

WAOW Television, WYOW Television, WMOW Television
EEO PUBLIC FILE REPORT
August 1, 2016 - July 31, 2017

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Technical Director – Director	1-3, 7-19, 23-29, 31-36, 38-45	31
Evening Newscast Producer	1-3, 7-19, 22-29, 31-36, 38-42, 44-45	32
Multimedia Journalist	1-3, 5, 7-36, 38-42, 44-45	5
Sports Multimedia Journalist	1-3, 5, 7-19, 21-29, 31-36, 38-42, 44-46	5
Sports Multimedia Journalist	1-3, 5, 7-19, 21-29, 31-36, 38-42, 44-46	46
Account Executive	1-2, 5, 7-13, 15-19, 21-42, 44-45	5
Content Manager	1-2, 6-7, 9-13, 15-16, 18-19, 22, 24-26, 28-29, 33-36, 39-42, 44-45	6
General Manager	1-3, 5, 7-19, 22-29, 31-36, 38-42, 44-45	31
Promotion Manager	1, 4, 8-12, 14, 16-19, 23, 26, 29, 31-36, 38, 40-42, 44-45	4

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Brown College 1345 Mendota Heights Road Room 1091 Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Url : https://my.browncollege.edu/mycampus/employer Email : ckleckner@sb-mendotaheights.com Christine Kleckner	Y	0
2	Carthage College 2001 Alford Dr Kenosha, Wisconsin 53141 Phone : 262-551-2196 Email : jpruitt@carthage.edu Jason Pruitt	N	0
3	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Fax : 1-813-494-4555 Michael Bille	N	0
4	Current Employee/Internal Promotion	N	1
5	Employee Referral	N	6
6	Former Employee	N	1
7	Illinois Media School 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Email : cjackson@beonair.com Carl Jackson	N	0
8	Indeed 6433 Champion Grandview Way Austin, Texas 78750 Phone : 800-462-5842 Url : www.indeed.com Robert Faulkner Manual Posting	N	1

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9	KBJR 6 - Kayla Martin 246 South Lake Avenue Duluth, Minnesota 55802 Phone : 218-720-9642 Email : kmmartin@kbjr.com Kayla Martin	N	0
10	KTIV- Kathy Clayton 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-226-5420 Email : kclayton@ktiv.com Kathy Clayton	N	0
11	KTTC- Jodi Neyens 6301 Bandel Rd NW Rochester, Minnesota 55901 Phone : (507) 535-8904 Email : jneyens@kttc.com Jodi Neyens	N	0
12	KWWL- Sandy Youngblut 500 East 4th St Waterloo, Iowa 50703 Phone : 319-291-1259 Email : syoungblut@kwwl.com Sandy Youngblut	N	0
13	Madison Media Institute 2702 Agriculture Drive Madison, Wisconsin 53718 Phone : 608-237-8312 Url : http://www.mediainstitute.edu/employers Email : Nbrost1@mediainstitute.edu Nathaniel Brost	N	0
14	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shillstone	N	0

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15	Missouri School of Journalism 215 A Reynolds Journalism Institute Columbia, Missouri 65211 Phone : 573-884-1909 Email : mujourcareerservices@missouri.edu Laura Redfield-Jacobs	N	0
16	New Jersey Herald- Robin Fichter 2 Spring Street Newton, New Jersey 07860 Phone : 973-383-1170 Email : rfichter@njherald.com Robin Fichter	N	0
17	PantherJOBS - Unitiversity of Wisconsin-Milwaukee PO Box 413 Milwaukee, Wisconsin 53201 Url : http://www4.uwm.edu Jean Salzer Manual Posting	N	0
18	QHW - Christina Wilson 130 S 5th St Quincy, Illinois 62306 Phone : 217-221-3307 Email : cbwilson@whig.com Christina Wilson	N	0
19	QMI- Lesley Van Ness 130 S 5th St Quincy, Illinois 62306 Phone : 217-221-3418 Email : lvanness@quincymedia.com Lesley Van Ness	N	0
20	Rick Gevers & Assocites 355 East Ohio Street #303 Indianapolis , Indiana 46204 Phone : 317-635-7912 Url : www.rickgevers.com Rick Gevers Manual Posting	N	0
21	The Illinois Institute of Art - Chicago 350 North Orlean Street Chicago, Illinois 60654 Phone : 312-777-8564 Email : twhittington@aai.edu Terrell Whittington	N	0

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22	The Illinois Institute of Art-Schaumburg 1000 N Plaza Dr Ste 100 Schaumburg, Illinois 60173 Phone : 847-585-4503 Url : https://www.artinstitutes.edu/ Email : acampion@aia.edu Ann Campion	N	0
23	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Mark Halloway Manual Posting	N	6
24	UW Eau Claire PO Box 4004 Eau Claire, Wisconsin 54701 Phone : 715-836-6018 Email : careers@uwec.edu Melody Manteufel	N	0
25	UW Green Bay 2420 Nicolet Dr Green Bay, Wisconsin 54311 Phone : 920-465-2163 Email : careers@uwgb.edu Career Services	N	0
26	UW Stevens Point 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Url : career@uwsp.edu Email : Jim.Haney@uwsp.edu Jim Haney	N	0
27	UW Stout 103 Administration Bldg Menomonie, Wisconsin 54751 Phone : 715-232-1601 Career Services Manual Posting	N	0

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28	UW Whitewater 226 McCutchan Hall Whitewater, Wisconsin 53190 Phone : 262-472-1511 Email : career@uww.edu Roger Pulliam	N	0
29	WAOW Bulletin Board 1908 Grand Avenue Wausau, Wisconsin 54403 Phone : 715-842-2251 Url : www.waow.com Kelly Fuller Manual Posting	N	0
30	WAOW On Air Announcement 1908 Grand Avenue Wausau, Wisconsin 54403 Url : www.waow.com Kelly Fuller Manual Posting	N	0
31	WAOW Station Website 1908 Grand Avenue Wausau, Wisconsin 54403 Url : www.waow.com Kelly Fuller Manual Posting	N	4
32	WBA 44 E Mifflin St Ste 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Url : www.wi-broadcasters.org Michelle Vetterkind Manual Posting	N	2
33	WBNG - Kate Garger 560 Columbia Drive Johnson City, New York 13790 Phone : 607-584-7223 Email : cgarger@wbngtv.com Kate Garger	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	WEEK - Teddi Stonesifer 2907 Springfield Road East Peoria, Illinois 61611 Phone : 309-698-3784 Url : www.week.com Email : tstonesifer@week.com Fax : 1-309-698-9338 Teddi Stonesifer	N	0
35	WGEM- Terri Stutheit 513 Hampshire St, PO Box 80 Quincy, Illinois 62306 Phone : 217-228-6621 Email : tstutheit@wgem.com Terri Stutheit	N	0
36	WHIG- Christina Wilson PO Box 909 Quincy, Illinois 62306 Phone : 217-221-3409 Email : cbwilson@qni.biz Christina Wilson	N	0
37	WI Jobs for WI Grads University of Wisconsin System Job Board Madison, Wisconsin Phone : 715-836-5358 Staci Heidtke Manual Posting	N	0
38	WI Technical College System 345 W Washington Ave Madison, Wisconsin 53705 Url : www.wisconsintechconnect.com Career Services Office Manual Posting	N	0
39	Winona State University 110 Gildemeiste Hall Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Career Services	N	0

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40	WKOW- Bonnie Beer 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-661-2767 Email : Bbeer@wkow.com Bonnie Beer	N	0
41	WPTA - Cindy Bennett 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 260-407-0064 Url : www.21alive.com Email : cbennett@wpta21.com Cindy Bennett	N	0
42	WREX - Theresa Wesseln PO Box 530 Rockford, Illinois 61105 Phone : 815-335-7856 Email : Twesseln@wrex.com Theresa Wesseln	N	0
43	WSJV- Teddi Tesch PO Box 28 South Bend, Indiana 46624 Phone : 574-343-5350 Email : ttesch@fox28.com Teddi Tesch	N	0
44	WVVA- Audrey Sluss 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : Asluss@wvva.com Audrey Sluss	N	0
45	WXOW/WQOW- Theresa Wopat PO Box 3119 LaCrosse, Wisconsin 54602 Phone : 5078959872 Email : twopat@wxow.com Theresa Wopat	N	0
46	YouTube - Not Directly Contacted by SEU	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			23

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/1/2016	Participation in other activities designed by the station employment unit	WAOW offers tours of the TV station. We average at least one tour every week over the course of a year. We offer tours of WAOW from 9am-7pm to educate and inform guests about the broadcast industry. The tour takes about 45 minutes depending on how many questions people have. There's roughly a 30 person maximum with this tour.	4	Chief Meteorologist Meteorologist Meteorologist Meteorologist
2	9/9/2016	Participation in other activities designed by the station employment unit	On Friday, September 9, 2016, Brad Heinkel presented to approximately 50 people from area businesses about WAOW and our television station. Topics included broadcasting opportunities and ABC Fall Programming line-up. The South Area Business Association Luncheon was held at the Holiday Inn & Suites in Rothschild, Wisconsin.	2	Station Manager Senior Administrative and Human Resources Manager
3	9/26/2016	Establishment of training programs for station personnel	QMI corporate level staff administrators held sessions over a five-day span, educating our news, promotion and interactive staff about various topics that include lighting, trouble shooting, contests and television marketing tips. The QMI News Marketing Interactive Summit sessions were held at the Great Wolf Lodge in Wisconsin Dells, Wisconsin on September 26 - September 30, 2016.	4	Promotions Manager News Director Anchor Internet Director
4	10/7/2016	Provision of training to management	Station personnel attended a live broadcast called "Live2Lead". Live2Lead is a leader development experience broadcast from Georgia designed to equip attendees with new perspectives, practical tools and key takeaways. This session was held at North Central Technical College in Wausau, Wisconsin on October 7, 2016	2	Station Manager Senior Administrative and Human Resources Manager
5	10/10/2016	Participation in events or programs sponsored by educational institutions	Justine Braun, our Internet Director, was asked to Skype with several students at UW Oshkosh Radio-TV Film course students. Justine talked about transitioning from college into career and how they can make the most out of their college Radio-TV-Film program.	1	Internet Director

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6	10/13/2016	Establishment of training programs for station personnel	During the reporting period, the station made UAS (drone) operations training and education available to an employee who ultimately became an FAA certificated drone pilot and added drone operations to his duties for the station.	1	Master Control Operator
7	10/14/2016	Participation in scholarship programs	The Wisconsin Broadcasters Association (WBA) has established a scholarship program which extends scholarships to worthy students on an annual basis. WAOW Station Manager Brad Heinkel reviewed the WBA Foundation Scholarship Applications and rated each student finalist. The ratings were submitted to the WBA in November 2016. Information about the scholarship program and requirements as well as scholarship applications were available on request at WAOW Television, Inc.	1	Station Manager
8	10/14/2016	Participation in Job Fairs	On October 14, 2016 QNI hiring representatives Lesley Van Ness, Perry Boxx and Dennis Kendall participated by staffing a booth at the Illinois Broadcasters Association Career Fair in Normal, Illinois. Over 200 college juniors and seniors along with members of the general public visited this event as part of IBA's annual IBA-University Conference for college students.	3	Talent Acquisition Specialist News Director- WEEK Director of Broadcast News
9	1/18/2017	Provision of training to management	On January 18, 2017, our Senior Administration and Human Resources Manager, Kelly Fuller attended a Women's Leadership conference hosted by the Wausau Region Chamber of Commerce. This conference featured three speakers that spoke about personal and professional development, networking and strategic planning.	1	Senior Administration and Human Resources Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
10	1/25/2017	Provision of training to management	Station personnel attended "EEO Seminar: Avoiding Discrimination in Employment Terminations" presentation which was held as part of the WBA's 2017 Winter Conference on Wednesday, January 25, 2017 from 10:45 AM - 11:45 AM at the Concourse Hotel in Madison, Wisconsin.	2	Senior Administration and Human Resources Manager News Director
11	1/25/2017	Participation in Job Fairs	On January 25, 2017 WAOW-TV hiring representatives Kelly Fuller and Mark Durham attended the Wisconsin Broadcasters Association Career Fair which was held as part of the 2017 Winter Conference at the Concourse Hotel in Madison Wisconsin. There were over 40 job seekers in attendance.	2	Senior Administration and Human Resources Manager News Director
12	3/8/2017	Provision of training to management	<p>WAOW Station Department Heads and Supervisor's completed four online training sessions called: Motivating Your Employees, Sexual Harassment A Commonsense Approach, Legal Survival Skills for the Modern Manager and Harassment: Sex, Religion and Beyond.</p> <p>Kantola online training sessions offers a number of communication skills videos designed to help our employees communicate more effectively. These communication training courses help improve teamwork and smooth over those "people problems" that can otherwise add stress and interfere with your team members' ability to do their best work.</p>	9	Senior Administration and Human Resources Manager Chief Engineer Promotion Manager General Sales Manager
13	3/9/2017	Provision of training to management	WAOW-TV hiring representative Kelly Fuller attended "Undercover Candidate" seminar which was held by Central Wisconsin Society for Human Resource Management on March 9, 2017. This conference featured a speaker named Nora Burns, who talked about what is really happening behind the interview room door and what you should and should not ask in your interviews.	1	Senior Administrative and Human Resources Manager

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14	5/9/2017	Participation in events or programs sponsored by educational institutions	<p>On at least four occasions during the reporting period, WAOW's Meteorologists Justine Loew and Samantha Kuffel have visited local schools and clubs to discuss their careers in broadcasting and the different jobs that everyone holds at the television station. They also talked about meteorological instruments and basic forecasting. They stayed to answer questions that the students had about working at a television station and what education they would need to get a job in broadcasting.</p> <p>September 23, 2016: Grant Elementary School - Wisconsin Rapids October 4, 2016: Plover Whiting Elementary School October 19, 2016: Boys and Girls Club - Wausau Wisconsin May 9, 2017: Wittenberg Elementary</p>	2	Chief Meteorologist Meteorologist
15	5/18/2017	Establishment of training programs for station personnel	<p>On May 18-20, 2017, Brad Heinkel and Kelly Fuller attended The 2017 Walker Broadcast Management Institute, presented by the University of Wisconsin-Madison's School of Business. The Institute - the first of its kind sponsored by a State Broadcasters Association, was held on the campus of the University of Wisconsin-Madison in conjunction with the UW School of Business. This year's 3-day Management Institute spent full days on the following topics: Financial Management for Broadcasters, Customer Service, and Investigating Leadership Style.</p>	2	Station Manager Senior Administrative and Human Resources Manager

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16	5/30/2017	Establishment of an intern program designed to assist members of the community	WAOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio, and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted four student internships during the Summer of 2017. One intern was an Organizational Communications student at University of Wisconsin - Eau Claire. The second intern was a News, Politics student at Drake University. The third intern was a Communication Media Studies student at University of Wisconsin – Stevens Point. The fourth intern was a Mass Communications student at University of Wisconsin - Madison.	3	Internet Director News Director Promotion Manager
17	6/14/2017	Provision of training to management	On June 14, 2017, WAOW-TV hiring representative Kelly Fuller attended the EEO Seminar: What's New With EEO at the FCC. This session was held as part of the WBA's 2017 Summer Conference at the Blue Harbor Resort in Sheboygan, WI.	1	Senior Administration and Human Resources Manager
18	6/14/2017	Participation in Job Fairs	On June 14, 2017 WAOW-TV hiring representative Kelly Fuller attended the Wisconsin Broadcasters Association Career Fair which was held as part of the 2017 Summer Conference at the Blue Harbor Resort in Sheboygan, WI. Many job seekers were in attendance.	1	Senior Administrative and Human Resources Manager