

Federal Communications Commission Washington, D.C. 20554  <p style="text-align: center;"><b>FCC 396</b></p>	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY  
<p><b>BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT</b></p> (To be filed with broadcast license renewal application)  Read INSTRUCTIONS Before Filling Out Form		FOR COMMISSION USE ONLY FILE NO. - 20050726ABW

**Section I**

Legal Name of the Licensee WITI LICENSE, INC.		
Mailing Address 5151 WISCONSIN AVE., NW ATTN: MOLLY PAUKER		
City WASHINGTON	State or Country (if foreign address) DC	Zip Code 20016 -
Telephone Number (include area code) 2028953088	E-Mail Address (if available) MOLLYP@FOXTV.COM	
	Facility ID Number 73107	Call Sign WITI
<b>TYPE OF BROADCAST STATION:</b> (if applicable)	Commercial Broadcast Station <input type="radio"/> Radio <input checked="" type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV

**Application Purpose**

- New Program Report
- Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

**Station List**

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WITI	73107	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	MILWAUKEE, WI	<input type="radio"/> Yes <input checked="" type="radio"/> No

**CONTACT PERSON IF OTHER THAN LICENSEE**

Name	Street Address
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JOHN C. QUALE			1440 NEW YORK AVENUE, N.W.
City WASHINGTON	State DC	Zip Code 20005-	Telephone Number 2023717200

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during this license  Yes  No term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees?  Yes  No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

**CERTIFICATION.** This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent MOLLY PAUKER
Title VICE PRESIDENT	Telephone No. ( include area code) 2028953088
Date 7/26/2005	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national

origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

### RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: MARCIA MIKICH	Title: HUMAN RESOURCES DIRECTOR
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

<b>I. EEO PUBLIC FILE REPORT</b> Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
<b>II. NARRATIVE STATEMENT</b> Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

### FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [jboley@fcc.gov](mailto:jboley@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

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### Exhibits

#### Exhibit 1

**Description:** DISCRIMINATION COMPLAINTS

ON APRIL 4, 2000 SHARVETA M. PARKER ALLEGED DISCRIMINATION BASED ON RACE AND RETALIATION, EQUAL EMPLOYMENT OPPORTUNITY COMMISSION (EEOC), CHARGE NUMBER 260A00500, AND ALSO FILED THE CHARGE WITH THE WISCONSIN DEPARTMENT OF WORKFORCE DEVELOPMENT, EQUAL RIGHTS DIVISION (ERD), CASE NO. CR200001275. THE ERD DEFERRED TO THE EEOC UNDER A WORK SHARING AGREEMENT. ON JUNE 12, 2000 THE EEOC DETERMINED THAT IT WAS UNABLE TO CONCLUDE THAT A STATUTORY VIOLATION HAD OCCURRED AND THEREFORE CLOSED THE FILE. THE ERD DISMISSED THE CASE WITH PREJUDICE BECAUSE THE COMPLAINANT FAILED TO REQUEST AN INDEPENDENT INVESTIGATION WITHIN THE REQUIRED TIME.

ON DECEMBER 13, 2002 ANDREA BLACKMON COMPLAINED OF RACE DISCRIMINATION AND RETALIATION TO THE EEOC, CHARGE NUMBER 260A300291, ERD CASE NO. CR2000205173. ON JUNE 24, 2003 THE EEOC DETERMINED THAT IT WAS UNABLE TO CONCLUDE THAT A STATUTORY VIOLATION HAD OCCURRED AND THEREFORE CLOSED THE FILE. THE COMPLAINANT ASKIED THE ERD TO PURSUE AN INDEPENDENT INVESTIGATION. ON OCTOBER 7, 2004 THE ERD MADE AN INITIAL DETERMINATION OF NO PROBABLE CAUSE FOR THE COMPLAINTS AND THEREFORE DISMISSED THEM.

ON APRIL 3, 2003, WANDA ADKINS SUBMITTED A CLAIM TO THE EEOC ALLEGING DISCRIMINATION BASED UPON DISABILITY, CHARGE NUMBER 260-2003-00561, AND ALSO FILED THE SAME CHARGE WITH THE ERD, CASE NO. CR200301628. ON JUNE 23, 2003, THE EEOC DETERMINED THAT IT WAS UNABLE TO CONCLUDE THAT A STATUTORY

VIOLATION HAD OCCURRED AND THEREFORE CLOSED THE FILE.

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**Attachment 1**

**Exhibit 2**

**Description:** EEO PUBLIC FILE REPORTS

SEE ATTACHMENTS

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**Attachment 2**

Description
<a href="#">2003 eeo public file report</a>
<a href="#">2004 eeo public file report</a>
<a href="#">2005 eeo public file report</a>

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**Exhibit 3**

**Description:** OUTREACH

WITI HAD 29 COLLEGE STUDENT INTERNS IN 2003-2005, 11 IN THE NEWS DEPARTMENT, 10 IN SPORTS, 7 IN THE NEWS INVESTIGATIVE REPORTING UNIT, 3 IN METEOROLOGY AND ONE IN THE PRODUCTION DEPARTMENT. THESE STUDENTS WERE FROM MARQUETTE UNIVERSITY, HAMPTON UNIVERSITY, MIAMI UNIVERSITY OF OHIO, ILLINOIS CENTER FOR BROADCASTING, CARROLL COLLEGE, ST. NORBERT COLLEGE, VALPARAISO UNIVERSITY, PURDUE UNIVERSITY, THE UNIVERSITY OF WISCONSIN AND NORTH CENTRAL UNIVERSITY. WITI ALSO SPONSORED WORK-STUDY STUDENTS FROM THE UNIVERSITY OF MISSOURI AND THE UNIVERSITY OF WISCONSIN IN CONNECTION WITH THE EMMA BOWEN FOUNDATION FOR MINORITY INTERESTS IN MEDIA SCHOLARSHIP PROGRAM.

WITI ALSO PARTICIPATED IN SEVERAL JOB SHADOWING PROGRAMS IN WHICH STUDENTS FROM AREA HIGH SCHOOLS, INCLUDING SOUTH MILWAUKEE HIGH SCHOOL, BROWN DEER HIGH SCHOOL, THE PROFESSIONAL LEARNING INSTITUTE, ARROWHEAD HIGH SCHOOL, MUSKEGO HIGH SCHOOL, RUFUS KING HIGH SCHOOL, WEST BEND HIGH SCHOOL, WESTOSHA CENTRAL HIGH SCHOOL, NEW BERLIN WEST HIGH SCHOOL, HOMESTEAD HIGH SCHOOL AND WEST ALLIS CENTRAL HIGH SCHOOL, AND COLLEGES, INCLUDING THE UNIVERSITY OF WISCONSIN, UNIVERSITY SCHOOL OF MILWAUKEE, GATEWAY TECHNICAL COLLEGE AND CARDINAL STRITCH UNIVERSITY, FOLLOWED STAFF AT THEIR JOBS FOR A MONTH. STUDENTS SHADOWED THE NEWS DIRECTOR, 4 NEWS REPORTERS, THE METEOROLOGIST, TWO SPORTS REPORTERS, A CREATIVE SERVICES EMPLOYEE, A PHOTOJOURNALIST AND A SALES EXECUTIVE. A MILWAUKEE PUBLIC SCHOOL TEACHER ALSO PARTICIPATED AS A JOB SHADOW IN DECEMBER 2004. WITI'S METEOROLOGIST PARTICIPATES ON AN ONGOING BASIS IN A PROGRAM IN WHICH WITI IS A CERTIFICATION SITE FOR A WEATHER BADGE IN SCOUTING.

WITI STAFF ALSO PARTICIPATES IN EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREERS IN BROADCASTING. IN SEPTEMBER 2003 ANCHOR/REPORTER JOANNE WILLIAMS HOSTED A CAREER TALK WITH 3-5TH GRADERS AT GRANVILLE ELEMENTARY SCHOOL. ALSO IN SEPTEMBER, 2003 ART DIRECTOR KATHLEEN TANK PARTICIPATED IN CAREER CONVENTIONS FOR ALUMNAE AND STUDENTS AT MOUNT MARY COLLEGE. ON OCTOBER 4 AND 5, 2003 NEWS MANAGING EDITOR MARK VITTORIO AND HUMAN RESOURCES DIRECTOR MARCIA MIKICH PARTICIPATED IN THE MARQUETTE UNIVERSITY CAREER FAIR. MARCIA MIKICH ALSO SPOKE TO CARDINAL STRITCH UNIVERSITY'S INTRODUCTION TO BROADCASTING CLASS. IN NOVEMBER 2003 JOANNE WILLIAMS HOSTED A CAREER TALK WITH STUDENTS FROM WEST BEND HIGH SCHOOL. ALSO IN NOVEMBER 2003 ANCHOR/REPORTER RICHARD RANSOM AND MARCIA MIKICH SERVED ON A CAREER PANEL FOR MIDDLE SCHOOL STUDENTS AT ESCUELA VIEAU MIDDLE SCHOOL. IN MAY 2004 A WITI ENGINEER PARTICIPATED IN GARFIELD MATH/SCIENCE ELEMENTARY SCHOOL'S ANNUAL CAREER ON WHEELS. IN OCTOBER 2004 REPORTER BOB MOORE GAVE A CAREER TALK AT TRINITY EVANGELICAL SCHOOL AND METEOROLOGIST ERIC BRAATE TALKED TO THIRD GRADERS ABOUT WEATHER AND EQUIPMENT AT BEN FRANKLIN ELEMENTARY SCHOOL. ON OCTOBER 4, 2004 NEWS MANAGING EDITOR MARK VITTORIO REPRESENTED WITI AT MARQUETTE UNIVERSITY'S JOB FAIR, AND HE AND HUMAN RESOURCES DIRECTOR MARCIA MIKICH ATTENDED CONCORDIA UNIVERSITY'S HIGH SCHOOL JOB FAIR ON NOVEMBER 8, 2004. ON MARCH 11, 2005 SPORTS DIRECTOR TOM PIPINES SPOKE AT CONCORDIA UNIVERSITY'S 'JOB OLYMPICS.' ON APRIL 8, 2005 ANCHOR/REPORTER JOANNE WILLIAMS GAVE A CAREER TALK TO STUDENTS AT WILLIAM GEORGE BRUCE SCHOOL. ALSO ON THAT DAY ANCHOR/REPORTER ALISON GILMAN PARTICIPATED IN 'CAREER CAFE' AT WOODSIDE SCHOOL, AND METEOROLOGIST BART ADRIANH GAVE A CAREER TALK TO STUDENTS AT ST. PETER SCHOOL. ON APRIL 21, 2005 ANCHOR/REPORTER BRAD HICKS SPOKE TO 7TH AND 8TH GRADERS ABOUT HIS CAREER AT GLENDALE RIVER FALLS MIDDLE SCHOOL. ON APRIL 28, 2005 REPORTER BOB MOORE PARTICIPATED IN A CAREER DAY PROGRAM AT RIVERVIEW SCHOOL.

IN AUGUST 2003 A WITI ENGINEER TOOK THE STATION'S ENG TRUCK TO ST. PAUL'S LUTHERAN CHURCH URBAN WORK MINISTRY PROGRAM CAREER DAY. IN AUGUST 2003 MARCIA MIKICH SPOKE TO EXECUTE MEDIA PROJECT, A PROGRAM OF THE BOYS AND GIRLS CLUB OF GREATER MILWAUKEE THAT INTRODUCES STUDENTS TO EDUCATIONAL AND EMPLOYMENT OPPORTUNITIES IN AUDIO/VISUAL TECHNICAL CAREERS. SHE ALSO SHOWED A BROADCAST CAREER VIDEO. IN JANUARY 2005 SPORTS DIRECTOR TOM PIPINES AND ENGINEER ALEX BROESKE SPOKE TO CUB SCOUTS AT WILSON SCHOOL. IN APRIL 2005 ANCHOR/REPORTER KATRINA CRAVY SPOKE TO A GROUP OF 5TH-7TH GRADERS AT THE YWCA 'GIRLS NIGHT OUT.' ON APRIL 20, 2005 ANCHOR/REPORTER ALISON GILMAN PARTICIPATED IN THE SCHOLASTIC PRESS ASSOCIATION'S ANNUAL CONFERENCE AT THE UNIVERSITY OF WISCONSIN.

WITI CONDUCTED SEVERAL INTERNAL TRAINING PROGRAMS DESIGNED TO ASSIST EXISTING EMPLOYEES IN CAREER ADVANCEMENT. IN JANUARY 2004 A VIDEO EDITOR WAS INTERNALLY PROMOTED TO PHOTOJOURNALIST AS A RESULT OF WITI'S FORMAL VIDEOGRAPHY TRAINING PROGRAM. IN AUGUST 2003 MANAGEMENT LEVEL EMPLOYEES WERE TRAINED IN WRITING EFFECTIVE PERFORMANCE APPRAISALS. IN MARCH 2004 WITI HELD A TRAINING SESSION ON SEXUAL HARRASSMENT. IN JUNE 2004 MANAGEMENT EMPLOYEES HELD A DISCUSSION ON AFFIRMATIVE ACTION AND STATION GOALS. MANAGERS AND SUPERVISORS WERE PROVIDED 'PEOPLE FIRSTMANAGEMENT' TRAINING, AND MANAGERS WERE PROVIDED 'DISCIPLINE VS. DISCRIMINATION' TRAINING.

IN ADDITION TO POSTING ALL OPEN POSITION NOTICES INTERNALLY, CIRCULATING THEM AMONG OTHER FOX-OWNED TELEVISION STATIONS, HAVING THEM AVAILABLE AT THE STATION FRONT DESK FOR WALK-IN APPLICANTS DURING REGULAR BUSINESS HOURS AND POSTING THEM ON THE STATION WEBSITE, WITI SENDS OPEN POSITION NOTICES TO A VARIETY OF ORGANIZATIONS REPRESENTING WOMEN AND MINORITIES, INCLUDING THE YWCA, MILWAUKEE URBAN LEAGUE, NAACP OF MILWAUKEE, STRIVE MEDIA INSTITUTE, HISPANIC PROFESSIONALS OF GREATER MILWAUKEE, WISCONSIN BLACK MEDIA ASSOCIATION AND ALVERNO COLLEGE. WITI ALSO SENDS JOB POSTINGS TO A NUMBERS OF ORGANIZATIONS, PUBLICATIONS AND WEBSITES, INCLUDING TVJOBS.COM, MEDIALINE.COM, ILLINOIS NEWS BROADCASTERS ASSOCIATION, INTERNATIONAL RADIO & TELEVISION SOCIETY, TVSPY.COM, ASIAN AMERICAN JOURNALISTS' ASSOCIATION, NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS, NATIONAL ASSOCIATION OF BLACK JOURNALISTS (NABJ), NABJ CHICAGO CHAPTER, IRE.ORG (INVESTIGATIVE REPORTERS' ASSOCIATION, JOURNALISMNEXT.COM, BROADCAST/CABLE FINANCIAL MANAGERS, SPOTS 'N DOTS (TV SALES), COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM, UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM, UNIVERSITY OF WISCONSIN, MARQUETTE UNIVERSITY, MILWAUKEE AREA TECHNICAL COLLEGE, NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, ALVERNO COLLEGE, MOUNT MARY COLLEGE, MILWAUKEE INSTITUTE OF ART & DESIGN, MILWAUKEE SCHOOL OF ENGINEERING, LATPRO.COM, GRAEME NEWELL'S MARKETING IDEANET, MILWAUKEE JOURNAL SENTINEL AND NORTHWESTERN UNIVERSITY, MEDILL SCHOOL OF JOURNALISM, RECRUITER NETWORK, I HIRE ENGINEERS.COM, B-ROLL.COM, ASSOCIATION OF BLACK ENGINEERS, HISPANIC CHAMBER OF COMMERCE, UNITED MIGRANT OPPORTUNITY SERVICES, MINORITIES JOB BANK PROFESSIONAL AND TECHNICAL POSITIONS AND BROWN COLLEGE.

IN 2005 WITI PURCHASED 'CAREERS IN BROADCASTING' BOOKLETS AND DISTRIBUTED THEM FREE OF CHARGE TO HIGH SCHOOL COUNSELORS AND STUDENTS. WITI ALSO PRODUCED AND AIRED A PUBLIC SERVICE ANNOUNCEMENT TELLING ORGANIZATIONS INTERESTED IN EQUAL EMPLOYMENT OPPORTUNITES HOW TO CONTACT THE STATION.

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**Attachment 3**

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# Recruitment Reconciliation Form

**Station:**                     WITI                                          **Date Position Filled:**   8/17/04  

**Position/Job Title:**                      Reporter/Anchor                                          **Job Classification:** Professional

**Recruitment Source<sup>1</sup>:**                      Fox 6 -WITI-TV Web Site (www.fox6milwaukee.com)                    

**Contact Person:**                      M. Mikich, Dir. HR                    

**Address:**                      9001 N. Green Bay Rd.                    

Milwaukee, WI 53209                    

**Phone #:**                      (414) 355-6666                    

**Total # of Interviewees:**                                          6                    

Referral Sources <sup>2</sup>	No. of Interviewees
<b>Name:</b> <u>Broadcast Image Group                    </u> <b>Contact Person:</b> <u>M. Schibel                    </u> <b>Phone #:</b> <u>210-828-6664                    </u> <b>Address:</b> <u>4477 Broadway, Suite 100                    </u> <b>City:</b> <u>San Antonio                    </u> <b>State:</b> <u>TX                    </u> <b>Zipcode:</b> <u>78209                    </u>	1
<b>Name:</b> <u>Fox 6 - WITI-TV Web Site (www.fox6milwaukee.com)                    </u> <b>Contact Person:</b> <u>M. Mikich, Dir. HR                    </u> <b>Phone #:</b> <u>414-355-6666                    </u> <b>Address:</b> <u>9001 N. Green Bay Rd.                    </u> <b>City:</b> <u>Milwaukee                    </u> <b>State:</b> <u>WI                    </u> <b>Zipcode:</b> <u>53209                    </u>	4
<b>Name:</b> <u>DB &amp; Associates - agency                    </u> <b>Contact Person:</b> <u>                    </u> <b>Phone #:</b> <u>610-767-6183                    </u> <b>Address:</b> <u>P.O. Box 353                    </u> <b>City:</b> <u>Neffs                    </u> <b>State:</b> <u>PA                    </u> <b>Zipcode:</b> <u>18065                    </u>	1
<b>Name:</b> <u>                    </u> <b>Contact Person:</b> <u>                    </u> <b>Phone #:</b> <u>                    </u> <b>Address:</b> <u>                    </u> <b>City:</b> <u>                    </u> <b>State:</b> <u>                    </u> <b>Zipcode:</b> <u>                    </u>	
<b>Name:</b> <u>                    </u> <b>Contact Person:</b> <u>                    </u> <b>Phone #:</b> <u>                    </u> <b>Address:</b> <u>                    </u> <b>City:</b> <u>                    </u> <b>State:</b> <u>                    </u> <b>Zipcode:</b> <u>                    </u>	

<sup>1</sup> **Recruitment Source:** Identify by name the source that referred the successful job candidate.

<sup>2</sup> **Referral Sources:** Identify the organization, agency, person(s), etc. that referred the interviewees.

# Recruitment Reconciliation Form

**Station:**                     WITI                                          **Date Position Filled:**   10/14/05  

**Position/Job Title:**            Anchor/Reporter            **Job Classification:** Professional

**Recruitment Source<sup>1</sup>:**        Talent Dynamics \_\_\_\_\_

**Contact Person:**            Sandra Connell \_\_\_\_\_

**Address:**                        8828 Stemmons, Suite 510 \_\_\_\_\_

Dallas, TX 75247 \_\_\_\_\_

**Phone #:**                        (214) 630-9590 \_\_\_\_\_

**Total # of Interviewees:**                        4                    

Referral Sources <sup>2</sup>	No. of Interviewees
<b>Name:</b> <u>Talent Dynamics</u> <b>Contact Person:</b> <u>Sandra Connell</u> <b>Phone #:</b> <u>214-630-9590</u> <b>Address:</b> <u>8828 Stemmons, Suite 510</u> <u>www.talentedynamics.com</u> <b>City:</b> <u>Dallas</u> <b>State:</b> <u>TX</u> <b>Zipcode:</b> <u>75247</u>	4
<b>Name:</b> _____ <b>Contact Person:</b> _____ <b>Phone #:</b> _____ <b>Address:</b> _____ <b>City:</b> _____ <b>State:</b> _____ <b>Zipcode:</b> _____	
<b>Name:</b> _____ <b>Contact Person:</b> _____ <b>Phone #:</b> _____ <b>Address:</b> _____ <b>City:</b> _____ <b>State:</b> _____ <b>Zipcode:</b> _____	
<b>Name:</b> _____ <b>Contact Person:</b> _____ <b>Phone #:</b> _____ <b>Address:</b> _____ <b>City:</b> _____ <b>State:</b> _____ <b>Zipcode:</b> _____	
<b>Name:</b> _____ <b>Contact Person:</b> _____ <b>Phone #:</b> _____ <b>Address:</b> _____ <b>City:</b> _____ <b>State:</b> _____ <b>Zipcode:</b> _____	
<b>Name:</b> _____ <b>Contact Person:</b> _____ <b>Phone #:</b> _____ <b>Address:</b> _____	

<sup>1</sup> **Recruitment Source:** Identify by name the source that referred the successful job candidate.

<sup>2</sup> **Referral Sources:** Identify the organization, agency, person(s), etc. that referred the interviewees.



# Recruitment Reconciliation Form

**Station:** WITI **Date Position Filled:** 3/18/05  
**Position/Job Title:** Account Executive **Job Classification:** Salesperson  
**Recruitment Source<sup>1</sup>:** Fox Stations Sales  
**Contact Person:** Internal Postings - WTTG HR  
**Address:** 500 N. Michigan Ave. Ste. 900  
Chicago, IL 60611  
**Phone #:** 312-644-1244  
**Total # of Interviewees:** 4

Referral Sources <sup>2</sup>	No. of Interviewees
<b>Name:</b> <u>Fox Station Sales</u> <b>Contact Person:</b> <u>Chicago Office</u> <b>Phone #:</b> <u>312-644-1244</u> <b>Address:</b> <u>500 N. Michigan Ave. Ste 900</u> <b>City:</b> <u>Chicago</u> <b>State:</b> <u>IL</u> <b>Zipcode:</b> <u>60611</u>	1
<b>Name:</b> <u>Employee Referral</u> <b>Contact Person:</b> <u>R. O'Neil</u> <b>Phone #:</b> <u>414-355-6666</u> <b>Address:</b> <u>9001 N. Green Bay Rd.</u> <b>City:</b> <u>Milwaukee</u> <b>State:</b> <u>WI</u> <b>Zipcode:</b> <u>53209</u>	1
<b>Name:</b> <u>Contacted Station on own - Human Resources</u> <b>Contact Person:</b> <u>M. Mikich</u> <b>Phone #:</b> <u>414-355-6666</u> <b>Address:</b> <u>9001 N. Green Bay Rd.</u> <b>City:</b> <u>Milwaukee</u> <b>State:</b> <u>WI</u> <b>Zipcode:</b> <u>53209</u>	1
<b>Name:</b> <u>Golden Media - agency</u> <b>Contact Person:</b> <u>unknown</u> <b>Phone #:</b> <u>unknown</u> <b>Address:</b> <u>unknown</u> <b>City:</b> _____ <b>State:</b> _____ <b>Zipcode:</b> _____	1

<sup>1</sup> **Recruitment Source:** Identify by name the source that referred the successful job candidate.

<sup>2</sup> **Referral Sources:** Identify the organization, agency, person(s), etc. that referred the interviewees.



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# Recruitment Reconciliation Form

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**Station:**                     WITI                                          **Date Position Filled:**           4/15/05          

**Position/Job Title:**           Reporter                                          **Job Classification:**           Professional                    

**Recruitment Source<sup>1</sup>:**           On Own – also Former WITI Employee                    

**Contact Person:**           M. Aquino                    

**Address:**           9001 N. Green Bay Rd.                      
          Milwaukee, WI 53209                    

**Phone #:**           414-355-6666                    

**Total # of Interviewees:**           1                    

Referral Sources <sup>2</sup>	No. of Interviewees
<b>Name:</b> <u>          Contacted WITI Station on own –                    </u> <b>Contact Person:</b> <u>          M. Aquino                    </u> <b>Phone #:</b> <u>          414-355-6666                    </u> <b>Address:</b> <u>          9001 N. Green Bay Rd.                    </u> <b>City:</b> <u>          Milwaukee                    </u> <b>State:</b> <u>          WI                    </u> <b>Zipcode:</b> <u>          53209                    </u>	1

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<sup>1</sup> **Recruitment Source:** Identify by name the source that referred the successful job candidate.

<sup>2</sup> **Referral Sources:** Identify the organization, agency, person(s), etc. that referred the interviewees.



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# Recruitment Reconciliation Form

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<b>Name:</b> <u>Wisconsin Job Net &amp; America's</u> <b>Contact Person:</b> <u>Wisconsin Dept. of Workforce Development - Job Service</u> <b>Address:</b> <u>www.dwd.state.wi.us</u> <b>City:</b> <u>Madison</u> <b>State:</b> <u>WI</u> <b>Zipcode:</b> <u></u>	<b>2</b>
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# Recruitment Reconciliation Form

**Station:** WITI **Date Position Filled:** 6-6-05  
**Position/Job Title:** News Producer **Job Classification:** Professional  
**Recruitment Source<sup>1</sup>:** Tvjobs.com  
**Contact Person:** M. Holloway  
**Address:** P.O. Box 4116  
Oceanside, CA 92052  
**Phone #:** n/a  
**Total # of Interviewees:** 8

Referral Sources <sup>2</sup>	No. of Interviewees
<b>Name:</b> <u>Fox TV Station Internal Postings</u> <b>Contact Person:</b> <u>N. Mills - KMSP HR</u> <b>Phone #:</b> <u>952-944-9999</u> <b>Address:</b> <u>11358 Viking Dr.</u> <b>City:</b> <u>Eden Prairie</u> <b>State:</b> <u>MN</u> <b>Zipcode:</b> <u>55344</u>	1
<b>Name:</b> <u>University of MO - KMOU TV</u> <b>Contact Person:</b> <u>S. Woelfel</u> <b>Phone #:</b> <u>573-882-8888</u> <b>Address:</b> <u>Hwy 63 S.</u> <b>City:</b> <u>Columbia</u> <b>State:</b> <u>MO</u> <b>Zipcode:</b> <u>65201</u>	1
<b>Name:</b> <u>University of Wisconsin - Milwaukee</u> <b>Contact Person:</b> <u>M. Zoromski</u> <b>Phone #:</b> <u>414-229-1122</u> <b>Address:</b> <u>Dept. Of Journalism &amp; Mass Communications</u> <b>City:</b> <u>Milwaukee</u> <b>State:</b> <u>WI</u> <b>Zipcode:</b> <u>53211</u>	1
<b>Name:</b> <u>TV jobs.com Web site</u> <b>Contact Person:</b> <u>M. Holloway, Broadcast Employment Services</u> <b>E-mail:</b> <u>jobs@tvjobs.com</u> <b>Address:</b> <u>P.O. Box 4116</u> <b>City:</b> <u>Oceanside,</u> <b>State:</b> <u>CA</u> <b>Zipcode:</b> <u>92052</u>	3
<b>Name:</b> <u>Fox 6 Web Site</u> <b>Contact Person:</b> <u>M. Mikich</u> <b>Phone #:</b> <u>414-355-6666</u> <b>Address:</b> <u>9001 N. Green Bay Rd.</u> <b>City:</b> <u>Milwaukee</u> <b>State:</b> <u>WI</u> <b>Zipcode:</b> <u>53209</u>	1
<b>Name:</b> <u>WMTV - Fox 6 Sister Station</u> <b>Contact Person:</b> <u>News Dept.</u> <b>Phone #:</b> <u>608-274-1515</u> <b>Address:</b> <u>615 Forward Dr.</u>	1

<sup>1</sup> **Recruitment Source:** Identify by name the source that referred the successful job candidate.

<sup>2</sup> **Referral Sources:** Identify the organization, agency, person(s), etc. that referred the interviewees.

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# Recruitment Reconciliation Form

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City: Madison

State: WI

Zipcode: 53711

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# Recruitment/Outreach Initiatives 2004-2005

## I. Internship programs

WITI 's internship programs are listed on our website at [www.fox6milwaukee.com](http://www.fox6milwaukee.com) and are also included in the current WBA (Wisconsin Broadcasters Association) listing of current statewide broadcasting internships

**News :** 4 participants during reporting period:

- University of Wisconsin - Milwaukee (Spring 2005) – 1
- Marquette University (Summer 2005) -1
- UW-Whitewater (Summer 2005) -1
- Hampton University – VA (Summer 2005)– 1

**Sports:** 6 participants during reporting period:

- Illinois Center for Broadcasting (Fall 2004) – 1
- St. Norbert College – DePere, WI (Summer 2005) – 1
- University of Miami - FL (Summer 2005) - 1
- University of Iowa (Summer 2005) – 1
- Carroll College – Waukesha, WI (Summer 2005) – 1
- University of Wisconsin – Milwaukee (Summer 2005) -1

**Contact 6/Investigative Unit:** 1 participant during reporting period:

- Miami University -Ohio (Summer 2005) –1

**Meteorology:** 3 participants during reporting period

- University of Wisconsin - Milwaukee (Summer 2005) – 2
- University of Wisconsin – Madison (Summer 2005) - 1

## II. Participation in Scholarship Programs:

**Sponsor Work-Study Scholarship Student - Emma Bowen Foundation for Minority**

**Interests in Media**

Fall 2004 – 1 student graduated from the University of MO – Columbia

New student started program June 2005 – attending University of Wisconsin – Milwaukee  
in Fall 2005

### **III. Job Shadowing/Career Opportunities in Broadcasting**

- Arrowhead High School– July 2005 - News – 1 Participant
- Muskego High School– Meteorology - May 2005 - 1 Participant
- Rufus King High School – News Reporter - April 2005 – 1 Participant
- West Bend High School – Meteorology - March 2005 – 1 Participant
- Westosha Central High School–Creative Services - March 2005 – 1 Participant
- University School of Milwaukee – News – January 2005 – 1 Participant
- New Berlin West High School – Creative Services – December 2004 – 1 Participant
- Gateway Technical College – News Reporter – December 2004 – 1 Participant
- Homestead High School – Sports – October 2004 – 1 Participant

Job Shadowing for Area Teachers:

- Milwaukee Public Schools – 1 Participant (December 2004)

#### **IV. Participating in events sponsored by educational institutions relating to career opportunities in broadcasting**

- October 2004: Reporter Bob Moore gave a career talk at Trinity Ev. Lutheran School in Mequon
- October 2004: Meteorologist Eric Braate talked to 3<sup>rd</sup> graders about weather and equipment at Ben Franklin Elementary – Menomonee Falls
- October 4, 2004: Managing Editor, Mark Vittorio attended the Marquette University Career Fair .
- Managing Editor, Mark Vittorio and Human Resources Director, Marcia Mikich attended Concordia University's High School Job Fair on November 9, 2005.
- April 8, 2005: Joanne Williams, Anchor/Reporter gave a career talk to students at William George Bruce School in Milwaukee
- April 8, 2005: Alison Gilman, Anchor/Reporter participated in "Career Café" and talked about her career at Woodside School in Sussex
- April 8, 2005: Meteorologist Bart Adrian gave a career talk to the students at St. Peter School in Slinger
- April 21, 2005: Anchor/Reporter, Brad Hicks, spoke to 7<sup>th</sup> & 8<sup>th</sup> graders about his career and jobs at Fox 6 to Glendale River Hills Middle School – Milwaukee
- April 28, 2005: Reporter Bob Moore participated in a career day program at Riverview School in Silver Lake
- March 11, 2005: Sports Director, Tom Pipines speaks to a group at the "Job Olympics" held at Concordia University

#### **V. Participation in events sponsored by community groups active in broadcast employment/employment**

- January 2005: Sports Director, Tom Pipines and Broadcast Engineer, Alex Broeske speak to Cub Scouts at Wilson School in Mequon
- April 2005: Anchor/Reporter, Katrina Cravy spoke to the "Girls Night Out" group (5-7<sup>th</sup> graders) at the YMCA about her career..

- April 20, 2005: Alison Gilman, Anchor/Reporter participated in the Scholastic Press Association annual conference at the University of Wisconsin – Oshkosh (High School Students interested in Journalism)
- Bart Adrian – WITI Meteorologist – Certification site /program for Weather Badge in Scouting

**VI. Training:**

- Provided reporter training to Emma Bowen scholarship student .
- Managers and Supervisors: - People First Management
- Managers: - Discipline vs. Discrimination
- On going training on new equipment

**VII. Any other activity intended to disseminate information about employment opportunities to job candidates who otherwise might be unaware of them**

**WITI produced and used its air time to air an announcement to any organization interested in employment opportunities and how to contact us. Also announced our organization is an Equal Opportunity Employer and listed our web site.**

**WITI purchased Careers in Broadcasting booklets and distribute them to students and HS counselors at no charge.**

**Following organizations were/are sent WITI Postings on a regular basis:  
(Sample of posting attached)**

1. Milwaukee – NAACP
2. Strive Media Institute – Mathew Johnson
3. Hispanic Professionals of Greater Milwaukee
4. Wisconsin Black Media Association
5. Milwaukee Center for Independence
6. Brown College – Minneapolis

Production

7. Minorities Job Bank Professional and Technology Positions
8. AAJA – Asian American Journalists Association
9. NAHJ – National Association of Hispanic Journalists
10. Hispanic Chamber of Commerce
11. Milwaukee Urban League
11. MATC – Milwaukee Area Technical College – Dept. of Television and Video
12. United Migrant Opportunity Services
13. Alverno College
14. Marquette University
15. Mount Mary College
16. University of Wisconsin – Milwaukee
17. University of Wisconsin – Oshkosh
18. University of Wisconsin – Whitewater
19. University of Wisconsin – Eau Claire
20. MSOE (Milwaukee School of Engineering)
21. MIAD (Milwaukee Institute of Art and Design) Career Services
22. Spots and Dots
23. Positions posted on Wisconsin Job Net and America  
Job Net
24. All positions posted on Web site at :  
[www.fox6milwaukee.com](http://www.fox6milwaukee.com)
25. All positions posted internally at WITI
26. Postings available at the front desk during normal  
business hours for walk-ins.
10. All postings sent to other 35 FTS owned and operated  
stations.

**Following organizations/websites/publications were used for job postings /recruitment during reporting period:**

1. TVJobs.com
2. Medialine.com
3. Wisconsin Black Media Association
4. TVSpy.com
5. AAJA (Asian American Journalist Association)
6. NAHJ (National Association of Hispanic Journalists)
7. NAJA (Native American Journalist Association)
8. NABJ (National Association of Black Journalists)
9. NABJ – Chicago Chapter
10. JournalismNext.com
11. SBE – Society of Broadcast Engineers web site
12. SMPTE – Society of Motion Picture and Television Engineers
13. Spots N Dots (TV Sales)
14. University of Missouri School of Journalism – Columbia
15. University of Wisconsin- Milwaukee
16. Marquette University
17. MATC (Milwaukee Area Technical College)
18. NPPA (National Press Photographers Association)
19. Alverno College
20. Mount Mary College
21. MIAD (Milwaukee Institute of Art & Design)
22. MSOE (Milwaukee School of Engineering)
23. LatPro.com
24. Graeme Newells' Marketing Ideanet
25. Association of Black Engineers
26. B-roll.com
27. University of Wisconsin – Whitewater
28. Talent Dynamics
29. Recruiter Network
30. I Hire Engineering.com

**SAMPLE JOB POSTING**

**FOX TELEVISION STATIONS, INC.  
WITI-TV/FOX 6, Milwaukee**

**June 8, 2005**

This is a brief summary of current available positions and is not meant to be construed as a complete or exhaustive list of duties/responsibilities or required skills. Also visit our web site at <http://www.fox6milwaukee.com> and click on “**Job Line**”.

News

**VP/News Director:** Extraordinary opportunity to lead and direct our award winning news team. This position provides the strategy, creative insight and administrative savvy for a news operation that produces over 43 hours of local news per week. Essential duties include program development, on-air recruiting, budget administration, personnel development and newsroom leadership. The News Director is responsible for overseeing critiques of news product, critiques of on air personnel and staying up to date regarding the industry's technical developments. This position is also responsible for maintaining professional guidelines and standards of news broadcasts and staff. The News Director must have a superior understanding of the libel laws as they apply to broadcast journalism and an understanding of the professional journalist's rights and responsibilities. The News Director handles all inquiries and correspondence from the public regarding news matters. This individual must be a superb motivator and communicator in addition to a creative news strategist. A minimum of five years experience as a News Director or Assistant News Director is needed.

**Reporter/Weekend Anchor:** Generates and enterprises daily story ideas, cultivates news sources, demonstrates knowledge of current events/community issues. Keeps accurate and up-to-date files on places/events/ people and provides daily story notes outlining ideas for future stories. Ability to meet station's qualitative standards under deadline pressure. Co-anchors 2 hours of Saturday evening newscasts and provides fill-in which includes 7+ hours of daily news programming. May include live field anchoring and special events. Works in partnership with photojournalists and editors. Must adhere to all reporting standards in regards to legal and ethical issues, libel news laws as they apply to broadcast journalism and an understanding of rights and responsibilities as a journalist under all local, state and federal law. The reporter/anchor is on call 24 hours a day. A minimum of 1-2 years prior television broadcast anchoring experience. Must demonstrate proven experience in news reporting and newsroom leadership. College degree in Journalism or equivalent degree preferred. Must be an energetic, effective and clear communicator that can tell and sell a story.

**News Producer:** - Determines content of the newscast, edits scripts and oversees videotapes; supervises activities of anchors, reporters, editors; must be a skilled broadcast news copy writer that takes a creative, informative and engaging approach to presenting the news. Must have 2-5 years proven progressive experience producing television newscasts for broadcast television with strong leadership skills.

**Executive Producer – PM:** This position plans, coordinates staff, content, production and image of the 9pm and 10pm evening newscasts. Oversees newscast production crew which includes producers, anchors, reporters, photojournalists, assignment editors, ENG crews, directors. Demonstrates solid journalistic/ethical decision making by selecting and producing stories and newscasts that are meaningful, accurate, fair and creative. Works effectively in communicating goals and assignments to newscast team. Helps team prioritize information under deadline pressure. Demonstrates knowledge of the requirements of each individual newscast as well as the varying viewer needs. Works with anchors to ensure best writing and delivery of news, works with staff to write and produce effective promos and teases. Coaches producers to ensure creative newscasts in terms of writing, visualization and impact. Gives instruction in best writing and production techniques. Facilitates and ensures productive flow of information from field to newsroom. Works with the Assignment Desk to make sure desired story elements and breaking news events receive proper response. Minimum of 3-5 years experience in producing broadcast newscasts. Journalism degree preferred. Proven newsroom leadership skills and ability to motivate a team and act as a collaborative influence between departments is a must. Strong creative visual sense and knowledge of contemporary graphics and production. Excellent writing skills, organizational skills and ability to prioritize under pressure.

**Photojournalist:** This position not only operates news gathering and editing equipment to obtain the best visuals for the story, but collaborates with reporters and the team to produce news stories/specials with “moments” that are memorable and get attention. Photojournalists also may work alone to secure a story or breaking news. Minimum 2 yrs college experience with emphasis in journalism and broadcast news photographic video experience or equivalent combination. Must have an understanding of libel laws of journalism and artistic principles of video editing. Must be able to physically lift and carry camera equipment and have a valid driver’s license.

**General Assignment Reporter:** Generates and enters daily story ideas, cultivates news sources, demonstrates knowledge of current events/community issues. Keeps accurate and up to date files on places/events/people and provides daily story notes outlining ideas for future stories. Ability to meet station’s qualitative standards under deadline pressure. Works in partnership with photojournalists and editors. Must adhere to all reporting standards in regards to legal and ethical issues, libel news laws as they apply to broadcast journalism and understanding rights, responsibilities and laws. On call 24/7. Minimum 1-2 years prior on-air TV Broadcast reporting experience. Journalism degree preferred. Must be effective energetic and clear communicator.

**Sales & Marketing**

Account Executive: Initiates local sales and service calls with agencies and direct accounts; focuses on growing existing business and developing new/incremental business; 2+ years of advertising sales with strong organizational skills and proficiency with Excel, TV Scan and Scarborough preferred. Candidates need to multi-task various activities and have proven experience doing so.

**Contact: Marcia Mikich, SPHR, Director of Human Resources**  
**Fox 6 - Milwaukee**  
**9001 N. Green Bay Rd.**  
**Milwaukee, WI 53209**  
**fax: (414) 354-7491**  
[mmiki623@foxtv.com](mailto:mmiki623@foxtv.com)

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