43	15
Promotions Producer	1-15,16,17,36	15
Account Executive	1-15, 44	15
Account Executive	1-15, 44	15
News Director	1-15, 18-20, 27, 44	14
News Digital Content Producer	1-14, 17-20, 31-34, 37, 38, 41, 42	11
Meteorologist	1-15, 17, 19, 20, 31-34, 37, 38, 41, 42	15
Anchor Producer	1-14, 18-20	11
TMP	1-14, 35-36, 39-40, 45	45

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

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) http://www.wisconsintechconnect.com/	Y	
4	WIPCCC Online Job Board - (Wisconsin 20 Private and Independent Colleges) wipccc.org	Y	
5	UW Marathon County – Student Affairs uwmc@uwc.edu	N	
6	Midstate Independent Living Consultants milc@milc-inc.org	N	
7	Madison & Minneapolis Media Institute Mediainstitute.edu	Y	
8	Illinois Media School cjackson@beonair.com	N	
9	Collective Talent email: bille@michaelsmedia.com ; Michael Bille Michaels Media, LLC www.collectivetalent.com Office: 813-254-9695 Cell: 813-494-4555 News positions only	Y	
10	GrayTV – People Matters corporate recruitment site	Y	1
11	WSAW.com cfranzen@wsaw.com + jim.reuter@wsaw.com (copy both)	Y	14
12	Job Service – Forward Service Corp. Paia Yang pyang@fsc-corp.org	N	

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13	Hmong American Center, Inc. Job Coordinator – Yee Leng Xiong Xiong.yeeleng@yahoo.com	Y	
14	Gray Internal Hires/Promotions	N	1
15	Word of Mouth	N	13
16	Self-Referral/Walk-in	N	
17	Gray News Director group (news only) newsdir@graytv.com	N	
18	WBA (Wisconsin Broadcasters Association) http://www.wi-broadcasters.org/wba/index.php/careers/post-wanted/	N	2
19	tvjobs.com Mark Holloway Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 (800) 374-0119	N	3
20	RTDNA (Radio, Television, Digital News Assoc.) http://www.rtdna.org/content/post_a_job_form (contact Derrick Hinds, if trouble at 202-495-8730)	N	
21	NAB.org	N	
22	SBE.org (Engineers only)	N	
23	Medialine.com Mark Shilstone P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	N	
24	MediaBistro.com (TVSpy) https://employers.mediabistro.com/pricing	N	
25	http://www.broadcastingcable.com/ (Click the TV Careers tab to post a job)	N	
26	Media Jobs Connection presented by Poynter http://careers.poynter.org/	N	
27	TVNewsCheck Media Classifieds 24 W Lancaster Avenue Suite 205 Ardmore, PA 19003 Patty Hersh phersh@newscheckmedia.com	N	

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28	Society of Professional Journalists (SPJ) job board http://jobs.spj.org/hr	N	
29	Globe University – Wausau/MN School of Business http://careerconnect.globeuniversity.edu/	N	
30	Minneapolis Community & Technical College Employment Services 15001 Hennepin Avenue Minneapolis, MN 55403 612-341-7000	N	
31	UW-Madison Journalism School – via Pat Hastings, instructor (news only) hastings@wisc.edu	N	
32	UW-River Falls Communication and Media Studies Program – via Sandra Ellis, professor sandra.ellis@uwrf.edu (news/ops)	N	
33	UW-Oshkosh Journalism Dept. via Vince Filak, professor (news only) vffilak@gmail.com	N	
34	UW-Whitewater College of Arts and Communication via Prof. Jim Mead (news/ops only) meadj@uww.edu - 262.472.5659	N	
35	UW Stevens Point Careers career@uwsp.edu	N	
36	University of Wisconsin - Stevens Point – SPTV Curtis Rauen SPTV General Manager Curtis.C.Rauen@uwsp.edu (920) 973-9029	N	
37	University of Missouri (Mizzou) Randy Reeves, Instructor and News Director at KOMU-TV reevesr@missouri.edu; cell 573-424-7085	N	
38	Loyola University Chicago Lee Hood, Assoc. Professor, Broadcast News Office: Lewis Towers 910B 312-915-8538, email lhoo1@luc.edu	N	
39	Bethany Lutheran College – Communication and Media Arts Greg Vandermause – Studio Director Greg.vandermause@blc.edu careerservices@blc.edu	N	

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	507-344-7742 or 507-344-7310		
40	St. Cloud State University – Department of Mass Communications Mark Mills – Department Chair mlmills@stcloudstate.edu masscommunications@stcloudstate.edu Fax: (320) 308-2083	N	
41	UW-Marathon Co. English Dept. via Katie Kalish, Assoc. Professor (news only, writing positions) catherine.kalish@uwc.edu – 715-261-6258	N	
42	Southern Illinois University – School of Journalism Email: careerservices@siu.edu ; 618-453-2391	N	
43	John Deer, The Lorna Dave Agency 6120-248-1317 john@lornadave.com	N	
44	Indeed.com	N	3
45	Lakeside Lutheran High School, Lake Mills, WI Instructor: Todd Hackbarth thackbarth@llhs.org	N	1
		Total Interviewees	38

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Participate in Job Fairs	<p>(1) WSAW participated in the Wisconsin Broadcasters Association Job Fairs in Madison, WI on January 25, 2017, and June 14, 2017. The General Manager and the News Director/news staff attended to meet with attendees and discuss career opportunities at the station.</p> <p>(2) WSAW participated in the MBJA & NATAS UMW Career Fair at Crowne Plaza Aire MSP-Mall of America Hotel in Minneapolis, MN, on March 31-April 1, 2017. The News Director attended to meet with attendees and discuss career opportunities at the station.</p>
2.	Management Training	<p>(1) On January 25, 2017, the General Manager participated in the Wisconsin Broadcaster's Association Workshop - "Avoiding Discrimination in Employment Terminations".</p> <p>(2) On June 14, 2017, the News Staff Representative participated in the Wisconsin Broadcaster's Association Summer Conference Management Session "What's New With EEO at the FCC."</p> <p>(3) On March 23, 2017, General Manager Al Lancaster participated in a webinar on compliance with the FCC's EEO Rules and Regulations provided by our outside counsel, Joan Stewart of Wiley Rein LLP.</p>
3.	Wisconsin Broadcasters Association Scholarship Program	WSAW participated in the Wisconsin Broadcasters Association Scholarship Program by evaluating/scoring applications for the program.