



August 1, 2004

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, 2003 to and including July, 31, 2004.

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.

Please see the attached spreadsheet listing all full-time positions filled during the period of 8/1/03-7/31/04, 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 8/1/03-7/31/04 included the following:

- Attendance of University of Wisconsin-Platteville Job Fair on Tuesday, 9/23/03 by Jeff Ver Voort, Director of Human Resources as well as Ben Rosenthal, General Manager of QueenB Radio, and Rick Sanson, Director of Sales for Queen Bee Radio.
- EEO Compliance Training provided to all Department Heads on Thursday, October 30, 2003.
- Jeff Ver Voort participation in the Scholarship Menu Option of the WBA's Assistance Action Plan for EEO Compliance. Review, judge, and provide feedback for applicants for the WBA scholarship. November 3-7, 2003
- Attendance of WBA sponsored Career/Job Fair on Wednesday, January 21, 2004 by Jeff Ver Voort, Director of Human Resources.
- Attendance of University of Whitewater sponsored Multicultural Career Day at UW Whitewater on Wednesday, March 3, 2004 by Jeff Ver Voort, Director of Human Resources.
- Participation by reporter Laura Behnke as a panelist on the Broadcast Sports panel of the 2004 WBA Student Seminar on April 24, 2004.
- Hosting of the "Business Education Coordinating Council" (BECC) on April 27, 2004 to educate high school teachers and counselors on the job duties and career opportunities in broadcasting. Attendance by General Manager, David Sanks, Station Manager, Tom Bier, and Director of Human Resources, Jeff Ver Voort.
- Hosting of 11 area math & science teachers participating in the John Muir Teacher's visit on July 21, 2004 to educate area teachers on the job duties and career opportunities in broadcasting. Attendance by Chief Meteorologist Gary Cannalte, News Anchor Rob Starbuck, Channel 3000 sales manager Mark Maloney, Chief Engineer Leonard Charles, Programming Assistant Jeff Robbins, and Director of Human Resources Jeff Ver Voort.

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
Aug 1, 2003 – July 31, 2004

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees
Meteorologist	8/11/2003	9/19/2003	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - TVJobs.com - WBA website - University of Missouri School of Journalism - Wisconsin State Journal - Meteorology Convention 	TVJobs.com	American Meteorological Society Broadcast Conference TVJobs.com
AM Producer	8/27/2003	9/19/2003	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - TVJobs.com - WBA website - News Director's Contacts 	TVJobs.com	TVJobs.com Internal Posting - Carm Daley Recruitment Lee Hitter Mark Ginther Renee Riddle
National Sales Assistant	9/11/2003	10/27/2003	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - Wisconsin State Journal - Madison Times 	Internal Promotion	Internal Posting W1 State Journal
Multi-Media Account Executive	10/22/2003	11/25/2003	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - Sales Manager's Contacts 	Internal Posting Sales Manager's Contacts	WBA Employment Corner Website Sales Manager's Contacts

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees
Traffic Assistant	10/27/2003	11/25/2003	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - Wisconsin State Journal 	Internal Posting	Internal Posting Current employee – Justine Roberts Current employee – Michelle Newman Madison.com website WI State Journal
Weekend Producer	11/7/2003	12/15/2003	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - TVJobs.com - Missouri School of Journalism - Medialine.com - News Director's contacts 	TVJobs.com	TVJobs.com Internal Posting- Carm Daley Recruitment WISNTV – Joe Radske
Reporter	12/15/2003	2/29/2004	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - TVJobs.com - Medialine.com - NABJ website - AAJA website 	Medialine.com	TVJobs.com Medialine.com Channel3000.com

Senior Morning Show Producer	5/25/2004	7/27/04	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - TVJobs.com - NAB website - NABJ website - Aaj website - Missouri School of Journalism website 	Internal Posting Via Former employee Kathy Topp	Internal Posting- Carm Daley recruitment Tvjobs.com Channel 3000.com
Programming Producer	6/15/2004	7/20/2004	<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - TVJobs.com 	Internal Posting via Carleen Wild	Tvjobs.com Internal Posting- Carleen Wild Recruitment
Photojournalist / Editor	7/6/2004		<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website - TVJobs.com 		
Traffic Assistant / Receptionist	7/14/2004		<ul style="list-style-type: none"> - Internal Posting - List of local organizations - Wisconsin State Journal - Madison Times - LaCommunicad Newspaper - Websites <ul style="list-style-type: none"> - Channel 3000.com - WBA website 		
Total Number Of Persons Interviewed For all above Positions	62	does not include unfilled positions			

Referral Source	# of Interviewees referred
American Meteorological Society Broadcast Conference	2
Channel3000.com	6
Internal Posting / Current Employee	21
Madison.com website	1
Medialine.com	2
TV Jobs.com	20
WBA Employment Corner	1
WI State Journal	9



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Please see the attached spreadsheet listing all full-time positions filled during the period of 3/12/03-7/31/03, 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 3/01/03-7/31/03 included the following:

- Department Head training session on Conflict Management / Respectful Workplace conducted by Greg Chism, Family Services / EAP Coordinator on 3/6/03, attended by ¾ of department heads
- Attendance of NAB-sponsored HR Symposium on Tuesday, 5/6/03 by Jeff Ver Voort, Director of Human Resources.
- Attendance of WBA-sponsored Career/Job Fair on Wednesday, 6/18/03 by Jeff Ver Voort, Director of Human Resources.

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

Sincerely,

David Sanks
General Manager

Enclosures

Job Title	Date		Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
	Position Opened	Position Filled				
Human Resources Manager	2/21/2003	4/14/2003	Wisconsin St Journal, Madison Times, WI State Council / SHRM Job Bank, Channel 3000.com, Women/Minority/School list, Internal posting	Internal Promotion	Internal Posting	
Producer of Special Programming	2/24/2003	6/5/2003	Wisconsin St Journal, Madison Times, Channel 3000.com, Women/Minority/School list, Internal posting	Internal Promotion	Internal Posting	
Accounting Assistant	4/10/2003	4/29/2003	Wisconsin St Journal, Madison Times, Channel 3000.com, Women/Minority/School list, Internal posting	Internal Promotion	Internal posting	
Accounting Manager	4/17/2003	6/18/2003	Wisconsin St Journal, Madison Times, Channel 3000.com, Women/Minority/School list, Internal posting	Wisconsin St Journal	Wisconsin St Journal, Madison Times, CPA Professional Group, Word of mouth	
Sales Assistant	7/1/2003	7/21/2003	Wisconsin St Journal Channel 3000.com Internal Posting, Organization list of 30	Mike Kornemann-Madison Magazine Sales MGR	Mike Kornemann-Madison Magazine Sales MGR Wisconsin St Journal Internal Posting	
Total # of persons interviewed for all above FT positions		18				