

WMTV
EEO PUBLIC FILE REPORT
August 1, 2015 – July 31, 2016

I. VACANCY LIST

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

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Account Executive	1-30, 33-36	36
Account Executive	1-30, 33-36	29
Account Executive	1-30, 33-36	29 Promotion
Account Executive	1-30, 33-36	29
National Sales Assistant	1-30, 33-36	2
Technical Media Production Specialist	1-33	29
Technical Media Production Specialist	1-33	29
Technical Media Production Specialist	1-33	29
Sports Director	1-33	33
Sports Anchor/Reporter	1-33	32
Chief Photographer	1-33	29
Photographer	1-33	32
Meteorologist	1-33	32
Executive Producer	1-33	29 Promotion
News Producer	1-33	32
Digital News Producer	1-33	29 Promotion
Multi-Media Journalist	1-33	32
Multi-Media Journalist	1-33	32
Multi-Media Journalist	1-33	32
Multi-Media Journalist	1-33	32
Anchor/Reporter	1-33	32
Anchor/Reporter	1-33	29 Promotion
Anchor/Reporter	1-33	29 Promotion
Anchor/Reporter	1-33	32
Morning News Anchor/Reporter	1-33	29 Promotion

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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 12-month period
1	Ms. Lucia Nunez City of Madison Affirmative Action Dept. 215 Martin Luther King Jr. Blvd., Room 421 Madison, WI 53703 (608) 267-8786	No	0
2	Ms. Candace McDowell Multicultural Student Center Memorial Union 716 Langdon Street, 2nd Floor Madison, WI 53703 (608) 262-4503	No	0
3	Ms. Amber Luckie Brown Institute Broadcast Placement 1345 Mendota Heights Road St. Paul, MN 55120-1129 (612) 721-2481	No	0
4	Ms. Janis Makwinja Department of Communication Arts University of Wisconsin 821 University Avenue Madison, WI 53706 (608) 262-2543	No	0
5	Madison Area Technical College 3550 Anderson Street, #6130 Madison, WI 53704 (608) 243-4271	No	0
6	Mr. Isadore Knox Dane County Affirmative Action 210 Martin Luther King, Jr. Blvd. Madison, WI 53709 (608) 266-4114	No	0
7	Ms. Joan Archie Chicago Urban League Employment, Counseling, Training Dept. 220 S. State Street, 11th Floor Chicago, IL 60604 (312) 357-0470	No	0

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8	Mr. Joseph Bauer Dane County Job Service 1819 Aberg Avenue, Suite C Madison, WI 53704 (608) 245-5390	No	0
9	Ms. Madeleine Para National Organization for Women 122 State Street, #403 Madison, WI 53703 (608) 255-3911	No	0
10	Mr. Luis A. Pinero Affirmative Action & Compliance 175 Bascom Hall, 500 Lincoln Drive Madison, WI 53706 (608) 263-2378	No	0
11	Edgewood College Career & Counseling Services 855 Woodrow Street Madison, WI 53719 (608) 257-4861	No	0
12	Becky Troy Department of Communications University of Wisconsin - Platteville 1 University Plaza Platteville, WI 53818 (608) 342-1627	No	1
13	Ms. Courtney Barlow Milwaukee Urban League 2800 W. Wright Street Milwaukee, WI 53210 (414) 374-5850	No	0
14	Ms. Beth Horstmeier Journalism Placement Office University Of Wisconsin 5134 Vilas Hall Madison WI 53706 (608) 262-5627	No	0
15	Ms. Susan Array Madison Media Institute 2702 Agriculture Drive Madison WI 53718 (608) 663-2000	No	3
16	Illinois School of Broadcasting 530 South State Street Chicago, IL 60605 630-916-1700	No	0

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17	Mr. Greg Iaccarino L&S Services 1305 Linden Drive Madison, WI 53706-1523	No	0
18	Ms. Denise Hardnett Urban League of Greater Madison 151 East Gorham Street Madison, WI 53703 (608) 251-8550	No	0
19	Karen Campbell Great Lakes Inter-Tribal Council Box 5 Lac du Flambeau, WI 54538 (715) 588-3324	No	0
20	Black Hawk Technical College 6004 Prairie Road, P.O. Box 5009 Janesville, WI 53547 608-757-7740	No	0
21	Ms. Michelle Helzer-Wallace Herzing College 5218 East Terrace Drive Madison, WI 53718 608-663-0810	No	0
22	Ms. Amber Culver UW Richland Center 1200 Highway 15 West Richland Center, WI 53581 608-647-6186	No	0
23	Mr. Wilfred Tremblay UW Whitewater 800 West Main Street Whitewater, WI 53190 608-647-2275	No	0
24	Dodge Co. Job Center 138 Front Street Beaver Dam, WI 53916 920-887-4260	No	0
25	Richland Co. Job Center 221 W. Seminary Richland Center, WI 53581 608-647-2992	No	0
26	Lafayette Co. Job Center 627 Main Street Darlington, WI 53530 608-776-4900	No	0

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27	Rock Co. / Green Co. Job Center 1900 Center Avenue Janesville, WI 53546 608-741-3400	No	0
28	Ms. Michelle Vetterkind Wisconsin Broadcasters Association 44 East Mifflin Street Madison, WI 53703 608-255-2600	No	3
29	Ms. Ellen Buss WMTV – Employment Website www.nbc15.com 615 Forward Drive Madison, WI 53711 (608) 274-1515	No	34
30	Other Gray Stations – list compiled by Dottie Boudreau dottie@gray.tv Gray Television, Inc. 4370 Peachtree Road, NE Atlanta, GA 30319 (404) 266-8333	No	0
31	Mr. Mark Shilstone MediaLine P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	No	0
32	Mr. Mark Holloway Broadcast Employment Services TVJobs P.O. Box 4116 Oceanside, CA 92052 (760) 754-8177	No	55
33	Linked-In	No	1
34	Craig's List	No	2
35	Indeed.com	No	9
36	Martha Carrigan Big Shoes Network P.O. Box 11725 Milwaukee, WI 53211-1725	No	9
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			117

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Co-sponsor Job Fair	On January 27, 2016 the station co-sponsored (with other Wisconsin Television stations and radio stations) the Wisconsin Broadcasters Association Job Fair. The Director of Operations, General Sales Manager and the News Director met with students to discuss career opportunities and to answer questions.
2	Job Fair Attendee	On September 23, 2015 the Director of Operations met with students to discuss career opportunities and to answer questions at the Madison Area Technical College job fair.
3	Co-sponsor Job Fair	On June 22, 2016 the station co-sponsored (with other Wisconsin Television stations and radio stations) the Wisconsin Broadcasters Association Job Fair. The Director of Operations met with students to discuss career opportunities and to answer questions.
4	Training program for management level personnel (Nondiscrimination & Outreach In Hiring Workshop)	On October 8, 2015 the Program/Traffic Manager attended in a Webinar of the FCC's Equal Employment Opportunity Rules, conducted by Wiley Rein, LLP for Gray Television Employees.
5	Training program for management level personnel (Nondiscrimination & Outreach In Hiring Workshop)	On January 27, 2016 the News Director attended the Wisconsin Broadcasters Association webinar EEO Seminar: Legal Issues in Hiring And Effective Strategies To Promote Equal Employment Opportunity and Prevent Unlawful Discrimination.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6	Training programs to help personnel acquire skills for higher level positions	The production department has a structured training program designed to increase the chances of an employee's advancement to the next level of employment. There are a minimum of 4 employees training in production during any one period of time.
7	Internship Program	<p>Production Intern duties include demonstration of skills acquired in non-linear editing for news, teleprompter operation, studio camera operation, floor direction and studio lighting techniques. All interns report to the Operations Manager. There were a total of 2 intern over the 12 month period.</p> <p>News interns shadow reporters and producers, help one-man band reporters, and help log interviews. All interns report to the News Director. There were a total of 11 interns over the 12 month period.</p> <p>Sports interns shadow reporters and anchors, edit video and log video. All interns report to the Sports Director. There was a total of 3 intern over the 12 month period.</p>
8	Event or program sponsored by educational institution relating to career opportunities in broadcasting	On February 27, 2016 the News Director participated in the WBA Student Workshop. On February 27, 2016 the General Manager participated in a WBA student Seminar as a panelist. On March 4, 2016 and April 12, 2016 the Operations Manager participated in the Madison Media Institute student interviews and feedback.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
9	Event or program sponsored by educational institution relating to career opportunities in broadcasting	On December 1, 2015 Operations Manager gave a high school AV Club students a tour of the station with follow up Q&A. On March 8, 2016 the Operations Manager gave a tour of the station to Madison Media Institute students, with a follow-up Q&A. On June 6, 2016 the Sports Director conducted a station tour to a group of high school students from Janesville Craig. On June 24, 2016 the Sports Director conducted a station tour to a group of high school students from Platteville. On July 9, 2016 the Operations Manager gave a tour of the station to Madison Media Institute students, with a follow-up Q&A.
10	Event or program sponsored by educational institution relating to career opportunities in broadcasting	On May 13, 2016 the Chief Engineer had a Cambridge High School student job shadow for the morning.
11	Event or program sponsored by educational institution relating to career opportunities in broadcasting	On January 5, 2016 the Operations Manager met with students and staff of Madison Media Institute for Q&A. On January 11, evening news anchor spoke at Career Day at Madison Memorial High School. On April 14, 2016 the Operations Manager spoke at Mt. Horeb High School's Career Day.