

Annual EEO Public File Report

The Purpose of this EEO Public File Report ("Report") is to comply with 73.208c(6) of the 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WJFW-TV and is required to be placed in the Public Inspection File of the station and posted on its website.

The information contained in this Report covers the time period beginning August 1, 2014 to and including July 31, 2015.

The FCC's 2002 EEO rule requires that this Report Contain the following Information:

- 1 A list of all full-time vacancies filed by the Station comprising the Station Employment Unit during the Applicable period.
- 2 For Each such vacancy, the recruitment source utilized to fill the vacancy including, if applicable, organizations entitled to notification pursuant to Section 73.2080c(1)(ii) of the new 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 the full-time vacancy during the Applicable Period.
- 5 A list and brief description of the initiatives undertaken pursuant to Section 73.2080c(2) of the FCC rules.

Appendices 1,2 and 3, which follow, have been designated, in the aggregate, to provide the required information. Please note that the numbers listed on appendix 2 under the column entitled "Full Time Positions for which the source was utilized" refer to the number of full-time job positions listed on Appendix.

For the purposes of the Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer.

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COVERING THE PERIOD FROM 8/1/2014 TO 7/31/2015

Reporting Station(s) WJFW-TV, W27AU-D
Call Sign(s)

Full-Time Job Vacancy Information

	Job Title	RECRITMENT SOURCE (RS) Usee to Fill Vacancy	RS Referring Hiree
1	Camera Operator	2,8	8
2	Reporter 1	1,2,3,7,16,17,19,20,21,22,23,24,25	11
3	Technical Director	2,8,11,	2
4	Director of News Operations	1,2,3,7,8,11,25	11
5	Reporter 2	1,2,3,7,16,17,19,20,21,22,23,24,25	3
6	Traffic Coordinator	2,8,11	8
7	Reporter 3	1,2,3,7,16,17,19,20,21,22,23,24,25	3
8	News Producer- Part time	2,8,11	2
9	Creative Services	2,6,8,11	11
10		0	
11			
12			
13			
14			

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II	MASTER RECRUITMENT SOURCE LIST (MRSLL)		
RS NUMBER	RS Information	Source Entitled to Vetoary Notification (Yes/No)	No. of Interviewees Referred by RS over Reporting Period
1	WI Broadcasters Assoc Linda Baun 44 E. Mifflin St Madison, WI 53703 (608)255-2800 wi-broadcasters.org	No	1
2	Station Website www.wjfw.com	No	4
3	BEST/TV Jobs Mark Holloway PO Box 4116 Oceanside, CA www.tvjobs.com	No	3
4	Craig's List www.craigslist.org	No	0
5	Nicolet Area Tech College Karen brown PO Box 518 Rhinelander, WI 54501 (715) 365-4410	No	0
6	Station On Air Annr	No	0
7	Media Line Website www.medialine.com	No	0
8	Word of mouth/employee referral	No	4
9	Wisconsin Techconnect wisconsintechconnect.com	No	0
10	Illinois News Broadcaster Assoc www.inba.net	No	0
11	Past Employee/Intern	No	3
12	UW Eau Claire uwec.edu 105 Garfield Ave Eau Claire, WI 54701 715-836-4636	No	
13	UW Stevens Point uwsp.edu 2100 Main St Stevens Point, WI 54481 715-346-0123	No	0
14	UW Milwaukee uwm.edu 2200 E Kenwood Blvd Milwaukee, WI 53211 414-229-1122	No	0
15	UW LaCrosse uwla.edu 1725 State St LaCrosse, WI 54601 608-785-8000	No	0
16	UW Madison wisc.edu 500 Lincoln Drive Madison, WI 53706 608-263-2400	No	1
17	UW Oshkosh uwosh.edu 800 Algoma Blvd Oshkosh, WI 54901 920-424-1234	No	0
18	Sneg a Job Website snegajob.com	No	0
19	UW White Water uww.edu 800 W. Main Street Whitewater, WI 53190 2626-472-1234	No	1
20	UW Marquette marquette.edu 1250 W. Wisconsin Ave Milwaukee, WI 53233 414-288-7250	No	0
21	Lac Du Flambeau Tribe lacduflambeau.com P.O. Box 67 Lac Du Flambeau,WI 54539 715-688-3303	No	0
22	Northwestern University northwestern.edu 633 Clark St. Evanston, IL 60208 847-491-3741	No	0
23	Arizona State University asu.edu 411 North Central Ave Phoenix, AZ 85004 602-496-4636	No	0
24	University of Missouri missouri.edu Columbia, MO 65211 573-882-2121	No	0
25	DePaul University depaul.edu 2400 N. Sheffield Ave Chicago, IL 60614 312-362-8000	No	1
26	newsbtulser.com (data base pulled from website)	No	1
	Total		19

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III

RECRUITMENT INITIATIVES

TYPE OF RECRUITMENT INITIATIVE MENU SELECTION	BRIEF DESCRIPTION OF ACTIVITY
1 Internship Program	<p>During the reporting period, WJFW hosted one winter internship and two summer internships. The Interns earn college credit while they are at the station. The interns were encouraged to participate in the day to day activities in the news department. The interns were also given the opportunity to work in the production department as well. These students were also encouraged to ask questions and were allowed to do reporting on their own. These student interns were under the supervision of the News Director.</p>
2. Station Tours	<p>During the reporting period, WJFW hosted station tours. WJFW always welcomes the public to tour the station WJFW conducts news and weather tours to many different groups.</p> <p>October 2014 ,the Rhinelander Girl Scout troop 7091 came for a tour and a live viewing of the 5pm newscast.</p> <p>April 21st 2015- The station hosted a tour of 13 students from the Merrill High School. They toured the station , and spend most of the time they were here in the weather department.</p> <p>April 22nd, 2015 - The station again hosted a group of 26 students from the Merrill High school. Again, these students got a tour of the whole station, but spend a majority of the time learning about the weather.</p> <p>May 6th, 2015- 13 Students for the Christ Lutheran School in Eagle River came to the station for a weather tour. The students got a tour of the</p>

whole station, but focused mainly on the weather department. July 2015 Scouts Troop 427 toured the station, and mainly focused on the weather department. The troop, along with the group leaders, spend about an hour and a half with the weather department, learning all aspects of putting together a weather forecast.

2 WBA Scholarship

The station also participated in the WBA Scholarship search. WJFW ran a commercial for the WBA encouraging students to apply for the scholarship. The students could then come to the station, or contact the station for application. The applications were all sent into the WBA, and then the winner was decided.

3 Trade Group with Substantial Participation of Women and Minorities

3 The station posts all of its job openings with TV Jobs Job Bank, which has substantial participation of women and minorities.

4 School Appearances

The weather team makes many school visits during the reporting period. They talk to a variety of different age groups when they visit the school. Depending on what age group they are speaking to, the weather team may present different information. For example, when talking to elementary students, they will have more weather experiments, when speaking to an older group, they will have more PowerPoint presentations. During the reporting period, the weather team visited the following places:
January 9th 2015 - Three Lakes

Elementary.

January 21st 2015 - Eagle River Elementary school

March 12th 2015 - Land O' Lakes 2nd Graders

March 27th 2015 - Park Falls School

April 8th 2015 - Rhinelander

Nativity 5th Grade

April 15th 2015 - Rhinelander

Middle School

April 29th 2015 - Phelps Elementary

May 27th 2015 - Arbor Vitea Woodruff Elementary

The news department also makes appearances at schools through the reporting period.

During the school year, a reporter would go to Rhinelander 4k classes and read to the students.

Community Appearances

During the reporting period, WJFW also makes many public appearances and participated in community events.

The weather department does a lot of weather presentation to the public. These presentations include, weather experiments, power point presentations, and a question and answer session.

The following where public weather talks during the reporting period.

January 9th, 2015 - Headwaters Inc., Headwaters is a Rhinelander facility that assists handicapped adults.

April 9th 2015 - Rhinelander

Milestone Senior Living

May 1st 2015 - Rhinelander Senior Center

May 1st 2015 - Treehaven in Tomahawk - 6th - 8th grade students

June 3rd 2015 - Milestone Living Eagle River

July 7th 2015 - Trees for Tomorrow Eagle River. Adults ages 25-75

July 9th 2015 - Silver Lake - Eagle River. Students ages 7-12.

June 24th 2015 - Christ Lutheran School -Eagle River. Children

2-14 and 5 adults.

As well as the weather department, the news department also makes public appearances.

Below are a list of the activities that WJFW staff participated in during the reporting period.

August 19th, 2014 - Reporter MC'd a fashion show at the Eagle River Inn, in Eagle River for the Ministry Eagle River Memorial Hospital Auxiliary.

August 23rd, 2014 - news room and weather staff participated in the Big Brothers Big Sisters Color Dash in Rhinelander

August 29th, 2014 - Reporter MC'd the Prentice Fun Run, in Prentice. Made announcements, counted down the start time, announced raffle winners.

April 4th, 2015 - Weather team judge soup contestants in Boulder Junction. This was a charity event, for the food pantry

April 11th, 2015 - Weather team judge a Maple Syrup contest in Phelps.

Participate in events or programs sponsored by Educational Institutions

The assistant Engineer participated in a job fair at the local college in May of 2015. The job fair was directed toward high school students who were about to graduate.

