

MORGAN MURPHY MEDIA



July 27, 2018

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, 2017 to and including July 31, 2018.

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.

Television Wisconsin, Inc.
Madison, WI
QueenB Television
LaCrosse/Eau Claire, WI
Joplin, MO/Pittsburg, KS
Victoria, TX
Spokane Television, Inc.
Spokane, WA
Apple Valley Broadcasting, Inc.
Yakima/Tri-Cities, WA
QueenB Radio
Spokane, WA
Piatteville, WI
Madison Magazine, Inc.
Madison, WI



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Please see the attached spreadsheet listing all full-time positions filled during the period of 08/01/2017 – 07/31/2018, 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.

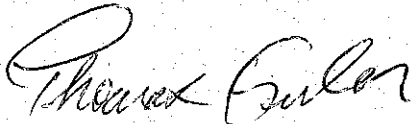
Supplemental initiatives implemented between 08/01/2017 - 07/31/2018:

- 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.
- October 30, 2017 – November 9, 2017 - Participation in Scholarship Menu Option of the WBA’s Assistance Action Plan for EEO Compliance by Director of Human Resources, Jeff Ver Voort. Review, judge, and provide feedback for applicants for the WBA Foundation Scholarship.
- Attendance at Wisconsin Broadcaster’s Winter Job Fair on January 31, 2018 by Director of Human Resources, Jeff Ver Voort.
- Attendance at “Avoiding Discrimination in Employment Terminations” EEO session at the Wisconsin Broadcaster’s Winter Conference on January 31, 2018 by HR Director Jeff Ver Voort.
- Participation at the WBA Student Seminar on Saturday February 24, 2018 by Chief Engineer Kevin Ruppert, speaking about careers in broadcast engineering and demonstrating a “live-U” backpack. Morning Show Producer Matthew Clark also participated as a panelist during the Speed Networking portion of the seminar.
- Editorial Director Neil Heinen hosted a group of students from the Edgewood College Doctoral Program in Educational Leadership. Students spent a day at the station learning about the broadcast industry in an effort to promote the industry and the interaction between educators and broadcasters.

- Provided mandatory "Respectful Behavior and Proper Professional Conduct" training for entire staff through our EAP provider Family Services of Madison. Held 4 different sessions over a two-week period between April 4, 2018 and April 16, 2018.
- Attendance at Wisconsin Broadcaster's Summer Job Fair on June 20, 2018 by Director of Human Resources, Jeff Ver Voort.
- Participation at the Engineering Day Roundtable Discussion on Millennials in the Workplace and how to recruit & retain them. This took place at the Wisconsin Broadcaster's Summer Conference on June 20, 2018 by Director of Human Resources, Jeff Ver Voort
- On June 27, 2018 Director of Human Resources Jeff Ver Voort spoke to Professor Jim Sullivan's MBA class at the University of Dubuque regarding Millennials in the Workplace and the challenges and opportunities of recruitment and retention.

Please contact Jeff Ver Voort, Director of HR, with questions on this information.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas Keeler", written in a cursive style.

Thomas Keeler
Vice President / General Manager

Enclosures

EEO Public File
August 1, 2017 - July 31, 2018

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number Of Candidates Interviewed
News Producer	7/12/2017	7/17/2017 8/29/2017	<ul style="list-style-type: none"> - Internal Posting - Websites - Channel3000.com - Collective Talent - Medialine.com - TV Jobs.com - WBA.org 	Internal Posting Ch. 3000.com	Internal Posting Ch.3000.com	1 1
Digital Content Producer	8/1/2017	9/6/2017	<ul style="list-style-type: none"> - Internal Posting - Websites - Channel3000.com - Handshake.com - Medialine.com - OnLine News Asscc.Career - TV Jobs.com - WBA.org 	UW Madison J-School	UW-Madison J-School	1
News Reporter	8/1/2017	10/19/2017 10/19/2017	<ul style="list-style-type: none"> - Internal Posting - Websites - Channel3000.com - Collective Talent - Medialine.com - OnLine News Asscc.Career - TV Jobs.com - WBA.org - 	Apple Valley Broadcasting Internal Posting	Apple Valley Broadcasting Internal Posting TVjobs.com	1 3 1
Sales Account Executive	8/1/2017	9/28/2017 11/27/2017	<ul style="list-style-type: none"> - Internal Posting - Websites - Channel3000.com - Collective Talent - Medialine.com - OnLine News Asscc.Career - TV Jobs.com - WBA.org 	LinkedIn Internal Posting	Ch3000.com Internal Posting LinkedIn	2 1 1

EEO Public File
August 1, 2017 - July 31, 2018

Weekend WX / Reporter	09/22/2017	12/11/2017	<ul style="list-style-type: none"> - Internal Posting - Websites <ul style="list-style-type: none"> - Channel3000.com - Collective Talent - Medialine.com - TV Jobs.com - WBA.org - - 	Tvjobs.com	Internal Posting Napoli Mgmt Group TVjobs.com	1 1 1
Reporter & Producer	10/6/2017	12/11/2017	<ul style="list-style-type: none"> - Internal Posting - Websites <ul style="list-style-type: none"> - Channel3000.com - Collective Talent - Medialine.com - StoryTellers.org - TV Jobs.com - WBA.org 	Ch3000	Ch3000	1
Regional Controller	10/19/2017	11/17/2017	<ul style="list-style-type: none"> - Internal Posting - Websites <ul style="list-style-type: none"> - Channel3000.com - Indeed.com - TV Jobs.com - WBA.org - WICPAA 	Indeed.com	Indeed.com	4
News Reporter	2/13/2018	04/27/2018	<ul style="list-style-type: none"> - Internal Posting - Websites <ul style="list-style-type: none"> - Channel3000.com - Collective Talent - NABJ.com - NAHA.com - Medialine.com - StoryTellers.org - TV Jobs.com - WBA.org 	KXLY-TV LinkedIn Agent - Sound of life	Channel3000.com Collective Talent KXLY-TV LinkedIn Sound of Life Agency	1 1 3 4 1

EEO Public File
August 1, 2017 - July 31, 2018

Meteorologist	2/14/2018	4/2/2018	<ul style="list-style-type: none"> - Internal Posting - Websites <ul style="list-style-type: none"> - Channel3000.com - Collective Talent - Medialine.com - TV Jobs.com - WBA.org 	TVjobs.com	<p>Indeed.com</p> <p>Internal Posting</p> <p>TVjobs.com</p>	<p>1</p> <p>1</p> <p>1</p>
Executive Producer	2/27/2018	3/27/2018	<ul style="list-style-type: none"> - Internal Posting - Websites <ul style="list-style-type: none"> - Channel3000.com - TV Jobs.com - WBA.org 	Transfer from WKBT-TV	<p>Ch3000.com</p> <p>Internal Posting</p> <p>TVjobs.com</p>	<p>2</p> <p>3</p> <p>1</p>
Weekend AM Anchor	3/9/2018	4/27/2018	<ul style="list-style-type: none"> - Internal Posting - Websites <ul style="list-style-type: none"> - Channel3000.com - Collective Talent - Medialine.com - TV Jobs.com - WBA.org 	Tvjobs.com	<p>Ch. 3000</p> <p>Internal posting</p> <p>KOMU-TV - Columbia</p> <p>LinkedIn</p> <p>Tvjobs.com</p>	<p>1</p> <p>2</p> <p>1</p> <p>1</p> <p>2</p>
Meteorologist	6/4/2018	7/16/2018	<ul style="list-style-type: none"> - Internal Posting - Pool of prior candidates - Websites <ul style="list-style-type: none"> - Channel3000.com - Collective Talent - DCA Talent Agency - Indeed.com - Journalism Next.com - Medialine.com - TV Jobs.com - WBA.org 	Indeed.com	<p>DCA Talent Agency</p> <p>Indeed.com</p> <p>TV Jobs</p>	<p>1</p> <p>1</p> <p>1</p>

EEO Public File
August 1, 2017 - July 31, 2018

Total Number of Persons Interviewed for all above positions (this is a raw number)	49
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Referral Source	# of Interviewees referred
Apple Valley Broadcasting	1
Channel3000.com	8
Collective Talent	1
DCA Talent Agency	1
Indeed.com	6
Internal Posting	12
KXLY-TV	3
LinkedIn	6
Missouri School of Journalism	1
Napoli Management Group	1
Sound of Life Talent Agency	1
TV Jobs.com	7
Unsolicited	
Unspecified	
UW-Madison School of Journalism	1
Wisconsin Broadcaster's Association	

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
1	Apple Valley Broadcasting 1610 S. 24 th Ave Yakima, WA 98909 Attn: Cheryl Sentel (509) 453-0351 cheryls@kapptv.com	Y	1
2	Asian American Journalist Assoc. 1182 Market Street Suite 320 San Francisco, CA 94102 Attn: Karen Swing (415) 346-2051 www.aaaja.org		
3	Association for Women In Communications PO Box 45011 Madison, WI 53744 Contact: Mary Ellen Schultz 608-695-8254 awcmadison@gmail.com		
4	Beloit College Office of Field & Career Services 700 College Street Beloit, WI 53511 Attn: Angela Davis 608-363-2673 www.facs@beloit.edu	Y	
5	Broadcast Center 2630 Hampton Ave St. Louis, MO 63139 Attn: Shaun Streeter 314-647-8181	Y	
6	Ch3000.com WISC-TV Website 7025 Raymond Road Madison, WI 53719 Attn: Hanna McClung	Y	8
7	City of Madison Dept of Civil Rights 210 Martin Luther King Jr. Blvd. #523 Madison, WI 53703 Attn: Kate McCarthy 608-266-4910	Y	
8	Collective Talent Attn: Michael Billie 813-254-9695 www.collectivetalent.com		1
9	Columbia College – Chicago 600 S. Michigan Chicago, IL 60640 Attn: Matthew Green (312) 344-7280 www.mgreen@colum.edu		

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
10	Communication Workers of America Local 4630 1605 Center Ave – Office 5 Janesville, WI 53546 256-4630 President@cwalocal4630.org	Y	
11	Community Action Coalition So. Central WI 1717 N. Stoughton Rd. Madison, WI 53704 Attn: Libby Rowe 608-246-4730x215	Y	
12	D&B Associates Talent Agency PO Box 353 Neffs, PA 18065 610-767-6183 dandbassociates@msn.com		
13	DCA Talent Agency San Francisco, CA 919-868-6088		1
14	Edgewood College Career Services 1000 Edgewood College Dr Madison, WI 53711 Attn: Shawn Johnson 663-2281 www.careers@edgewood.edu	Y	
15	Facebook 1601 S. California Ave Palo Alto, CA 94304		
16	Herzing University 5218 E. Terrace Drive Madison, WI 53718 608-249-6611 Contact = Marion Duren marion@msn.herzing.edu		
17	Highland Community College 2998 W. Pearl City Rd Freeport, IL 61032 Attn: Jim Yeager 815-559-3432	Y	
18	Illinois Center for Broadcasting 455 Eisenhower Lane S., Suite 200 Lombard, IL 60148 Attn: Bob Hillman 847-962-1586 bhillman@beonair.com		
19	Illinois News Broadcasters Association Inba.net Bob Roberts 'borowmaq@aol.com'		

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
20	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, TX 78731 800-462-5842 www.indeed.com		6
21	Internal Posting 7025 Raymond Road Madison, WI 53719 Attn: Jeff Ver Voort		12
22	International College of Broadcasting 6 South Smithville Rd Dayton, OH 45431 Attn: Kenny Pyles 937-258-8251	Y	
23	Journalism Jobs.com Berkeley, CA 510-653-1521 http://journalismjobs.com		
24	JournalismNext.com Attn: Hedy Liu 703-629-0178		
25	KXLY-TV 500 W. Boone Ave Spokane, W 99201 Attn: Jill Barrett (509) 324-4000 jill@kxly.com	Y	3
26	LinkedIn Corporate Headquarters 2029 Stierlin Court Mountain View, CA 94043 302-636-5400		6
27	Lost Remote LostRemote.com		
28	Luther College 700 College Drive Decorah, IA 52101 Attn: Lynn Ingvalson 563-387-1025	Y	
29	Madison Advertising Federation 7185 Hickory Hill Road Verona, WI 53593 Attn: :Lois 831-9242 http://www.madadfed.com		
30	Madison Community Foundation 2 Science Ct Madison, WI 53717 Attn: Allie Detert 608-232-1763	Y	

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
31	Madison Magazine 7025 Raymond Road Madison, WI 53719 Attn: Cindy Morris 270-3600 cmorris@madisonmagazine.com	Y	
32	Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 Attn: Laura Mael 663-2000 lmael@mediainstitute.com	Y	
33	Madison Writers Network Madison, WI Attn: Joan Fischer http://www.madisonwritersnetwork.org/		
34	Marquette University 1250 W. Wisconsin Ave Milwaukee, WI 52233 (800) 222-6544 www.marquette.edu		
35	Medialine.com PO Box 51909 Pacific Grove, CA 93950 (800) 237-8073 www.medialine.com		
36	MediaMatch.com 8112 ½ W. 3rd Street, Suite A Los Angeles, CA 90048 323-284-5589 www.mediamatch.com		
37	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	Y	1
38	Napoli Management Group 8844 West Olympic Boulevard Suite 100 Beverly Hills, CA 90211-3697 Phone: 310.385.8222		1
39	National Assoc. of Black Journalists 8701 A-Adelphi Road Adelphi, MD 20783-1716 (301) 446-7100 www.nabj.org		
40	National Association of Broadcasters 1771N. Street NW Washington DC, 20036 Attn: Jobs 202-429-5300 http://www.nab.org/		

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
41	Northwestern University 2145 Sheridan Rd Evanston, IL 60208 (847) 491-3741		
42	NWT Talent Agency 2421 NW 162nd Lane Des Moines, IA 50325 515-987-3649 Att: Jay Allen		
43	Ohio Center for Broadcasting 9885 Rockside Road, Suite 160 Valley View, OH 44125 Attn: Janice Hannah-Hardy 216-503-5900	Y	
44	Ohio University E.W. Scripps School of Journalism 218 Schoonover Center, 20 E. Union St. Athens, OH 45701 Attn: Debra Depeel and Karen Peters 740-593-2591	Y	
45	Pool of Prior Candidates 7025 Raymond Road Madison, WI 53719 Attn: Jeff Ver Voort		
46	Poynter Institute 801 Third Street South St. Petersburg, FL 33701 727-821-9494		
47	QTI Placement Services 702 E Washington Ave Madison, WI 53703 (608) 257-1057 www.qtigroup.com		
48	QueenB Radio Wisconsin 51 Means Drive Platteville, WI 53818 Attn: Herb Cody (608) 723-7671 sfuruseh@queenbradio.com	Y	
49	Rick Gevers & Associates PO Box 577 Zionsville, IN 46077 Attn: Rick Gevers 317-769-7900 rick@rickgevers.com		
50	RSM CPA 8040 Excelsior Dr #300 Madison, WI 53717 (608) 833-3361		

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
51	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		
52	Sanford - Brown College 1440 Northland Drive Mendota Heights, MN 55120 Attn: Christine Dye 651-905-3509	Y	
53	Society of Broadcast Engineers Chapter 24 7025 Raymond Rd Madison, WI 53719 Attn: Kevin Ruppert 608-277-5151		
54	Sound of Life Talent Agency SoundofLifeMedia.com Attn: John Kirtley		1
55	South Asian Journalist Association Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027 Attn: Sreenath Sreenivasan 212-854-5979 www.saja.org		
56	Spots N' Dots 1635 Old Highway 41 Kennesaw, GA 30152 (888-884-2630) www.sponsndots.com		
57	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Attn: Mark Holloway (800) 374-8177 www.tvjobs.com		7
58	TVandRadioJobs.com http://tvandradiojobs.com		
59	TVB Broadcast Television Jobs 120 Wall Street 15th Floor New York, NY 10005-3908 212-486-1111 www.tvb.org		
60	Unity Journalists for Diversity 7950 Jones Branch Drive McLean, VA 22107 Attn: Ruchi Pandey (703) 854-3585 http://unityjournalists.org		

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
61	Urban League of Greater Madison 2222 S. Park St Madison, WI 53703 Attn: Lauren Andraski 608-729-1239 www.ulgm.org	Y	
62	UW – Barron County 1800 College Drive Rice Lake, WI 54868 Attn: Elizabeth Owen 715-234-8176 ext 5436 elizabeth.owen@uwc.edu	Y	
63	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	Y	
64	UW - Madison Dept of Communication Arts 821 University Ave Madison, WI 53706 Attn: Sandy Rizzo 262-2543 www.skrizzo@wisc.edu	Y	
65	UW-Madison Equity & Diversity Resource Center 500 Lincoln Drive Room 179A Bascom Hall Madison, WI 53716 Attn: Kathee Judkins 263-2378		
66	UW-Madison School of Journalism & Mass Com 821 University Ave 5134 Vilas Hall Madison, WI 53706 263-4858 advising@journalism.wisc.edu		1
67	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		
68	UW-Wisconsin System Job Board Posts to 13 UW-System Colleges http://www.jobs4wigrads.com/		

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
69	Virterbo Univeristy 900 Viterbo Drive La Crosse, WI 54601 Attn: Anne Ellefson (608)796-3828 careers@viterbo.edu	Y	
70	Western Technical College – Mauston 1000 College Ave Mauston, WI 53948 Attn: Sarah Wilke and Katy Muchenberger 608-847-7364 wilkes@westerntc.edu	Y	
71	Western Wisconsin Technical College 400 7th St. North La Crosse, WI 54601 Attn: Karol Parr 608-785-9440 parrk@westerntc.edu	Y	
72	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	Y	
73	Winning Talent Agency Charlotte, NC. http://www.winningbroadcasting.com/ 703-201-9469		
74	Wisconsin Broadcasters Assoc 44 E Mifflin St Suite 900 Madison, WI 53703 Attn: Mandy Endicott 255-2600 mendicott@wi-broadcasters.org	Y	
75	Wisconsin Jobs.com N89 W16790 Appleton Avenue Suite 200 Menomonee Falls, WI 53051 LocalCareers.com Phone:(262) 255-7400		
76	Wisconsin NOW 122 State Street Suite 403 Madison, WI 53703 Attn: Tizzy Hyatt 255-3911 www.winow@execpc.com		
77	Wisconsin Public Television 821 University Ave Madison, WI 53706 Attn: Nola Mills 263-2114 www.millsn@wpt.org		

Recruitment Sources
(08/01/2017 – 07/31/2018)

Number	Information	Did Source Request Notification	No of interviewees referred by source
78	Wisconsin Tech Connect 4622 University Avenue Madison, WI 53705 608-266-1207 Posts to 16 Wisconsin Technical Colleges http://www.wisconsintechconnect.com/		
79	Wisconsin Women of Color Network PO Box 2337 Madison, WI 53701		
80	WisPolitics Publishing 14 W. Mifflin, Ste. 308 Madison, WI 53703 Attn: Jeff Mayers (608) 441-8418 www.wispolitics.com		
81	WKBT-TV 141 South 6 th Street LaCrosse, WI 54601 Attn: Kevin Knerzer (608) 782-4678 kknerzer@wkbt.com	Y	
82	Worksmart Network 505 Broadway Street, Room 232 Baraboo, WI 53913 Attn: Judy Gaffney 608-355-4808	Y	
83	ZZ – Unsolicited		