

WKOW 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
Weekend Meteorologist Open Date: 5/6/2016 Hire Date: 8/8/2016	1, 3-7, 9, 12, 14, 16-24, 26-31, 34, 36-37, 40-55, 57-63	57
Weekend AM Meteorologist Open Date: 7/14/2016 Hire Date: 9/6/2016	1, 5-8, 12-13, 16-27, 29-31, 34, 36-37, 39-55, 57-63	57
Newscast Director / Video Editor Open Date: 7/27/2016 Hire Date: 10/6/2016	1, 3, 5-8, 12-13, 16-27, 29-31, 34, 36-37, 39-63	57
Producer Open Date: 8/18/2016 Hire Date: 9/14/2016	1, 3, 5-8, 12, 14, 16-23, 26-27, 29-31, 34, 36-37, 40-63	14
Content Producer Open Date: 10/5/2016 Hire Date: 12/1/2016	1, 3, 5-8, 12-13, 16-27, 29-31, 34, 36-37, 40-55, 57-63	57
Photojournalist Open Date: 10/26/2016 Hire Date: 11/17/2016	1, 3, 5-8, 12-13, 16-27, 29-31, 34, 36-37, 39-55, 57-63	57
Reporter / Multimedia Journalist Open Date: 11/2/2016 Hire Date: 1/18/2017	1, 3, 5-8, 12-14, 16-27, 29-31, 34-37, 39-55, 57-63	14
Photojournalist Open Date: 1/16/2017 Hire Date: 1/29/2017	1, 3, 5-8, 10, 12-13, 16-27, 29-31, 34, 36-37, 39-63	10
Topical Writer/Producer Open Date: 3/6/2017 Hire Date: 4/21/2017	1-3, 5-8, 11-13, 16-27, 29-34, 36-37, 39-63	32
Newscast Director - Full Time Open Date: 3/29/2017 Hire Date: 5/16/2017	1, 3, 5-8, 12-13, 16-27, 29-31, 34, 36-37, 39-63	57
Social Media and Digital Content Manager Open Date: 5/24/2017 Hire Date: 7/24/2017	1, 3, 5-8, 12-24, 26-27, 29-31, 34, 36-63	54

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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	Affirmative Action Division City of Madison 210 Martin Luther King Jr. Blvd. Room 523 Madison, Wisconsin 53703 Phone : (608) 266-4910 Url : www.cityofmadison.com Email : CThiele@cityofmadison.com Fax : 1-608-266-6514 Chrissy Thiele	N	0
2	American Advertising Federation Madison (AAF Madison) PO Box 1149 Madison, Wisconsin 53701 Phone : 608-831-9242 Url : www.aafmadison.org Career Service Manual Posting	N	0
3	American Marketing Association Madison PO Box 259692 Madison, Wisconsin 53725 Url : www.amamadison.org/ Email : madison@amamadison.org Paul Nylander	N	0
4	Ball State University Department of Journalism 2000 W. University Ave. Muncie, Indiana 47306 Phone : 7652858688 Url : http://cms.bsu.edu/Academics/CollegesandDepartment Email : sswingley@bsu.edu Fax : 1-765-285-7997 Sheryl Swingley	N	0
5	Blackhawk Technical College P.O. Box 5009 Janesville, Wisconsin 53547 Phone : 608-758-6900 Email : careercenter@blackhawk.edu Career Service	N	0
6	Centro Hispano 835 West Badger Rd Madison, Wisconsin 53713 Phone : 608 255-3018 Url : www.chdc.us Email : tomy@micentro.org Tomy Tepepa	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
7	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.michaelsmedia.com Email : bille@michaelsmedia.com Michael Bille	N	0
8	Columbia University Graduate School of Journalism 207 Journalism 2950 Broadway New York, New York 10027 Phone : 212-854-4422 Url : http://www.journalism.columbia.edu/page/13-career- Email : ir2273@columbia.edu Izabela Rutkowski	N	0
9	Consultant Referral	N	1
10	Current Employee/Internal Promotion	N	1
11	Current Intern	N	1
12	Drake University Meredith Hall 118 Des Moines, Iowa 50311 Phone : 515-271-2295 Url : http://sjmc.drake.edu/ Email : Kathleen.Richardson@drake.edu Kathleen Richardson	N	0
13	Edgewood College Student Resource Center 1000 Edgewood College Drive Madison, Wisconsin 53711 Phone : 608-663-2281 Url : www.edgewood.edu/src/career/ Kasey Dewitt Manual Posting	N	0
14	Employee Referral	N	13
15	Former Employee	N	1
16	Franklin College 101 Branigin Blvd Franklin, Indiana 46131 Phone : 317-738-8208 Url : www.franklincollege.edu Email : abarton@franklincollege.edu Ann Barton	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
17	IBEW Local Union 715 633 S. Hawley Rd St 107 Milwaukee, Wisconsin 53214 Phone : 414 479-0580 Url : www.wbew715.com Email : markbiedenbender@ibew715.com Fax : 1-414-479-0582 Mark Biedenbender	N	0
18	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Url : www.beonair.com Email : cjackson@beonair.com Carl Jackson	Y	0
19	KBJR-TV 246 S Lake Avenue Duluth, Minnesota 55802 Phone : 2187209642 Email : kmmartin@kbjr.com Kayla Martin	N	0
20	KTIV-TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712 239-4100 Url : www.ktiv.com Email : kclayton@ktiv.com Kathy Clayton	N	0
21	KTTC-TV 6301 Bandel Road NW Rochester, Minnesota 55901 Phone : 507 288-4444 Url : www.kttc.com Email : jneyens@kttc.com Jodi Neyens	N	0
22	KWWL-TV 500 East Fourth Street Waterloo, Iowa 50703 Phone : 319 291-1259 Url : www.kwwl.com Email : syoungblut@kwwl.com Sandy Youngblut	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
23	LSU School of Mass Communication Journalism Building Baton Rouge, Louisiana 70803 Phone : 225-578-0416 Url : www.manship.lsu.edu Email : msternb@lsu.edu Fax : 1-225-578-2125 Mary Ann Sternberg	Y	0
24	Madison Media Institute 2702 Agriculture Dr Madison, Wisconsin 53718 Phone : 608-237-8312 Email : sarray@mediainstitute.edu Fax : 1-608-442-0141 Nathanael Brost	N	0
25	MATC Career Resources 3550 Anderson St Madison, Wisconsin 53704 Phone : 608 243-4271 Url : www.wisconsintechconnect.com Patty Geske Manual Posting	N	0
26	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800 237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
27	Midwestern State University B 110 Fain Fine Arts Center 3410 Taft Blvd Wichita Falls, Texas 76308 Phone : 940-397-4391 Url : http://finearts.mwsu.edu/masscomm/ Email : jim.sernoe@mwsu.edu Dr. Jim Sernoe	N	0
28	Missouri School of Journalism 76G Gannett Hall University of Missouri Columbia, Missouri 65211 Phone : 5738820373 Email : willisb@missouri.edu Barbara Willis	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
29	NAACP Beloit Branch #3251 PO Box 414 Beloit, Wisconsin 53512 Phone : 608-365-1881 Email : drthyharrell@gmail.com Dorothy Harrell	Y	0
30	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Phone : 202-588-9888 Url : www.nlgia.org Email : info@nlgia.org Fax : 1-202-588-1818 Career Service	N	0
31	New Jersey Herald Two Spring Street Newton, New Jersey Phone : 973-383-1500 Url : www.njherald.com Email : rfichter@njherald.com Fax : 1-973-383-2194 Robin Fichter	N	0
32	Non-Employee Referral	N	3
33	None indicated (Source Unknown)	N	2
34	Ohio/Illinois Centers for Broadcasting 9000 Sweet Valley Drive Cleveland, Ohio 44125 Phone : 216 447-9117 Url : www.beonair.com Email : dclark@beonair.com Don Clark	N	0
35	QMI Corporate Referral Lesley Van Ness Quincy, Illinois Phone : 217-223-5100 Lesley Van Ness	N	2

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	Quincy Herald Whig 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Url : www.whig.com Email : cbwilson@whig.com Christina Wilson	N	0
37	Quincy Newspapers, Inc. 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Url : www.quincyinc.com Email : lvanness@quincymedia.com Lesley Van Ness	N	0
38	Rick Gevers & Associates 355 E Ohio St #303 Indianapolis, Indiana 46204 Phone : 317-635-7912 Url : www.rickgevers.com Rick Gevers Manual Posting	N	1
39	State of WI Job Service 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 608 242-4915 Url : www.dwd.state.wi.us/jobnetbusiness Mark Wurl Manual Posting	N	0
40	TVJobs.com TV Jobs P.O. Box 4116 Oceanside, California 92052 Phone : 760 754-8177 Url : www.tvjobs.com Mark Holloway Manual Posting	N	2
41	University of Colorado Boulder 1511 University Avenue UCB 478 Boulder, Colorado 80309 Phone : 303-492-5480 Url : www.colorado.edu Email : Christine.Mahoney@Colorado.edu Christine Mahoney	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
42	University of Connecticut Oak Hall, Rm. 468B Storrs, Connecticut Phone : 203-927-7921 Url : http://www.journalism.uconn.edu/about.html Email : steven.kalb@uconn.edu Steven Kalb	N	0
43	University of Iowa School of Journalism & Mass Communication Adler Journalism Building University of Iowa Iowa City, Iowa 52242 Phone : 319-335-3486 Email : paul-w-jensen@uiowa.edu Paul Jensen	N	0
44	University of Missouri-Columbia School of Journalism 200 Neff Hall School of Journalism Columbia, Missouri 65211 Phone : 573-882-1957 Url : WWW.JOURNALISM.MISSOURI.EDU Email : collinsks@missouri.edu Kent Collins	N	0
45	University of Oregon ERB Memorial Union Rm 112 Eugene, Oregon 97403 Phone : 541-446-4091 Url : www.uoregon.edu Email : cnisser@uoregon.edu Charlotte Nisser	N	0
46	University of Southern Indiana 8600 University Blvd. Evansville, Indiana 47714 Phone : (812) 464-1865 Url : www.usi.edu/careersv Email : psdoerte@usi.edu Pam Doerter	N	0
47	University of Wisconsin-Madison 821 University Ave Vilas 5115 Madison, Wisconsin 53706 Phone : 6082628877 Url : www.wisc.edu Email : hastings@wisc.edu Pat Hastings	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
48	UW-Madison Dept of Communication Arts 6117 Vilas Hall 821 University Ave Madison, Wisconsin 53706 Phone : 608 265-0048 Email : comarts@wisc.edu Chris Curran-Dorsano	N	0
49	UW-Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin Phone : 920-424-2181 Url : www.uwosh.edu Fax : 1-920-424-1000 Career Service Manual Posting	N	0
50	WAOW-TV 1908 Grand Ave Wausau, Wisconsin 54403 Phone : 715 842-2251 Url : www.waow.com Email : kfuller@waow.com Kelly Fuller	N	0
51	WBNG-TV 560 Columbia Drive Johnson City, New York 13790 Phone : 6075847262 Email : cgarger@wbngtv.com Kate Garger	N	0
52	WEEK-TV 2907 Springfield Road East Peoria, Illinois 61611 Phone : 3096983784 Email : ssmithson@week.com Sara Smithson	N	0
53	WGEM-TV P.O Box 80 Quincy, Illinois 62306 Phone : 217 228-6600 Url : www.wgem.com Email : tstutheit@wgem.com Terri Stutheit	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
54	Wisconsin Broadcasters Association 44 E. Mifflin St Ste 900 Madison, Wisconsin 53703 Phone : 608 255-2600 Url : www.wi-broadcasters.org Mandy Endicott Manual Posting	N	3
55	WKOW Bulletin Boards 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608 274-1234 Url : www.wkow.com Fax : 1-608-274-9514 Bonnie Beer	N	2
56	WKOW-TV On-air Announcement 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608 274-1234 Url : www.wkow.com Bonnie Beer Manual Posting	N	0
57	WKOW.com WKOW-TV 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-274-1234 Url : www.wkow.com Email : bbeer@wkow.com Bonnie Beer	N	18
58	WPTA-TV 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 2604070064 Url : www.21alive.com Email : cindyb@incnow.tv Cindy Bennett	N	0
59	WREX-TV 10322 Auburn Rd Rockford, Illinois 61103 Phone : 815 335-2213 Url : www.wrex.com Email : ttruesdale@wrex.com Trista Truesdale	N	0

WKOW Television
EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

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
60	WSJV-TV P.O. Box 28 South Bend, Indiana 46624 Phone : 800 975-8881 Url : www.fox28.com Email : apelino@fox28.com Ann Marie Pelino	N	0
61	WVVA-TV 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-327-5586 Url : www.wvva.com Email : asluss@wvva.com Audrey Sluss	N	0
62	WXOW/WQOW PO Box 3119 La Crosse, Wisconsin 54602 Phone : 507 895-9969 Url : www.wxow.com Email : twopat@wxow.com Theresa Wopat	N	0
63	YWCA Job Placement 3101 Latham Drive Madison, Wisconsin 53713 Phone : 608 257-1436 Email : programassistantywca@gmail.com Fax : 1-608-255-3378 Aneesha Mitchell	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			50

WKOW Television
EEO PUBLIC FILE REPORT
August 1, 2016 - July 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/16/2016	Establishment of an intern program designed to assist members of the community	WKOW 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 and digital platforms. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted one student intern during the fall of 2016. This intern was a Journalism major at UW-Oshkosh.	1	Ed Reams News Director	1.00
2	11/23/2016	Participation in scholarship programs	<p>The Wisconsin Broadcasters Association (WBA) has established a scholarship program which extends scholarships to worthy students on an annual basis.</p> <p>WKOW representatives Bonnie Beer, Bob Goessling and Jill Genter reviewed the WBA Foundation Scholarship applications and rated each student finalist. The ratings were submitted to the WBA November 23, 2016. Information about the scholarship program and requirements as well as scholarship applications were available on request at WKOW Television, Inc.</p>	3	Bonnie Beer Administration & Human Resources Manager Bob Goessling Operations Manager Jill Genter Marketing Manager	1.00
3	12/9/2016	Participation in scholarship programs	<p>The Wisconsin Broadcasters Association Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis.</p> <p>A donation of \$250 was made to the WBA Foundation, earmarked for scholarships, in the name of WKOW by a check written 12/9/2016.</p>	0		1.00

WKOW Television

EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
4	1/25/2017	Participation in Job Fairs	On January 25, 2017 hiring representatives Bonnie Beer, Anna Engelhart, Jill Genter and John Beard manned a booth at the Wisconsin Broadcasters Association Job/Career Fair which was held as part of the WBA's 2017 Winter Conference at the Madison Concourse Hotel in Madison, WI.	4	Bonnie Beer Administration & Human Resources Manager Anna Engelhart Business Manager Jill Genter Marketing Manager John Beard Asst. News Director	0.25
5	1/25/2017	Provision of training to management	On January 25, 2017 Bonnie Beer, Anna Engelhart and Jill Genter attended a seminar entitled "Avoiding Discrimination in Employment Terminations" which was held as part of the Wisconsin Broadcasters Association 2017 Winter Conference at the Concourse Hotel in Madison, WI.	3	Bonnie Beer Administration & Human Resources Manager Anna Engelhart Business Manager Jill Genter Marketing Manager	1.00
6	2/3/2017	Establishment of an intern program designed to assist members of the community	WKOW 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 and digital platforms. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted two student interns in the spring of 2017. Both interns were Mass Communication majors at UW-Madison.	1	Ed Reams News Director	1.00
7	2/27/2017	Participation in other activities designed by the station employment unit	Our Meteorologists regularly are called upon to speak at local schools and civic organizations. Their topics vary, examples are: Career as a Meteorologist; How to Stay Safe in Storms; Meteorological Forecasting Techniques; etc.	4	Bob Lindmeier Chief Meteorologist Brian Olson Meteorologist Max Tsaparis Meteorologist Star Derry Meteorologist	1.00

WKOW Television
EEO PUBLIC FILE REPORT
August 1, 2016 - July 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
8	3/4/2017	Participation in job banks, internet programs and other programs designed to promote outreach	On March 4, 2017 Ed Reams, News Director for WKOW participated in the Wisconsin Broadcasters Association's Student Seminar as a Speed Networking interviewer. Ed met with students from Universities, Trade Schools and Union Grove High School to help them practice their interviewing and networking skills.	1	Ed Reams News Director	1.00
9	4/18/2017	Establishment of training programs for station personnel	<p>April 18-20, 2017, Ed Reams and Jill Genter attended The 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.</p> <p>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	Ed Reams News Director Jill Genter Marketing Manager	1.00
10	5/22/2017	Establishment of an intern program designed to assist members of the community	WKOW 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 and digital platforms. Each Quintern is assigned a mentor and there is curriculum for each position. the station hosted three interns for the summer of 2017. One intern was an International Convergence Journalism major at the Missouri School of Journalism, University of Missouri. One intern was a journalism major at UW-Madison. One intern was a Marketing Communications major at UW-River Falls.	2	Ed Reams News Director Jill Genter Marketing Manager	1.00

WKOW Television
EEO PUBLIC FILE REPORT
August 1, 2016 - July 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
11	7/6/2017	Participation in other activities designed by the station employment unit	<p>WKOW is the only TV station in the Madison, Wisconsin market that offers tours. We average at least one tour every week over the course of a year. We offer tours of WKOW during the day from 9am-2pm to educate and inform guests about the broadcast industry. The tour takes about an hour depending on how many questions people have. There is roughly a 20 person maximum with this tour.</p> <p>WKOW also offers tours in the evening with our 27 Storm Track Chief Meteorologist Bob Lindmeier. Normally he will ask a group to arrive about 30 minutes before news time, show them the 27 Storm Track Weather Center and then let the group stick around to watch the news. There is roughly a 15 person maximum with this tour.</p>	4	Bob Lindmeier Chief Meteorologist Branden Borremans Meteorologist Max Tsaparis Meteorologist Star Derry Meteorologist	1.00
TOTAL POINTS OVER REPORTING PERIOD:						10.25