

July 27, 2005

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 their website, www.channel3000.com

The information contained in this report covers the time period beginning August 1, 2004 to and including July, 22, 2005.

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.

EEO Public File Report

Please see the attached spreadsheet listing all full-time positions filled during the period of 8/1/04-7/22/05, 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 during the timeframe of 8/1/04-7/22/05 included the following:

- Participation in the Scholarship Menu Option of the WBA's Assistance Action Plan for EEO Compliance by Jeff Ver Voort. Review, judge, and provide feedback for applicants for the WBA scholarship. October 27 - November 3, 2004.
- Participation in Iowa-Grant School District Senior Honors Mentorship class by Meteorologist Haddie McLean from November 8, 2004 through January of 2005.
- Attendance at Wisconsin Broadcaster's Winter Job Fair on January 25, 2005 by Director of Human Resources, Jeff Ver Voort
- Harassment Training Seminar for management team presented on Tuesday February 8, 2005. Conducted by attorney Richard Burns and attended by the following department heads: Tom Bier, Nan Blom-Roach, Leonard Charles, Ralph Cohen, Mark Friesch, Glenn Krieg, Marlys Lindstrom, David Sanks, Jill Sommers, Jeff Ver Voort, Jen Winiger.
- Participation in the Race and Media Forum on Wednesday February 23, 2005 by News Director Carmelyn Daley, Station Manager, Tom Bier, and Editorial Director, Neil Heinen.
- Participation in Madison Media Institute Advisory Board on Tuesday April 12, 2005 by Director of Human Resources, Jeff Ver Voort.
- Participation in Job Shadow day for student from Lake Mills Middle school by graphics, weather, and news dept. April 28, 2005.
- Participation in Leadership Greater Madison Forum on "The News We Need: Finding Balance in the Age of Spin" by News Director Carmelyn Daley on May 7, 2005.

- Participation in a young leaders meeting for people of color on June 7, 2005 to discuss station diversity recruitment initiatives. Hosted by News Anchor Dawn Stevens and attended by General Manager David Sanks, Station Manager, Tom Bier, and Director of Human Resources Jeff Ver Voort.
- Attendance at Wisconsin Broadcaster's Summer Job Fair on June 15, 2005 by Director of Human Resources, Jeff Ver Voort
- Hosting of 25 area math & science teachers participating in the John Muir Teacher's visit on July 20, 2005 to educate area teachers on the job duties and career opportunities in broadcasting. Hosted by Chief Meteorologist Gary Cannalite with participation by Director of Human Resources, Jeff Ver Voort, News Director, Carmelyn Daley, Channel 3000 Managing Editor, Molly Thompson, Engineering Maintenance Supervisor, Kevin Ruppert, Senior News Director, Al Barcheski, and Programming Assistant Jeff Robbins.
- Presentation given to Madison Media Institute Career Development Class on July 21, 2005 by Director of Human Resources, Jeff Ver Voort. Focus on resume and cover letter writing and the interview process.

Please contact Jeff Ver Voort, Director of Human Resources, if you have any further questions on this information.

Sincerely,



David Sanks
General Manager

Enclosures

EEO Public File
August 1, 2004 – July 22, 2005

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number Of Candidates Interviewed
Photojournalist / Editor	7/6/2004	8/19/2004	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites - Channel 3000.com - WBA website - TVJobs.com 	WI Job Search Website	Internal Posting Wis. Jobnet Channel3000.com undisclosed	1 1 2 2
Traffic Assistant / Receptionist	7/14/2004	8/19/2004	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Wisconsin State Journal - Madison Times - LaCommunicad Newspaper - Websites - Channel 3000.com - WBA website 	Internal Posting	Wisconsin St Journal Wis. Jobnet Internal Posting – current ee	2 1 2
Account Executive – UPN-14	9/27/2004	11/24/2004	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - WISC TV List of Local orgs - Wisconsin State Journal - Madison Times - LaCommunicad Newspaper - Websites - Channel 3000.com - WBA website 	Wisconsin State Journal Wisjobs.com	Internal Posting Wisconsin State Journal Wisjobs.com	1 5 1
AM Producer	9/29/2004	11/17/2004	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - WISC TV list of local orgs - Websites - Channel 3000.com - TV Jobs.com - WBA website 	TVJobs.com	Tvjobs.com Internal Posting	4 2

EEO Public File
August 1, 2004 – July 22, 2005

News Anchor	11/10/2004	4/5/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tyjobs.com - Medialine.com - Nabj.org - Saja.org - Wba.org - Emmyonline.org - TvandRadiojobs.com - Journalismnext.com 	Internal Posting Station MGR	WLUK-TV Green Bay Internal Posting Channel3000.com	1 6 1
News Reporter	11/10/2004	2/2/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tyjobs.com - Medialine.com - Nabj.org - Saja.org - Wba.org - Emmyonline.org - TvandRadiojobs.com - Journalismnext.com 	WLUK-TV	WLUK-TV Internal Posting Channel3000.com	1 5 1
Sports Photographer / Reporter	12/23/2004	2/7/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tyjobs.com - Medialine.com - Nabj.org / Saja.org - Wba.org - Emmyonline.org 	Tyjobs.com	Tyjobs.com Channel3000.com	5 1

EEO Public File
August 1, 2004 – July 22, 2005

Local Sales Account Exec	1/26/2005	2/17/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - Wba.org - Madison Advertising Federation 	Internal Posting Channel3000.com	Internal Posting Channel3000.com	2 1
Photojournalist / Editor	2/11/2005	3/14/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - Wisconsin Broadcasters Association - TvandRadioJobs.com - Medialine.com 	Internal Posting	Internal Posting Channel3000.com TVjobs.com	1 1 1 1
Assistant News Director	03/16/2005	07/13/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - WBA.org - Medialine.com - NABJ.com - NAHJ.com - Rick Gevers & Assoc. - RTNDA.com - NAB.org 	Channel3000.com	Rick Gevers & Associates Internal Posting Channel3000.com	1 2 3

EEO Public File
August 1, 2004 – July 22, 2005

Accounting Assistant	3/31/2005	5/12/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - Wisconsin Broadcasters Association - Wisconsin State Journal - Madison Times - LaCommunicad Newspaper 	Wisconsin State Journal	<p>Wisconsin State Journal Wis. Jobnet Madison.com website Internal posting</p>	<p>8</p> <p>1</p> <p>1</p> <p>1</p>
Operations Technician	3/31/2005	4/28/05	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - Wisconsin Broadcasters Association - TvandRadioJobs.com - Medialine.com 	Internal Posting Madison Media Institute	<p>Internal Posting Wis. Jobnet Madison Media Institute Channel3000.com</p>	<p>2</p> <p>1</p> <p>1</p> <p>1</p>
Sports Director	4/7/2005	6/8/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - Wisconsin Broadcasters Association - Nab.org - Nabj.org - Medialine.com - Workinsports.com - Sportscareers.com - Sportscastingjobs.com 	Sportscastingjobs.com	<p>Undisclosed Tvjobs.com David Crane Agency Caruso & Company – Agent Sportscastingjobs.com</p>	<p>9</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>

EEO Public File
August 1, 2004 – July 22, 2005

Assistant Traffic Manager	05/26/2005	07/8/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Wisconsin State Journal - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - WBA - NAB.org 	Internal Posting	Internal Posting Wisconsin State Journal Dane Co. Job Net Madison.com website	1 1 1 1
Sports Photographer / Reporter	06/26/2005	07/11/2005	<ul style="list-style-type: none"> - Internal Posting - BCS list of organizations - Internal list of organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - Tvjobs.com - WBA - NAB.org - Medialine.com - JournalismNext.com - TvandRadioJobs.com - WorkinSports.com 	Internal Posting	Internal Posting	1

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Total Number of Persons Interviewed for all above positions (this is a raw number)	91
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Referral Source	# of Interviewees referred
Caruso & Company Agency	1
Channel3000.com	11
Dane County Job Net	1
David Crane Agency	1
Internal Posting	27
Madison Media Institute	1
Madison.com website	2
Rick Gevers & Assoc.	1
Sportscastingjobs.com	1
TV Jobs.com	11
Undisclosed	11
Wjobs.com	1
Wisconsin Job Net	4
Wisconsin State Journal	16
WLUK-TV	2

Recruitment Sources

Access to Independence 2345 Atwood Ave Madison, WI 53704 Attn: Peter Kalscheur 242-8484 www.info@accessinind.org	Apple Valley Broadcasting 1610 S. 24 th Ave Yakima, WA 98909 Attn: Sharon Crawford (509) 453-0351 www.sharon@kapptv.com	Asian American Journalist Assoc. 1182 Market Street Suite 320 San Francisco, CA 94102 Attn: Karen Swing (415) 346-2051 www.aaja.org	Attie Correctional Services, Inc. 4117 Dwight Drive Madison, WI 53704 Attn: Greg Medema 244-1891 www.acs07@chorus.net
Atwood Community Center 2425 Atwood Ave Madison, WI 53704 Attn: Lisa Jacobs 241-1574 www.atwoodcc.com	Beloit College Office of Field & Career Services 700 College Street Beloit, WI 53511 Attn: Angela Davis 608-363-2673 www.facs@beloit.edu	Boys & Girls Club of Dane County 2001 Taft Street Madison, WI 53713 Attn: Tracey Pedersen 257-2606 www.traceyp@bgcdc.org	Bridge-Lake Point Waunona Neighborhood Center 1917 Lake Point Drive Madison, WI 53713 Attn: Tom Solyst 222-4431 www.blwcenter@yahoo.com
Brown College 1440 Northland Drive Mendota Heights, MN 55120 Attn: Beth Bisciglia (651) 905-3465 www.ebisciglia@browncollege.edu	Centro Hispano 835 W/ Badger Road Madison, WI 53558 Attn: Morre Moroney 255-3018 www.chmarta2000@yahoo.com	City of Madison Affirmative Action Dept 215 MLK Blvd # 130 Madison, WI 53703 Attn: Nancy Castillo 266-4082 www.ncastillo@ci.madison.wi.us	Columbia College -- Chicago 600 S. Michigan Chicago, IL 60640 Attn: Matthew Green (312) 344-7280 www.mgreen@colum.edu
CWA Local 4630 821 Williamson St Madison, WI 53703 Attn: Sharon St. John 256-4630	Edgewood College Career Services 1000 Edgewood College Dr Madison, WI 53711 Attn: Jennifer Bublitz 663-2281 www.careers@edgewood.edu	House of Hope 1017 Applegate Road Madison, WI 53713 Attn: Stuart Click 441-1500 www.stuart@hopecity.org	KXLY-TV 500 W. Boone Ave Spokane, W 99201 Attn: Wendy Peter (509) 324-4000 www.wendyp@kxly.com
LaComunidad Newspaper Inc. 1117 S. Park Street Madison, WI 53713 Attn: Dante Vicarra 255-2805 www.dante@latinocomunidad.com	MATC 3550 Andersen Street Madison, WI 53704 Attn: Advising & Career Resources 243-4271 www.placement@matcmadison.edu	Madison Magazine 7025 Raymond Road Madison, WI 53719 Attn: Cindy Morris 270-3600 www.cmorris@madisonmagazine.com	Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 Attn: Susan Miller 663-2000 www.smiller@madisonmedia.com

Recruitment Sources

Madison Times 931 East Main Street Madison, WI 53703 Attn: Heidi Pascual 256-2122 www.sales@madtimes.com	Medialine.com PO Box 51909 Pacific Grove, CA 93950 (800) 237-8073 www.medialine.com	Annette Miller Office of the Mayor City County Building, Rm 403 Madison, WI 53703-3345 (608) 266-4611 www.axmiller@cityofmadison.com	Missouri School of Journalism 120 Neff Hall University of Missouri-Columbia Columbia, MO 65211-1200 Attn: Matthew Lester (573) 882-4821 www.journalism@missouri.edu
National Assoc. of Black Journalists 8701 A-Adelphi Road Adelphi, MD 20783-1716 (301) 446-7100 www.nabj.org	Neighborhood House 29 South Mills Street Madison, WI 53715 Attn: Linda Weyenberg 255-5337 www.thehouse@chorus.net	Outreach Inc. 600 Williamson Street Madison, WI 53705 Attn: John Quinlan 255-8582 www.director@outreachinc.com	QueenB Radio Wisconsin 206 Sheridan Lancaster, WI 53813 Attn: Judy Boldt (608) 723-7671 www.idoldt@wisctv.com
State of Wisconsin Job Service 1819 Aberg Ave Madison, WI 53704 Attn: Jani Larsen 242-4910 www.jani.larsen@dwd.state.wi.us	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Attn: Mark Holloway (800) 374-8177 www.tvjobs.com	United Refugee Services 312 N. 3 rd Street Madison, WI 53704 Attn: Kathy Khamphouy 256-6501 www.kkhamphouy@rtds.net	Urban League of Greater Madison 151 East Gorham Street Madison, WI 53703 Attn: Denise Hardnett 251-8550 www.ulgm.org
UW-Eau Claire Hibbard Hall 165 Eau Claire, WI 54701 Attn: Jack Kapfer (715) 836-2300 www.kapferja@uwec.edu	UW-La Crosse Career Services 1725 State Street, Wilder Hall La Crosse, WI 54601 Attn: Karla Stanek (608) 785-8514 www.career@uwlax.edu	UW-Madison Adult & Student Services Center 905 University Ave Madison, WI 53715 Attn: Sybil Pressprich 263-6960 www.acecc@dcis.wisc.edu	UW-Madison Chicano / Latina Studies 1155 Observatory Drive Madison, WI 53706 Attn: Alta Johnson 263-4486 www.chicanostudies@uwmadmail.ser vices.wisc.edu

Recruitment Sources

UW-Madison Dept of Communication Arts 821 University Ave Madison, WI 53706 Attn: Sandy Rizzo 262-2543 www.skrizzo@wisc.edu	UW-Madison Equity & Diversity Resource Center 500 Lincoln Drive Room 179A Bascom Hall Madison, WI 53716 Attn: Kathee Judkins 263-2378	UW-Madison School of Journalism & Mass Com 821 University Ave 5134 Vilas Hall Madison, WI 53706 Attn: Erica Salkin 263-4858 www.salkin@wisc.edu	UW-Platteville Communications Technologies 1 University Plaza Platteville, WI 53818 Attn: Becky Troy (608) 342-1627 www.troy@uwplatt.edu
UW-Platteville University Placement Services University Plaza -- Ullisvik Center Platteville, WI 53818 Attn: Paula Stauffacher (608) 342-1183 www.placement@uwplatt.edu	UW-River Falls Career Services 410 S. 3 rd Street, Hathorn Hall River Falls, WI 54022 Attn: Nancy Pace (715) 425-3572 www.nancy.l.pace@uwrf.edu	UW-Stevens Point Career Services Office Room 134 Old Main Building Steven's Point WI 54481 Attn: Larry Walters (715) 346-3226 www.lwalters@uwsp.edu	UW-Whitewater Career Services Andersen Library -- Room 2002 800 West Main St Whitewater, WI 53190 Attn: Margaret Pelischek (262) 472-1471 www.career@uwv.edu
Wisconsin Broadcasters Assoc 44 E Mifflin St Suite 900 Madison, WI 53703 Attn: Torrie Kennedy 255-2600 www.torriw@wi-broadcasters.org	Wisconsin Dept of Revenue 2135 Rimrock Road Madison, WI 53708-8931 Attn: Lisa Lathrop 266-9952 www.lathrop@dor.state.wi.us	Wisconsin NOW 122 State Street Suite 403 Madison, WI 53703 Attn: Tizzy Hyatt 255-3911 www.winow@execpc.com	Wisconsin Public Television 821 University Ave Madison, WI 53706 Attn: Nola Mills 263-2114 www.millsn@wpt.org
Wisconsin State Journal 1901 Fish Hatchery Road Madison, WI Attn: Peggy Elath 252-6310 www.pelath@capitalnewspapers.com	WKBT-TV 141 South 6 th Street LaCrosse, WI 54601 Attn: Marsha Olsen (608) 782-4678 www.mkolson@wkbt.com	Yahara House 802 East Gorham Street Madison, WI 53703 Attn: Peter Lundie 280-4700 www.peter.lundie@mail.mhcdc.org	YWCA Employment & Training 338 W. Lakeside Street Madison, WI 53715 Attn: Leslie Westorfelt 255-3098 www.lwestorfelt@ywcamadison.org