

WMSN
EEO PUBLIC FILE REPORT
August 1, 2015 - July 31, 2016

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
Inventory Specialist	3, 10-11, 13-14, 19-22, 25, 27, 29-30, 32-33, 36	25
Regional Credit Supervisor	1, 4-8, 10-12, 14-18, 22-24, 26-27, 29, 33, 35, 37-39, 41	22
Local Sales Assistant	3-8, 10-17, 19-24, 26-27, 29-33, 35-41	15
Inventory Specialist	1, 3-14, 16-17, 20-24, 26-27, 29-41	9
Receptionist / Accounting Assistant	1-3, 5, 7-8, 10-14, 16-17, 21-24, 26-30, 32-33, 35-41	2
Accounts Receivable Specialist	1, 3, 5, 7-8, 10-14, 16-18, 21-24, 26-27, 29-30, 32-33, 35-41	14
Accounts Receivable Specialist	1, 3, 5, 7-8, 10-14, 16-18, 21-24, 26-27, 29-30, 32-33, 35-41	3
Regional Accountant	1-3, 5, 7-8, 10-14, 16-17, 21-24, 26-27, 29-30, 32-33, 35-41	2
Producer	10, 14, 18	18
Inventory Specialist	9-10, 14	14

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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	AgeAdvantAge Older Worker Program 1819 Aberg Ave Suite C Madison, Wisconsin 53704 Phone : 608-242-4897 Fax : 1-608-242-4917 Career Services	N	0
2	Agency Referral	N	3
3	Careerbuilder 8401 Greensboro Dr Suite 250 McLean, Virginia 22102 Phone : 410-998-9740 Url : http://www.careerbuilder.com Email : sbgresumes@sbgstv.com Andrew Hamburger	N	2
4	City Colleges of Chicago 1145 West Willson Ave Room 2915 Chicago, Illinois 60640 Email : azures@ccc.edu Allison Zures	N	0
5	Communication Workers of America 821 Williamson St Madison, Wisconsin 53703 Email : webmaster@cwalocal4630.org Robin Nix	N	0
6	Craigslist Wisconsin Url : http://www.craigslist.com Career Services Manual Posting	N	0
7	East Madison Community Center 8 Strubel Ct Madison, Wisconsin 53704 Email : info@eastmadisoncc.org Tom Moen	N	0
8	Edgewood College Career Services 1000 Edgewood College Dr 206 DeRicci Hall Madison, Wisconsin 53711 Phone : 608-663-2281 Marilyn Albert Manual Posting	N	0
9	Employee Referral	N	2

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10	Fox47.com 7847 Big Sky Dr Madison, Wisconsin 53719 Phone : 608-662-5004 Url : http://www.fox47.com Email : employment@sbgvtv.com Matt Mommaerts	N	2
11	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : http://www.glassdoor.com Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	0
12	Goodman Community Center 149 Wabesa St Madison, Wisconsin 53704 Email : tanyamk@goodmancenter.org Tanya MK	N	0
13	Hire a Hero P.O. Box 6808 Morango, California 94705 Phone : 888-501-2278 Url : http://www.hireahero.org Email : sbgresumes@sbgvtv.com Broadbean Source Alicia Lawrence	N	0
14	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	12
15	Internal Candidate	N	4
16	Ithaca College 953 Danby Rd Ithaca, New York 14850 Email : eloise@ithaca.edu Eloise Green	Y	0

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17	ITT Technical University 2450 Rimrock Rd Ste 100 Madison, Wisconsin 53713 Email : jscalissi@itt-tech.edu Julie Scalissi	N	0
18	Job Board	N	5
19	Job Center of WI - Dane County Equal Opportunity 210 Martin Luther King Jr Blvd Madison, Wisconsin 53703 Email : sbgresumes@sbgstv.com Fax : 1-608-266-2643 Career Services	N	0
20	Jobs Center of Wisconsin 1819 Aberg Ave Suite C Madison, Wisconsin 53704 Phone : 608-242-4884 Email : jobcenterofwisconsin@dwd.wisconsin.gov Fax : 1-608-242-4917 Therus Collins	N	0
21	Journalismjobs.com 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1521 Email : sbgresumes@sbgstv.com Broadbean Source	N	0
22	LIInked in 2029 Steirlin Ct Mountain View, California Url : www.linkedin.com Todd Soffian Manual Posting	N	1
23	Madison Media Institute 2702 Agriculture Dr Madison, Wisconsin 53719 Phone : 608-663-2000 Email : lmael@mediainstitute.edu Career Services	N	0

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24	Media Match 8112 ½ West 3rd St Los Angeles, California 90048 Phone : 608-662-5013 Email : info@media-match.com Tammy Romaniuk	Y	0
25	Previous Employee	N	1
26	Radio 1 Broadcast School 700 3rd Street North Suite LL7 LaCrosse, Wisconsin 54601 Phone : 507-450-4604 Email : director@radio1school.com Joe Deschler	N	0
27	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
28	Recruiter	N	1
29	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
30	St Norbert College 100 Grant St De Pere, Wisconsin 54115 Phone : . Email : sbgresumes@sbgstv.com College Career Center	N	0
31	The Art Institute of Wisconsin 320 E Buffalo St Milwaukee, Wisconsin 53202 Phone : . Email : sbgresumes@sbgstv.com Career Center	N	0

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32	The Job Spider 3000 Stanton Circle Carmichael, California 95608 Phone : 916-488-7065 Url : http://www.thejobspider.com Email : sbgresumes@sbgstv.com Broadbean Source	N	0
33	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : http://www.theladders.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
34	Trade Website	N	1
35	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	0
36	University of Wisconsin - Milwaukee PO Box 413 2200 E Kenwood Blvd Milwaukee, Wisconsin 53201 Email : sbgresumes@sbgstv.com Career Services	N	0
37	US Army Wounded Warrior Program AW2 Advocate 200 Stovall St Room 7N53 Alexandria, Virginia 22332 Email : Vicki.h.mullen.civ@mail.mil Vicki Mullen	Y	0
38	Vera Court, Community Center 614 Vera Court Madison, Wisconsin 53704 Email : general@veracourt.org Career Opportunities	N	0

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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
39	Wisconsin Broadcasters Association 44 E Mifflin Street Suite 900 Madison, Wisconsin 53703 Phone : 800-236-1922 Url : http://www.wi-broadcasters.org Email : mendicott@wi-broadcasters.org Mandy Endicott	N	0
40	Wisconsin Tech Connect - Madison Area Technical College 1701 Wright Street Madison, Wisconsin 53704 Phone : 608-246-6100 Email : sbgresumes@sbgstv.com Fax : 1-608-246-6400 Career Services	N	0
41	YMCA Employment and Training 301 Latham Dr Madison, Wisconsin 53713 Phone : 608-255-3098 Fax : 1-608-255-3378 Career Services	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			34

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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	8/5/2015	Participation in Job Fairs	Sharon Pickeral, Kevin Olivas & Stan Heist represented Sinclair Broadcast Group and WMSN at the Career Expo during the National Association of Black Journalist Convention in Minneapolis MN.	3	Corporate Employment Manager Director, News Development News Talent Manager
2	8/23/2015	Sponsorship of events in the community designed to increase public awareness	WMSN sponsored a month long campaign with the American Diabetes Association and their blood drive and the main event - the awareness walk on 08/23/15. WMSN was the primary market Media sponsor. WMSN set-up a booth at the Walk where people could stop and talk to station representatives about anything in the broadcast area, including jobs and WMSN's role in the community.	7	News Anchor Meteorologist Sports Anchor Producer
3	9/18/2015	Participation in Job Fairs	Sharon Pickeral, Kevin Olivas & Stan Heist represented Sinclair Broadcast Group and WMSN at the Career Expo during the National Association of Hispanic Journalist Convention in Orlando FL. They met with 200+ potential candidates and reviewed resumes and tapes and candidates were given a list of all locations and open positions. They talked with candidates about openings and spoke with news directors when they returned about the candidates that were seen.	3	Corporate Employment Manager Director, News Development News Talent Manager
4	10/12/2015	Participation in scholarship programs	Contributed \$300 to the Wisconsin Broadcasters Association Scholarship program to be awarded to individuals who have interest in entering the broadcast industry. WMSN's participation also included reviewing and judging application submissions.	2	General Manager Business Manager

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5	10/21/2015	Provision of training to management	HR Management from stations all over the country were in Baltimore for 2 days of Training on FCC/EEO, Hiring, ADA, FLSA, EEOC and DOL Compliance, FMLA, supporting the Company's open door policy, performing our job well, sharing accountability and partnering with other station management to accomplish our goals. We all were able to share ideas during discussions and were able to take back ideas on things to implement at our station.	30	HR Director of Recruiting

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6	10/30/2015	Provision of training to management	<p>SBG, Inc. and its stations are an equal opportunity employer. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations are based on merit, qualifications, and abilities. We recruit, hire, train, promote, and make all employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status or any other category protected by law.</p> <p>Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment.</p> <p>Newly hired Managers and Supervisors take web-based training courses titled "Workplace Ethics for Supervisors" and "Sexual Harassment: What Supervisors Need to Know" and all newly hired employees complete "Sexual Harassment: What Employees Need to Know" and "Business Ethics: What Employees Need to Know" within 90 days of the start of their employment. In addition, ALL Employees are required to complete bi-annual online training which reviews these same policies and procedures; these courses are designed to increase and renew awareness as well as provide for manager and supervisor development, and FCC Compliance.</p>	43	
7	1/27/2016	Participation in Job Fairs	General Manager John DeSimone and General Sales Manager Mike Halminiak represented WMSN at the WBA's 2016 Winter Conference Job Fair where they talked to a variety of people amongst the 70 job seekers.	2	General Manager General Sales Manager

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8	3/2/2016	Participation in events or programs sponsored by educational institutions	WMSN Anchor Michelle Carolla gave a tour to Wisconsin Promise students and gave an overview of what WMSN does and took questions about the industry and her position in general	1	Carolla
9	4/20/2016	Participation in Job Fairs	Allison, Eunice, Sheila and Manny represented ALL stations for Sinclair at the National Association of Broadcasters Career Fair, hosted by the NAB Education Foundation, in Las Vegas, NV on April 20, 2016. They met with 200+ potential candidates and reviewed resumes and tapes. All locations and open positions were discussed with interested candidates. They talked with candidates about openings and spoke with hiring managers when they returned about the candidates that were seen.	4	Regional HR Manager Human Resources Business Manager Director of Digital Content & Solutions
10	6/22/2016	Participation in Job Fairs	GM John DeSimone and GSM Mike Halminiak hosted a table for WMSN at the WBA Summer conference and Job Fair in LaCrosse Wisconsin on June 22, 2016. John and Mike met with approximately 20 individuals interested in Sales and Production jobs in the Broadcast industry.	2	General Manager General Sales Manager