

Morgan Murphy Media



July 29, 2021

Letter to Public File

EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080© (6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of WISC-TV, Madison, Wisconsin and is required to be placed in the public inspection files of WISC-TV and posted on its website, www.channel3000.com The information contained in this report covers the time period beginning August 1, 2020 to and including July 31, 2021.

The FCC's 2003 EEO Rule requires that this Report contain the following information.

1. A list of all full-time vacancies filled by WISC-TV 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© (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 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 Section 73.2080© (2) of the FCC Rules.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or via email.

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Please see the attached spreadsheet listing all full-time positions filled during the period of 08/01/2020–07/31/2021, recruitment sources used to fill those vacancies, recruitment source for each hire, and recruitment source for each interviewee. Also attached is a listing of recruitment sources including address, contact person, and telephone number.

Supplemental initiatives implemented between 08/01/2020 – 07/31/2021:

- On-going full-time paid internship program in News. Dept. (Jan-June and June-Dec) providing students with “real-life” experiences. Includes writing, editing, and on-air reporting.
- Participation by Kate Doty in the National Association of Broadcasters’ Broadcast Leadership Training program. This is a year-long training program which began in September 2020 and focuses on educating broadcast professionals on media company ownership and leadership principles
- Attendance at the WBA Winter Virtual Job Fair from March 1-5, 2021, by Director of Talent and Team Development, Kate Doty.
- Attendance at the WBA Spring Virtual Job Fair from June 7-11, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in a virtual group speaking session with the Digital Career Opportunities Worldwide on April 21, 2021, to discuss job search best practices and career search advice to recent


journalism and media graduates, by VP of News, Colin Benedict and Director of Talent and Team Development, Kate Doty.

- Attendance at UW-Madison's Advertising and Communications Career Fair on Wednesday, March 10, 2021.
- Panel participation in the National Association of Broadcasters' event titled "*The Future of Work*" on June 23, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in a HireX Virtual Diversity Job Fair, based out of Chicago, IL on June 22, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in a 6-week course via Villanova University focused on Strategic Organizational Leadership, between May 2-June 15, 2021, by Director of Talent and Team Development, Kate Doty.
- Station tour and job shadow visit by area H.S. Senior who is interested in learning about TV News and what a career in journalism would look like. Station tour and job shadow hosted by WISC News Anchor, Eric Franke, on July 21, 2021.
- Participation in the Dane County Job Center virtual job fair on June 30, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in News Director training through the Kneeland Foundation on March 3-5, 2021, by Assistant News Director, Lane Kimbell. This training focused on diversity within a newsroom.
- Attendance at monthly training sessions hosted by the Kneeland Foundation by News Director, Sarah Gray. These sessions were held on Dec 10, Feb 18, Mar 12, April 7, and May 26, 2021. They covered topics such as:
 - Culture training
 - Census data interpretation
 - Integration of hybrid workspaces
 - COVID focused challenges/opportunities
 - Employee burnout
 - The evolution of OTT
 -
- Participation in WBA's spring roundtable discussion on March 6, 2021, with college graduates focused on career search and first-time careers, by Assistant News Director, Lane Kimbell and News Director, Sarah Gray.

- Full newsroom participation in a 6-session training with Smith Geiger focused on ramping up newsroom production value. Sessions were held on April 14, April 28, May 11, June 1, June 8, and June 22, 2021.
- Participation in a 4-part RTDNA training session called "Countdown to Election Day". The training sessions focused on election preparation and ethics, troll busting, fostering innovation, and being an ally. These sessions were held in both September and October of 2021.
- UW Journalism class visit on March 31, 2021, to discuss career expectations and job search best practices for upcoming graduates by WISC newsroom employees, Leah Linscheid and Stephen Cohn.

Please contact Kate Doty, Director of Talent and Team Development, with questions on this information.

Sincerely,



Lyle Banks
Vice President / General Manager

Enclosures

EEO Public File

August 1, 2020 - July 31, 2021

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number Of Candidates Interviewed
Director of Sales	7-10-20	8-20-20	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - TV Jobs.com - TV Newscheck.com - External Recruiter 	External Recruiter	Internal Candidates External Recruiter TV Newscheck.com MMM Website LinkedIn	2 4 2 2 1
Accountant	6-15-20	8-31-20	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - Indeed - iHire Accounting - Staffing Agency 	External Recruiter	Indeed Staffing Agency iHire Accounting	3 3 2
Investigative/ Political Reporter	12-23-20	9-17-20	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - MMM Corporate Website - TV Jobs.com - WBA.org 	Employee Referral	Employee Referral TV Jobs.com MMM Website	1 2 3
VP/General Manager	8-27-20	9-23-20	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - TV Newscheck - External Recruiter 	External Recruiter	External Recruiter MMM Website Internal Candidate TV Newscheck	8 2 1 1
9pm News Anchor	1-21-20	10-5-20	<ul style="list-style-type: none"> - Internal Posting - Websites 	MMM Website	MMM Website TVJobs.com	1 3

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9pm News Anchor (Cont.)			<ul style="list-style-type: none"> - LinkedIn - MMM Corporate Website - TV Jobs.com - WBA.com 		Indeed	1
Weekend Anchor/Morning Reporter	7-16-20	10-12-20	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - WBA.org - MMM Corporate Website - TV Jobs.com - Indeed 	MMM Website	MMM Website Indeed	4 2
Account Executive	1-1-20	10-14-20 4-7-21 6-2-21	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - Indeed - iHire Sales 	Employee Referral Indeed LinkedIn	MMM Website LinkedIn Employee Referral Indeed iHire Sales	2 6 2 4 5
Chief Engineer	4-13-20	11-10-20	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - SBA - External Recruiter - Indeed 	External Recruiter	Internal Candidate MMM Website External Recruiter	1 4 3
Associate Editor (Madison Magazine)	11-13-20	12-11-20	<ul style="list-style-type: none"> - Internal Posting - Websites - Madison Magazine.com - MMM Corporate Website - LinkedIn - Indeed - Google Jobs 	Employee Referral	Employee Referral MMM Website Internal Candidate Indeed Google Jobs	1 2 1 3 2
Creative Services Director	9-26-20	1-4-21	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website 	Indeed	External Recruiter MMM Website Internal Candidate LinkedIn	5 4 1 1

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			<ul style="list-style-type: none"> - WBA.org - Indeed - External Recruiter 		Indeed	1
Accounting Manager	11-23-20	1-4-21	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - Indeed - iHire Accounting - External Recruiter 	Staffing Agency	Staffing Agency Indeed LinkedIn	4 5 2
Meteorologist	12-10-2019	1-25-21	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - MMM Corporate Website - TV Jobs.com - WBA.org 	Employee Referral	Employee Referral MMM Website TVJobs.com	3 4 3
Local Sales Manager	11-19-20	2-15-21	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - Indeed - Mediarecruiters.com - TV Newscheck - External Recruiter 	Employee Referral	External Recruiter MMM Website LinkedIn Indeed TV Newscheck Mediarecruiters.com	3 1 2 2 1 1
Assistant Chief Engineer	1-11-21	4-12-21	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - SBE - WBA.org - Indeed - External Recruiter 	Indeed	Indeed LinkedIn External Recruiter MMM Website	1 3 2 2
News Producer	3-11-21	4-21-21 5-10-21	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - MMM Corporate Website 	MMM Website University Visit	MMM Website University visit LinkedIn	4 10 1

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			<ul style="list-style-type: none"> - Indeed - WBA.org - TV Jobs.com 			
Master Control Operator	3-27-21	5-18-21	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - MMM Corporate Website 	WBA job posting	MMM Website Indeed University Visit Employee Referral WBA.org	3 1 1 1 1
Weekend Sports Anchor/Reporter	1-21-20	5-6-21	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - MMM Corporate Website - TV Jobs.com - Indeed - WBA.org 	Indeed	University Visits MMM Website Indeed	10 6 3
Traffic Director	4-15-21	6-1-21	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - WBA.org - Indeed 	WBA job posting	WBA Job Posting MMM Website LinkedIn Employee Referral Indeed Internal Candidate	1 1 2 1 1 1
Multi-media Journalist	4-26-21	6-23-21	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - MMM Corporate Website - TV Jobs.com - WBA.org 	Internal hire (former intern)	University Visits TV Jobs.com LinkedIn MMM Website Talent Agent	10 3 1 1 5 3
Meteorologist/Reporter	5-16-21	6-25-21	<ul style="list-style-type: none"> - Internal Posting - University Visits - Websites - LinkedIn - MMM Corporate Website - TV Jobs.com - WBA.org - Indeed 	Talent Agent	Employee Referral MMM Website Talent Agent University Visits	4 1 1 1 4

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Weekend Anchor/Reporter	4-19-21	7-6-21	<ul style="list-style-type: none"> - Internal Posting - Websites - LinkedIn - MMM Corporate Website - TV Jobs.com - WBA.org - Indeed 	Talent Agent	Employee Referral Internal Candidate Talent Agent Indeed MMM Website	2 1 1 1 3 4
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Total Number of Persons Interviewed for all above positions (This is a raw number)	203
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Referral Source	# of Interviewees referred
Internal Posting	7
LinkedIn	19
iHire	7
Indeed	30
TVnewscheck	4
Staffing Agency	7
External Recruiter	28
Talent Agent	5
Employee Referral	15
Wisconsin Broadcasters Association	0
MMM Corporate Website	57
TVJobs.com	11
University Visits	34
Google Jobs	2
Number	

1	Information	Did Source Request Notification	No of interviewees referred by source
2	Apple Valley Broadcasting 1610 S. 24 th Ave Yakima, WA 98909 Attn: Cheryl Sentel (509) 453-0351 cheryl@s@kapptv.com	Y	

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	Asian American Journalist Assoc. 1182 Market Street Suite 320 San Francisco, CA 94102 Attn: Karen Swing (415) 346-2051 www.aaja.org		
3			
4	Association for Women In Communications PO Box 45011 Madison, WI 53744 Contact: Mary Ellen Schultz 608-695-8254 awcmadison@gmail.com		
5	Beloit College Office of Field & Career Services 700 College Street Beloit, WI 53511 Attn: Angela Davis 608-363-2673 www.facs@beloit.edu		
6	Breezy HR 1534 Oak St #301 Jacksonville FL 32204 support@breezyhr.com		
7	Broadcast Center 2630 Hampton Ave St. Louis, MO 63139 Attn: Shaun Streeter 314-647-8181		
8	Ch3000.com WISC-TV Website 7025 Raymond Road Madison, WI 53719 Attn: Stephanie Fryer	Y	
9	City of Madison Dept of Civil Rights 210 Martin Luther King Jr. Blvd. #523 Madison, WI 53703		

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	Attn: Kate McCarthy 608-266-4910		
10	Collective Talent Attn: Michael Billie 813-254-9695 www.collectivetalent.com		
11	Columbia College – Chicago 600 S. Michigan Chicago, IL 60640 Attn: Mathew Green (312) 344-7280 www.mgreen@colum.edu		
12	Communication Workers of America Local 4630 1605 Center Ave – Office 5 Janesville, WI 53546 256-4630 President@cwalocal4630.org		
13	Community Action Coalition So. Central WI 1717 N. Stoughton Rd. Madison, WI 53704 Attn: Libby Rowe 608-246-4730x215		
14	Creative Financial Staffing 2909 Landmark Place Suite 100 Madison, WI 53713 608-709-8299	Y	7
15	D&B Associates Talent Agency PO Box 353 Netts, PA 18065 610-767-6183 dandbassociates@msn.com		
16	DCA Talent Agency San Francisco, CA 919-868-6088		
17	Edgewood College		

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	Career Services 1000 Edgewood College Dr Madison, WI 53711 Attn: Shawn Johnson 663-2281 www.careers@edgewood.edu		
18	Facebook 1601 S. California Ave Palo Alto, CA 94304		
19	Herzing University 5218 E. Terrace Drive Madison, WI 53718 608-249-6611 Contact = Marion Duren marion@msn.herzing.edu		
20	Highland Community College 2998 W. Pearl City Rd Freeport, IL 61032 Attn: Jim Yeager 815-559-3432		
21	iHire 42 E All Saints Street Frederick, MD 21701 877-433-8860		7
22	Illinois Center for Broadcasting 455 Eisenhower Lane S., Suite 200 Lombard, IL 60148 Attn: Bob Hillman 847-962-1586 bhillman@beonair.com		
23	Illinois News Broadcasters Association Inba.net Bob Roberts ' borowmag@aol.com '		
24	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, TX 78731 800-462-5842 www.indeed.com		30

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25	Internal Posting 7025 Raymond Road Madison, WI 53719 Attn: Jeff Ver Voort		7
26	International College of Broadcasting 6 South Smithville Rd Dayton, OH 45431 Attn: Kenny Pyles 937-258-8251		
27	Journalism Jobs.com Berkeley, CA 510-653-1521 http://journalismjobs.com		
28	JournalismNext.com Attn: Hedy Liu 703-629-0178		
29	KXLY-TV 500 W. Boone Ave Spokane, W 99201 Attn: Jill Barrett (509) 324-4000 jill@kxly.com	Y	
30	LinkedIn Corporate Headquarters 2029 Sterlin Court Mountain View, CA 94043 302-636-5400		19
31	Lost Remote LostRemote.com		
32	Luther College 700 College Drive Decorah, IA 52101 Attn: Lynn Ingvallson 563-387-1025		
33	Madison Advertising Federation 7185 Hickory Hill Road		

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	Verona, WI 53593 Attn: :Lois 831-9242 http://www.madadfed.com		
34	Madison Community Foundation 2 Science Ct Madison, WI 53717 Attn: Allie Deterf 608-232-1763		
35	Madison Magazine 7025 Raymond Road Madison, WI 53719 Attn: Maggie Whitish 270-3600 cmorris@madisonmagazine.com	Y	
36	Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 Attn: Laura Mael 663-2000 lnael@mediainstitute.com		
37	Madison Writers Network Madison, WI Attn: Joan Fischer http://www.madisonwritersnetwork.org/		
	Marquette University 1250 W. Wisconsin Ave Milwaukee, WI 52233 (800) 222-6544 www.marquette.edu		
38	Medialine.com PO Box 51909 Pacific Grove, CA 93950 (800) 237-8073 www.medialine.com		
39	MediaMatch.com 8112 ½ W. 3rd Street, Suite A Los Angeles, CA 90048 323-284-5589 www.mediamatch.com		

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40	Missouri School of Journalism 76 Gannett Hall University of Missouri-Columbia Columbia, MO 65211 Attn: Dr. Barbara G. Willis 573-882-0373 mjourcareerservices@missouri.edu		
41	Napoli Management Group 8844 West Olympic Boulevard Suite 100 Beverly Hills, CA 90211-3697 Phone: 310.385.8222		
42	National Assoc. of Black Journalists 8701 A-Adelphi Road Adelphi, MD 20783-1716 (301) 446-7100 www.nabj.org		
43	National Association of Broadcasters 1771N. Street NW Washington DC, 20036 Attn: Jobs 202-429-5300 http://www.nab.org/		
44	Northwestern University 2145 Sheridan Rd Evanston, IL 60208 (847) 491-3741		
45	NWT Talent Agency 2421 NW 162nd Lane Des Moines, IA 50325 515-987-3649 Att: Jay Allen		
46	Ohio Center for Broadcasting 9885 Rockside Road, Suite 160 Valley View, OH 44125 Attn: Janice Hannah-Hardy 216-503-5900		
47	Ohio University E. W. Scripps School of Journalism 218 Schoonover Center, 20 E. Union St. Athens, OH 45701		

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	Attn: Debra Depeel and Karen Peters 740-593-2591		
48	Pool of Prior Candidates 7025 Raymond Road Madison, WI 53719 Attn: Jeff Ver Voort		
49	Poynter Institute 801 Third Street South St. Petersburg, FL 33701 727-821-9494		
50	QTI Placement Services 702 E Washington Ave Madison, WI 53703 (608) 257-1057 www.qti group.com		
51	QueenB Radio Wisconsin 51 Means Drive Platteville, WI 53818 Attn: Herb Cody (608) 723-7671 sfunuseth@queenbradio.com	Y	
52	Rick Gevers & Associates PO Box 577 Zionsville, IN 46077 Attn: Rick Gevers 317-769-7900 rick@rickgevers.com		
53	RSM CPA 8040 Excelsior Dr #300 Madison, WI 53717 (608) 833-3361		

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54	RTNDA 1600 K Street, NW, Suite 700 Washington, DC 20006 Attn: Nicole S. Newsome 202-467-5208--direct line 800-80-RTNDA--toll free http://www.rtna.org		
55	Sanford - Brown College 1440 Northland Drive Mendota Heights, MN 55120 Attn: Christine Dye 651-905-3509		
56	Society of Broadcast Engineers Chapter 24 7025 Raymond Rd Madison, WI 53719 Attn: Kevin Rupert 608-277-5151		
57	Sound of Life Talent Agency SoundofLifeMedia.com Attn: John Kirtley		
58	South Asian Journalist Association Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027 Attn: Sreenath Sreenivasan 212-854-5979 www.saja.org		
59	Spots N' Dots 1635 Old Highway 41 Kennesaw, GA 30152 (888-884-2630) www.sponsordots.com		
60	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Attn: Mark Holloway (800) 374-8177 www.tvjobs.com		11
61	TVandRadioJobs.com		

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	http://tvandradiojobs.com		
62	TVB Broadcast Television Jobs 120 Wall Street 15th Floor New York, NY 10005-3908 212-486-1111 www.tvb.org		
63	TVNewscheck Paul Greely 817-578-6324		4
64	Ty Carver Talent 5319 Loon Nest Ct. Apollo Beach, FL 33572 813-625-2130	Y	8
65	Unity Journalists for Diversity 7950 Jones Branch Drive McLean, VA 22107 Attn: Ruchi Pandey (703) 854-3585 http://unityjournalists.org		
66	Urban League of Greater Madison 2222 S. Park St Madison, WI 53703 Attn: Lauren Andraski 608-729-1239 www.ulgm.org		
67	UW – Barron County 1800 College Drive Rice Lake, WI 54868 Attn: Elizabeth Owen 715-234-8176 ext 5436 elizabeth.owen@uwc.edu		
68	UW - Madison Department of Afro-American Studies 4141 Helen C. White Hall, 600 N. Park St. Madison, WI 53706 Attn: Robin Schmidt 608-263-1642 rhschmidt@wisc.edu		

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69	<p style="text-align: center;">UW - Madison Dept of Communication Arts 821 University Ave Madison, WI 53706 Attn: Sandy Rizzo 262-2543 www.skrizzo@wisc.edu</p>		
70	<p style="text-align: center;">UW-Madison Equity & Diversity Resource Center 500 Lincoln Drive Room 179A Bascom Hall Madison, WI 53716 Attn: Kathee Judkins 263-2378</p>		
71	<p style="text-align: center;">UW-Madison School of Journalism & Mass Com 821 University Ave 5134 Vilas Hall Madison, WI 53706 263-4858 advising@journalism.wisc.edu</p>		
72	<p style="text-align: center;">UW-Madison BuckyNet 1545 Observatory Drive Hiram Smith Hall Madison, WI 53706 608-262-1464 Contact: Larry Meiller & Kristin Haakenson meiller@wisc.edu kahaakenson@wisc.edu</p>		
73	<p style="text-align: center;">UW-Wisconsin System Job Board Posts to 13 UW-System Colleges http://www.jobs4wigrads.com/</p>		
74	<p style="text-align: center;">Viterbo University 900 Viterbo Drive La Crosse, WI 54601 Attn: Anne Ellefson (608)796-3828 careers@viterbo.edu</p>		

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75	Western Technical College – Mauston 1000 College Ave Mauston, WI 53948 Attn: Sarah Wilke and Katy Muchenberger 608-847-7364 wilkes@westerntc.edu		
76	Western Wisconsin Technical College 400 7th St. North La Crosse, WI 54601 Attn: Karol Parr 608-785-9440 parrk@westerntc.edu		
77	WI Division of Vocational Rehab Dept of Workforce Development 201 E. Washington Ave Madison, WI 53703 Attn: Tamara Monsees 608-261-0076 tamara.monsees@dwd.wisconsin.gov		
78	Winning Talent Agency Charlotte, NC. http://www.winningbroadcasting.com/ 703-201-9469		
79	Wisconsin Broadcasters Assoc 44 E Mifflin St Suite 900 Madison, WI 53703 Attn: Kyle Geissler 255-2600 kgeissler@wibroadcasters.org	Y	0
80	Wisconsin Jobs.com N89 W16790 Appleton Avenue Suite 200 Menomonee Falls, WI 53051 LocalCareers.com Phone:(262) 255-7400		
81	Wisconsin NOW 122 State Street Suite 403 Madison, WI 53703 Attn: Tizzy Hyatt		

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	255-3911 www.winow@execpc.com		
82	Wisconsin Public Television 821 University Ave Madison, WI 53706 Attn: Nola Mills 263-2114 www.millsn@wpt.org		
83	Wisconsin Tech Connect 4622 University Avenue Madison, WI 53705 608-266-1207 Posts to 16 Wisconsin Technical Colleges http://www.wisconsintechconnect.com/		
84	Wisconsin Women of Color Network PO Box 2337 Madison, WI 53701		
85	WisPolitics Publishing 14 W. Mifflin, Ste. 308 Madison, WI 53703 Attn: Jeff Mayers (608) 441-8418 www.wispolitics.com		
86	WKBT-TV 141 South 6 th Street LaCrosse, WI 54601 Attn: Kevin Knerzer (608) 782-4678 kknerzer@wkbt.com	Y	
87	Worksmart Network 505 Broadway Street, Room 232 Baraboo, WI 53913 Attn: Judy Gaffney 608-355-4808		
	ZZ – Unsolicited		