

Annual EEO Public File Report Form

WCGV/WVTV

Annual EEO Public File Report

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WCGV & WVTV-MILWAUKEE, WI and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

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 2002 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 new EEO Rule, which should be separately 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 Sections 73.2080(c) (2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed "interviewed" when he or she was interviewed in person.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 8/01/09 to 7/31/10

Station(s) Comprising Station Employment Unit: **WCGV & WVTV**

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Account Executives (2)	Website,Career Builder	19
2	Credit Coordinator (2)	Career Builder / Referral	8
3	Programming/Promotion Special Projects Producer	Internal	5
4	Promotion Writer/Producer	Referral	4

Total Number of Persons Interviewed During Applicable Period 36

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 8/01/09 to 7/31/10

Station(s) Comprising Station Employment Unit: WCGV & WTV

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A **	Abundant Life Ministry, Ltd. Ellen Blathers 7425 Harwood Ave. Milwaukee, WI. 53213-2626 414-389-0249 alms4seb1@aol.com	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
	<u>MAIL RETURNED-NO LONGER INTERESTED IN RECEIVING JOB POSTINGS. REMOVED 5/20/10</u>		
B	Alverno College Debra Chomicka 3400 S. 43 rd St. Milwaukee, WI. 53234 414-382-6009 414-382-6443-fax debra.chomicka@alverno.edu	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
C	Antioch Missionary Baptist Church Alexis Morgan 2033 W. Congress Milwaukee, WI. 53209 414-445-3303	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
D	Asian Amer. Journalist Assoc Albert Lee	0 for all positions	Account Executive Credit Coordinator

	1182 Market #320 San Francisco, CA. 94102 415-346-2051 www.aaja.org		Special Projects Producer Promotion Writer/Producer
E	Aurora Weier Ed. Ctr. Emilio Lopez 614 W. National Ave Milwaukee, WI. 53204-1713 414-562-8398	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
F	Bay View Community Ctr. Bill Osterndorf 1320 E. Oklahoma Ave. Milwaukee, WI. 53207 414-482-1000	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
G	Bishop State Comm. College* Juliette F. Womack 351 N. Broad Street Mobile, AL. 36603-5898 251-662-5371 www.bishop.edu	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
H	Black Women's Network Executive Director 8712 W. Spokane Milwaukee, WI. 53224	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
I	Brown College Attn: Lisa Wright 1440 Northland Drive Mendota Heights, MN. 55120 651-905-3400 http://placement.browncollege.edu lwright@browncollege.edu	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
J	CareerBuilder Brian Maggio Account Manager 1750 Tyson's Blvd., 4 th Fl. McLean, VA. 22102 www.careerbuilder.com	9 3 0 1	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
K	Community Baptist Church Evan. Joyce Savage PO Box 080557 Milwaukee, WI. 53208-0557 414-445-1610 jnsavage2@aol.com	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

L	Cooperative Ed. Services-Agency#1 Jewel Rodgers 19601 W.Bluemound Rd. Brookfield, WI. 53045 262-787-9514 jrodgers@cesal.k12.wi.us .	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
M	Council for the Spanish Speaking, Inc. Robert Conrad 614 W. National Ave. Milwaukee, WI. 53204 414-384-3700	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
N	Educational Opportunity Programs and Office of Urban Education Executive Director 101 W. Pleasant Street Ste.204 Milwaukee, WI. 53212 414-227-4466	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
O	Esperanza Unita, Inc. Laura Brace 1329 W. National Avenue Milwaukee, WI. 53204 414-671-0251	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
P	Hispanic Chamber of Commerce George Belmontes 1021 W. National Avenue Milwaukee, WI. 53204 414-643-6963	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
Q	Hispanic Link News Service Carlos Erickson 1420 N. St. NW Washington, DC. 30005 202-234-0280 www.hispaniclink.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
R	Hmong Ed. Advancements, Inc. Pang Yang 3520 W. Abbott Avenue Milwaukee, WI. 53221-2004 414-931-8834	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
S	House of Peace Comm. Ctr. Pastor Matthew Gottschalk 1702 W. Walnut Street Milwaukee, WI. 53205 414-933-1300 www.houseofpeacemilwaukee.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
T	*Immanuel Community Baptist	0 for all	Account Executive

**	<p>Church Pastor Rosemary Dye 2009 N.19th Street Milwaukee, WI. 53204-3731 P: 414-672-5191 F: 414-647-1468 RosemaryDye@peoplepc.com <u>MAIL RETURNED W/NO FORWARD</u> <u>ADDRESS 10/28/09 – PHONE # NOT IN</u> <u>SERVICE. REMOVED 10/28/09</u></p>	positions	<p>Credit Coordinator Special Projects Producer Promotion Writer/Producer</p>
U **	<p>Korean Church of Milwaukee Joseph Yang 2020 W. Drexel Avenue Milwaukee, WI. 53154-2519 414-774-1664 <u>MAIL RETURNED W/ NO FORWARD</u> <u>ADDRESS 9/15/08 - PHONE # NOT IN</u> <u>SERVICE. REMOVED 9/15/08</u></p>	0 for all positions	<p>Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer</p>
V	<p>Lao Family Community Ctr., Inc. Pao N. Fang 2331 W. Vieau Pl. Milwaukee, WI. 53204 414-385-3380 www.laofamilfresno.org</p>	0 for all positions	<p>Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer</p>
W	<p>Madison Media Institute Bill Mallinson 2702 Agriculture Drive Madison, WI. 53718 608-663-2000 bmallinson@madisonmedia.edu</p>	0 for all positions	<p>Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer</p>
X	<p>MARR James B. Marr Jr. 233 W. Center St. #14 Milwaukee, WI. 53212-2816 414-226-2096</p>	0 for all positions	<p>Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer</p>
Y	<p>Marquette University-Career Center Amanda Hein PO Box 1881 Milwaukee, WI. 53201-1881 414-288-5735 amanda.hein@marquette.edu</p>	0 for all positions	<p>Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer</p>
Z	<p>Marquette U-Broadcasting Dept. Dr. Michael Havice PO Box 1881 Milwaukee, WI. 53201-1881</p>	0 for all positions	<p>Account Executive Credit Coordinator Special Projects Producer Promotion</p>

	414-288-3495 Michael.havice@marquett.edu		Writer/Producer
AA	Marquette University Jason Eckert Holthusen Hall- First Floor PO Box 1881 Milwaukee, WI. 53233-1881 414-288-5303 Jason.eckert@marquette.edu	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
BB	*Marketing Ideanet Graeme Newell 602 Communications 6839 Charter Hills Road Charlotte, NC. 28277 704-543-1426 407-540-9336 gnewell@602communications.com www.602communications.com	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
CC	Maximus Job Center NW Brian Solomon 6550 N.76 TH Street Milwaukee, WI. 53223 414-760-6060	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
DD	MAXIMUS Job Placement Office 1126 S. 70 th Street Milwaukee, WI. 53214 414-607-0477 www.dwd.state.wi.us	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
EE	Medialine Mark Shilstone PO Box 51909 Pacific Grove, CA. 93950 www.medialine.com	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
FF	Metropolitan Baptist Church Executive Director 1345 W. Burleigh Street Milwaukee, WI. 53206 414-263-9063	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
GG	Milw. Area Technical College/Student Employment Ctr. Pat Bland 700 W. State Street Milwaukee, WI. 53203 414-297-6936	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

HH	Milwaukee Branch NAACP Job Placement Dept. 2745 N. Dr. Martin Luther King Dr. Milwaukee, WI. 53212-2351 414-562-1000	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
II	Milwaukee Career College Jolie Semrad 3077 North Mayfair Road #300 Milwaukee, WI. 53222 414-257-2939	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
JJ	Milw. Center for Independence Bruno B. Manno 2020 W. Wells Street Milwaukee, WI. 53233-2720 414-272-1344 www.mediatransparency.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
KK	Milwaukee Christian Center Elida Munoz 2137 W. Greenfield Avenue Milwaukee, WI. 53204 414-645-5350	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
LL	Milwaukee County Division of Human Resources 901 N. 9 th Street #210 Milwaukee, WI. 53203 414-278-4143 www.mcdhr.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
MM	Milwaukee Job Center Network Employer Order Services 816 W. National 2 nd FLR. Milwaukee, WI. 53220 414-385-6920 charles.malinowski@dwd.state.wi.us	0 1 1 0	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
NN	Milwaukee School Of Engineering Job Placement Center 1025 N. Broadway Milwaukee, WI. 53202 414-277-7300 www.msoe.edu	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

OO	Milwaukee Urban League, Inc. Manpower Director 435 W. North Avenue Milwaukee, WI. 53202 414-374-5850 www.tmul.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
PP	Milwaukee Women's Center, Inc. Erica Walker PO Box 4009 Milwaukee, WI. 53204-0009 414-272-6199 ewalker@mwcinc.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
QQ	Milwaukee Journal / Sentinel Sonya Richardson 333 W. State Street Milwaukee, WI. 53203 414-224-2000	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
RR	Mt.Zion Missionary Baptist Church Pastor Louis E. Sibly III 2207 N.2 nd Street Milwaukee, WI. 53212 414-372-7811 www.mtzionmissionary.tripod.com	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
SS	Native Amer. Public Telcom. Lynn Warren 1800 No 33 rd St. Lincoln, NE. 68501 402-472-3522 www.nativetelecom.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
TT	Nat'l Assoc. of Black Journalists Capri Dodson 8701-A Adelphi Rd. Adelphi, MD. 20783 301-445-7100 www.nabj.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
UU	Nat'l Assoc. of Broadcasters Karen Hunter 1771 North Street NW Washington, DC. 20036 202-429-5499 www.nab.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
VV	Nat'l Assoc. of Hispanic Jrnlists Martina Hillendo 1000 National Press Bldg. 529, 14 th St. NW. Washington, DC. 2045	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

	202-662-7145 www.nahj.org		
WW **	Nat'l Hispanic Media Coalition Acasia Flores 1201 W. 5 th St. STE T205 Los Angeles, CA. 90017-2036 213-746-6988 www.nhmc.org <u>MAIL RETURNED W/ NO FORWARD</u> <u>ADDRESS 11/03/09 - PHONE # NOT IN</u> <u>SERVICE. REMOVED 11/03/09</u>	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
XX	Nat'l Black MBA Assoc. Debbie Tarrer 180 N. Michigan Ave. #1515 Chicago, IL. 60601 312-236-2622 www.nbmbaa.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
YY	New Hope Missionary Baptist Church Ruthie Sprue II 2433 W. Roosevelt Dr. Milwaukee, WI. 53209 414-871-0350 rethink@America.net ruthienhbc@ameritech.net	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
ZZ	Northcott Neighborhood House Rene Stewart 2460 N.6 th Street Milwaukee, WI. 53212 414-372-3770 www.northcotthouse.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
AA A	Southeast/WI. Oneida Tribal Services ATTN: Mark W. Pawless 6820 W. Wedgewood Drive Milwaukee, WI. 53220 414-329-4104	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
BBB **	RIMM, Inc. Regina Williams 2832 N.13 th Street Milwaukee, WI. 53206 414-264-2286 <u>MAIL RETURNED W/ NO FORWARD</u> <u>ADDRESS 8/6/08- PHONE # NOT IN</u> <u>SERVICE. REMOVED 8/6/08</u>	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

CCC	The Salvation Army Executive Director 324 N. Jackson Milwaukee, WI. 53202 414-276-4316 www.usc.salvationarmy.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
DD D	SER Jobs for Progress Mr. Al DeBow 1040 W. Mitchell Street Milwaukee, WI. 53204 414-649-2640	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
EEE	Sherman Park Community Assoc. Steve O'Connell 3526 W. Fond du Lac Avenue Milwaukee, WI. 53216 414-444-9803 www.shermanpark.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
FFF	Silver Spring Neighborhood Ctr., Inc. Jim Bartos 5460 N.64 th Street Milwaukee, WI. 53218 414-463-7950	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
GG	Sinclair Broadcast Group Website	1	Account Executive
G	(online) Website: www.sbgi.net Sharon Pickeral 10706 Beaver Dam Road Cockeysville, MD. 21030	2 0 0	Credit Coordinator Special Projects Producer Promotion Writer/Producer
HH H	Social Development Comm. Human Resource 4041 N. Richards Street Milwaukee, WI. 53212 414-906-2712	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
III	Spots N Dots 167 Oakdale Rd Johnson City, NY 13790 Email: selltv@aol.com Website: www.spotsndots.com	1 0 0 0 0	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
JJJ	Spotted Eagle, Inc. Doug LaBelle 3134 W. State St. Milwaukee, WI. 53208 414-342-0700	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

KK K	St Mark AME Church Rev. Clarence Robinson 1616 W. Atkinson Avenue Milwaukee, WI. 53206 414-562-8031	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
LLL	St. Martin de Porres Church Fr. John Celickowski 128 W. Burleigh Street Milwaukee, WI. 53212 414-372-3090 jcgtownlau@aol.com	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
MM M	Television Week Mark Abrams 6500 Wilshire Blvd. #2300 Los Angeles, CA. 90048 323-370-2415 Mabrams@TVWeek.com	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
NN N	TV JOBS.COM Broadcast Employment Service. Mark C. Holloway PO Box 4116 Oceanside, CA 92052 admin@tvjobs.com	1 1 1 1	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
OO	United Community Center	0 for all	Account Executive
O	Richardo Diaz 1028 S. 9 th Street Milwaukee, WI. 53204 414-384-3100	positions	Credit Coordinator Special Projects Producer Promotion Writer/Producer
PPP	United Migrant Opportunity Service, Inc. Director 929 W. Mitchell Street Milwaukee, WI. 53204 414-671-5700	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
QQ Q	University of Wisconsin - Milwaukee Department of Journalism & Mass Communication Becky Crowder 2522 E. Hartford Ave, Johnston Hall 117 Milwaukee, WI. 53201-0413 414-229-4436 bcrowser@uwm.edu	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

RRR	UW-Milwaukee Mohammed Aman: Career Development Center PO Box 413 Milwaukee, WI. 53201-0413 414-229-1409 aman@csd.uwm.edu	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
SSS	VarietyCareers.com Courtney Waters Account Executive 5700 Wilshire Blvd. #120 Los Angeles, CA. 90036 800-357-4745	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
TTT	Veterans of Foreign Wars Services Connie Schmidt 5400 W. National Avenue Milwaukee, WI. 53214 414-902-5748	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
UU U	W-2 Community at Large Linston Young 2601 N Dr. Martin Luther King Dr. Milwaukee, WI. 53212 414-264-6888	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
VV V	Wisconsin Black Chamber of Commerce 3020 W. Vliet St. Milwaukee, WI. 53208 414-933-0064	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
WW W	Wisconsin Broadcasters Assn. Liz Boyd 44 E. Mifflin Street #900 Madison, WI. 53703 608-236-1922 lboyd@wi-broadcasters.org www.wi-broadcasters.org	0 0 1 0	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
XX X	The Women's Center Employment Dept. 425 N. East Avenue Waukesha, WI. 53186 262-544-7690 nancys@twcwaukesha.org	0 for all positions	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

YY Y	WCGV/MY24 & WTVW/CW18 4041 N.35 th Street Milwaukee, WI. 53216 414-442-7050 www.my24milwaukee.com www.cw18milwaukee.com	6 0 1 1	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
ZZZ	Referrals	1 1 0 1	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer
AA AA	Internal	0 0 1 0	Account Executive Credit Coordinator Special Projects Producer Promotion Writer/Producer

*Indicates the source requested to be notified of openings.

**Indicates the source is no longer in service.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 8/01/09 to 7/31/10

Station(s) Comprising Station Employment Unit WCGV & WVTV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCGV & WVTV-MILWAUKEE, WI.

JOB FAIRS

Activity: _____ WBA Winter Job Fair

Date of Station Participation: January 27, 2010

Participating Employees: _____ David Ford – General Manager

Host/Sponsor of Activity: _____ Wisconsin Broadcasters Association

Brief Description of Activity

and Station Participation: _____ WBA sponsors a Winter Job Fair to give the Broadcast Industry the opportunity to discuss with the public the available job opportunities that are open and set up future interviews. Over 250 attended.

Activity: _____ WBA Summer Job Fair

Date of Station Participation: June 23, 2010

Participating Employees: _____ David Ford – General Manager

Host/Sponsor of Activity _____ Wisconsin Broadcasters Association (WBA)

Brief Description of Activity

and Station Participation: _____ WBA sponsored a Summer Job Fair to give the Broadcast Industry the opportunity to discuss with the public the available job opportunities that are open and set up future interviews. Over 100 people attended.

SCHOLARSHIP

Activity: _____ WBA Scholarship Foundation

Date of Station Participation: _____ September 1, 2009 through October 16, 2009

Participating Employees: _____ Bev Captain - Human Resource Director

Host/Sponsor of Activity: Wisconsin Broadcast Association (WBA) Foundation

Brief Description of Activity

and Station Participation: Scholarship of \$300.00 to be awarded to a student for college. Station receives applications from interested candidates and scores each applicant on GPA score, Post HS Employment, Extracurricular Activities, Awards and Honors, Broadcasting Experience and Essay. The Scholarship program qualifies for one of the 4 prongs in a two year period.

COMMUNITY EVENT

Activity: Boy Scout Tour of the Stations

Date of Station Participation: December 5, 2009

Participating Employees: Mark Martin – Director of Sales

Host/Sponsor of Activity: WCGV/WVTV – Boy Scouts – Milwaukee Chapter

Brief Description of Activity and

Station Participation: Mark conducted a tour of the stations explaining the different facets of a television station and behind the scene understanding on how programs get produced and aired.

Activity: EMMY AWARD JUDGING

Date of Station Participation: May 12, 2010

Participating Employees: Paul Rudolph, Operations Manager- Jamie Czarneski, Promotions/Programming Assistant

Host/Sponsor of Activity: WCGV/WVTV and National Academy of Television Arts and Sciences (NATAS)

Brief Description of Activity and Station Participation: Judge content, creativity and execution for high school entries submitted by schools in six states (Illinois, Missouri, Arkansas, Louisiana, Iowa and Kentucky). Students were judged on entries and were given the opportunity to learn how to do production and reels.

Activity: Spring 10' Ascertainment Sessions

Date of Station Participation: June 2, 2010 and June 3, 2010

Participating Employees: Bev Captain – Human Resource Director/GM Assistant, Jason Van Acker – Promotions/Programming Manager.

Host/Sponsor of Activity: WITI / FOX-6 Television Station

Brief Description of Activity Usually twice yearly in the Spring and in the Fall, (no Fall 09' Session was held) radio and television stations host Ascertainment Sessions. The television or radio host invite community leaders of local and state government and community organizations to speak to the stations on needs, and concerns for the community and what they feel the media can do to inform the public (through news stories, PSA's or Community Happening spots) of the services they provide and how the community can use them.

TRAINING

Activity: Web-Based Training for: Recognizing and Preventing Sexual Harassment and Code of Business and Ethics

Date of Participation: March, 2010 through June, 2010

Participating Employees: Entire staff and management of WCGV and WVTV.

Host/Sponsor of Activity: Sinclair Television Group, Inc. / Corpedia

Description of Activity: Web-based training using Internet-based courseware which uses interactive technology to provide learning and allows the flexibility for everyone to complete the training from a computer at any time.

Activity: WBA- Winter Conference: Discrimination Law for Broadcaster: Legal issues and effective strategies to prevent unlawful discrimination-Part I

Date of Participation: January 27, 2010

Participating Employees: David Ford

Host/Sponsor of Activity: Wisconsin Broadcasters Association

Description of Activity: Part one of a four part program held over a 2 year period, sponsored and hosted by Wisconsin Broadcast Association (WBA), designed for station management to ensure Equal Employment Opportunity and prevent unlawful discrimination.

Activity: WBA- Summer Conference: Discrimination

Law for Broadcaster: Legal issues and effective strategies to prevent unlawful discrimination-Part II

Date of Participation: June 23, 2010

Participating Employees: David Ford

Host/Sponsor of Activity: Wisconsin Broadcasters Association

Description of Activity: Part two of a four part program held over a 2 year period, sponsored and hosted by Wisconsin Broadcast Association (WBA), designed for station management to ensure Equal Employment Opportunity and prevent unlawful discrimination.

INTERNSHIP PROGRAM

The stations also have an internship program as defined below: During the time period of **August '09 through July '10** WCGV and WWTW Stations

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry. For this period the stations hosted 2 students from Marquette University, 2 students from UW-Milwaukee, and 1 student from WI. Lutheran College, an internship in our Promotions/Programming Departments.

Program Objectives:

- Develop links with universities and colleges to promote the Station Employment Unit as prospective employers.
- Create a symbiotic relationship between interns and WCGV & WWTW employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.

- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

Application Requirements

- A resume
- Two writing samples (graded class assignments or published work).
- Audio-tapes and videotapes may be required for internships in editing or production.
- Required forms from applicant's institution

Any student interested in an internship program should contact the Station Employment Unit.