

WBUW Channel 57
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
Account Representative	15-16, 20, 26, 31	16
Sales Support / Program Mgr / Administrative Assistant	1, 11, 16, 31	16
Account Representative	15-16, 20, 26, 31	20
Promotions Coordinator	1, 4, 6	01
Promotions Coordinator	1-2, 4	04
Account Representative	15-16, 20, 26, 31	20
Broadcast Engineer	01, 17	01
Sales Support / Program Mgr / Administrative Assistant	1, 11, 16, 31	31

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS #	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	WI Broadcasters Assoc. Job Bank Mandy Endicott 44 E. Mifflin St. Ste 900 Madison WI 53703 Phone: 608-255-2600 www.wi-broadcasters.org	N	5
2	UW Madison School Of Journalism Drew Sellers Vilas Hall 821 University Ave Madison, WI 53706 Phone: 608-263-4858 advising@journalism.wisc.edu	N	1
3	City of Madison Affirmative Action Dept. Pam Colier Madison Municipal Bldg 215 Martin Luther King Jr Blvd., Suite 130 Madison, WI 53713 Phone: 608-267-8786 Fax: 608-266-6514	N	0
4	Madison Media Institute Laura Mael 2702 Agriculture Dr Madison, WI 53718 Phone: 608-663-2000 lmair@mediainstitute.edu	N	2
5	Wisconsin Tech Connect (a website serving 16 WI technical colleges) www.wisconsintechconnect.com Fax: 608-246-6400	N	0
6	UW Madison School of Communication Arts Mary Rossa Vilas Hall 821 University Ave Madison, WI 53706 Phone: 608-262-0992 merossa@wisc.edu	N	1
7	Equal Opportunity Center Eleanor Givens 210 Martin Luther King Blvd Madison, WI 53703 Phone: 608-266-4910	N	0

	Fax:608-266-6514 egivens@cityofmadison.com		
8	YWCA Job Placement 336 W. Lakeside Street Madison, WI 53715 608-255-3098 Fax: 608-255-3378	N	0
9	Centro Hispano 810 W. Badger Road Madison, WI 53713 Phone: 608-255-3018 yoana@micentro.com ; tomy@micentro.com	N	0
10	Urban League of Greater Madison Vernon Blackwell Dir. Workforce Operations 222 S. Park St. Madison, WI 53713 Phone: 608-729-1200 vblackwell@ulgm.com	N	0
11	Craigslist Madison https://accounts.craigslist.org/login	N	1
12	Jobs for Wisconsin Grads <i>(a website serving graduates of UW system)</i> jobs4wigrads.com	N	0
13	Bucky Net <i>(a website serving WI School of Business students)</i> https://bus-wisc-csm.symlicity.com/employers/	N	0
14	Job Center of Wisconsin www.jobcenterofwisconsin.com	N	0
15	Station Website Posting www.madisonscw.com	N	2
16	On-Air Announcements	N	2
17	Society of Broadcast Engineers South Central Wisconsin www.sbe.org	N	1
18	TVjobs.com www.tvjobs.com	N	0
19	Entertainment Careers www.entertainmentcareers.net	N	0
20	Word-of-Mouth Referral	N	2
21	Wisconsin State Journal Classifieds Sandy Hiegel Phone: 608-250-5634 shiegel@madison.com	N	0
22	Janesville Gazette dwhite@gazettextra.com Phone: 608-754-3311 dwhite@gazettextra.com	N	0
23	Janesville, WI Craigslist http://www.karalist.com/ads/newad.php	N	0
24	La Crosse Tribune	N	0

	Phone: 800-262-0420		
25	Milwaukee Journal-Sentinel Paid Listing Phone: 800-759-6397	N	0
26	Spots-n-dots http://spotsndots.com	N	1
27	Monster.com www.monster.com	N	0
28	Isthmus Newspaper 101 King Street Madison, WI 53703 Phone: 608-251-5627	N	0
29	Career Builder www.careerbuilders.com	N	0
30	The Madison Times 313 West Beltline Hwy, Suite 120 Madison, WI 53713 sales@madtimes.com	N	0
31	Facebook.com	N	2
32	WBUW Intern Program	N	3

TOTAL INTERVIEWEES OVER REPORTING PERIOD:

23

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participated in WBA Job Fair	On January 21, 2016, our station participated in the Wisconsin Broadcasters Association bi-annual job fair held during the Association's annual winter convention. This event is promoted statewide by participating stations.
2	Station-wide employee training regarding equal employment opportunity and preventing discrimination	On July 28, 2016, our station discussed our company-wide EEO policies, covering no tolerance for discrimination, providing equal opportunity, and promoting the broadcast industry and our company in positive ways
3	WBUW Internship Program	As part of the Wisconsin Broadcasters Association Internship Program, WBUW offers internships focusing on promotion, sales and/or production during the Fall, Winter, Spring and Summer semesters. Individuals must intern with WBUW for a minimum of one semester and, as a result, receive course credit for their work. During this reporting period, WBUW hosted seven interns over the last year.