

**WSAW-TV**  
**EEO Public File Report**  
**08/01/2015-07/31/2016 Note<sup>1</sup>**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data.

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Anchor Reporter	Exigent Hire	14
Sales Assistant	Exigent Hire	13
Digital Content News Producer	2-4, 9-12, 15-18, 29-31, 39	16
Digital Content News Producer	2-4, 9-12, 15-17, 29-31, 39	11
Reporter Producer	2-4, 10-12, 15-17, 29, 30	15
Reporter Producer	2-4, 9-11, 15-17	10
Multi-Media Journalist	2-4, 10-13, 15, 17, 29-31	13
Multi-Media Journalist	2-4, 10, 13, 15-17, 29, 30	13
Multi-Media Journalist	2-4, 9-13, 15-18,	13
Multi-Media Journalist	2-4, 9-13, 15-18	13
Multi-Media Journalist	2-4, 9-13, 15-18	13
Technical Media Producer	2-4, 10-13, 33-34 , 37, 38	13

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<sup>1</sup> This report was revised in July 2017 to update and correct reported information.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS over the Reporting Period</b>
1	Job Center of Wisconsin jobcenterofwisconsin.com	N	
2	Jobs For Wisconsin Grads (Includes all 13 UW System Universities) wijobs4wigrads.uwgb.edu	Y	
3	Tech Connect – (Wisconsin’s 16 Technical Colleges) http://www.wisconsintechconnect.com/	Y	
4	WIPCCC Online Job Board - (Wisconsin 20 Private and Independent Colleges) wipccc.org	Y	
5	UW Marathon County – Student Affairs <a href="mailto:uwmc@uwc.edu">uwmc@uwc.edu</a>	N	
6	Midstate Independent Living Consultants <a href="mailto:milc@milc-inc.org">milc@milc-inc.org</a>	N	
7	Madison & Minneapolis Media Institute Mediainstitute.edu	N	
8	Illinois Media School <a href="mailto:cjackson@beonair.com">cjackson@beonair.com</a>	N	
9	Collective Talent email: <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> ; Michael Bille Michaels Media, LLC <a href="http://www.collectivetalent.com">www.collectivetalent.com</a> Office: 813-254-9695 Cell: 813-494-4555 News positions only	Y	
10	Postings at other Gray Television Stations Dottie Boudreau c/o Gray Television, Inc. 4370 Peachtree Road, NE Atlanta, GA 30319	N	1

	404-266-8333 (ok to email <a href="mailto:dottie@gray.tv">dottie@gray.tv</a> )		
11	WSAW.com <a href="mailto:cfranzen@wsaw.com">cfranzen@wsaw.com</a> + <a href="mailto:jim.reuter@wsaw.com">jim.reuter@wsaw.com</a> (copy both)	Y	14
12	Internal Postings	N	1
13	Word of Mouth	N	15
14	Self-Referral/Walk-in	N	3
15	Gray News Director group (news only) <a href="mailto:newsdir@graytv.com">newsdir@graytv.com</a>	N	1
16	WBA (Wisconsin Broadcasters Association) <a href="http://www.wi-broadcasters.org/wba/index.php/careers/post-wanted/">http://www.wi-broadcasters.org/wba/index.php/careers/post-wanted/</a>	N	3
17	tvjobs.com Mark Holloway Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 (800) 374-0119	N	7
18	RTDNA (Radio, Television, Digital News Assoc.) <a href="http://www.rtdna.org/content/post_a_job_form">http://www.rtdna.org/content/post_a_job_form</a> (contact Derrick Hinds, if trouble at 202-495-8730)	N	
19	NAB.org	N	
20	SBE.org (Engineers only)	N	
21	Medialine.com Mark Shilstone P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	N	
22	MediaBistro.com (TVSpy) <a href="https://employers.mediabistro.com/pricing">https://employers.mediabistro.com/pricing</a>	N	
23	<a href="http://www.broadcastingcable.com/">http://www.broadcastingcable.com/</a> (Click the TV Careers tab to post a job)	N	
24	Media Jobs Connection presented by Poynter <a href="http://careers.poynter.org/">http://careers.poynter.org/</a>	N	
25	TVNewsCheck Media Classifieds 24 W Lancaster Avenue Suite 205 Ardmore, PA 19003 Patty Hersh <a href="mailto:phersh@newscheckmedia.com">phersh@newscheckmedia.com</a>	N	

26	Society of Professional Journalists (SPJ) job board <a href="http://jobs.spj.org/hr">http://jobs.spj.org/hr</a>	N	
27	Globe University – Wausau/MN School of Business <a href="http://careerconnect.globeuniversity.edu/">http://careerconnect.globeuniversity.edu/</a>	N	
28	Minneapolis Community & Technical College Employment Services 15001 Hennepin Avenue Minneapolis, MN 55403 612-341-7000	N	
29	UW-Madison Journalism School – via Pat Hastings, instructor (news only) hastings@wisc.edu	N	
30	UW-River Falls Communication and Media Studies Program – via Sandra Ellis, professor <a href="mailto:sandra.ellis@uwrf.edu">sandra.ellis@uwrf.edu</a> (news/ops)	N	
31	UW-Oshkosh Journalism Dept. via Vince Filak, professor (news only) vffilak@gmail.com	N	
32	UW-Whitewater College of Arts and Communication via Prof. Jim Mead (news/ops only) meadj@uww.edu - 262.472.5659	N	
33	UW Stevens Point Careers <a href="mailto:career@uwsp.edu">career@uwsp.edu</a>	N	
34	University of Wisconsin - Stevens Point – SPTV Curtis Rauen SPTV General Manager <a href="mailto:Curtis.C.Rauen@uwsp.edu">Curtis.C.Rauen@uwsp.edu</a> (920) 973-9029	N	
35	University of Missouri (Mizzou) Randy Reeves, Instructor and News Director at KOMU-TV reevesr@missouri.edu; cell 573-424-7085	N	
36	Loyola University Chicago Lee Hood, Assoc. Professor, Broadcast News Office: Lewis Towers 910B 312-915-8538, email <a href="mailto:lhoo1@luc.edu">lhoo1@luc.edu</a>	N	
37	Bethany Lutheran College – Communication and Media Arts Greg Vandermause – Studio Director <a href="mailto:Greg.vandermause@blc.edu">Greg.vandermause@blc.edu</a> <a href="mailto:careerservices@blc.edu">careerservices@blc.edu</a> 507-344-7742 or 507-344-7310	N	

38	St. Cloud State University – Department of Mass Communications Mark Mills – Department Chair <a href="mailto:mlmills@stcloudstate.edu">mlmills@stcloudstate.edu</a> <a href="mailto:masscommunications@stcloudstate.edu">masscommunications@stcloudstate.edu</a> Fax: (320) 308-2083	N	
39	UW-Marathon Co. English Dept. via Katie Kalish, Assoc. Professor (news only, writing positions) <a href="mailto:catherine.kalish@uwc.edu">catherine.kalish@uwc.edu</a> – 715-261-6258	N	
40	Southern Illinois University – School of Journalism Email: <a href="mailto:careerservices@siu.edu">careerservices@siu.edu</a> ; 618-453-2391	N	
<b>Total Interviewees</b>			45

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1.</b>	Participate in Job Fairs	(1) WSAW participated in the Wisconsin Broadcasters Association Job Fairs in Madison, WI on January 27, 2016, and June 22, 2016. The General Manager and the News Director attended to meet with attendees and discuss career opportunities at the station.  (2) WSAW participated in the Central Wisconsin Collegiate Job Fair at UW-Stevens Point on February 23, 2016. The News Director attended to meet with attendees and discuss career opportunities at the station.
<b>2.</b>	Management Training	(1) On January 27, 2016, the General Manager participated in the Wisconsin Broadcaster's Association Workshop - "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination".  (2) On June 23, 2016, the News Director participated in the Wisconsin Broadcaster's Association Summer Conference Management Session "Recruit & Retain to Win."
<b>3.</b>	Wisconsin Broadcasters Association Scholarship Program	WSAW participated in the Wisconsin Broadcasters Association Scholarship Program by evaluating/scoring applications for the program.