

WMTV
EEO PUBLIC FILE REPORT
August 1, 2019 – July 31, 2020

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

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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	Ms. Michelle Vetterkind Wisconsin Broadcasters Association 44 East Mifflin Street Madison, WI 53703 608-255-2600	No	0
2	WMTV – Employment Website www.nbc15.com 615 Forward Drive Madison, WI 53711 (608) 274-1515	No	6
3	Snag – Gray Television recruitment website Gray Television, Inc. 4370 Peachtree Road, NE Atlanta, GA 30319 (404) 266-8333	No	9
4	Mr. Mark Holloway Broadcast Employment Services – tvjobs.com P.O. Box 4116 Oceanside, CA 92052 (760) 754-8177	No	0
5	Mr. Mark Shilstone MediaLine P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	No	0
6	Linked In	No	0
7	Indeed.com	No	6
8	Collectivetalent.com	No	0
9	WMTV Employee Referral 615 Forward Drive Madison, WI 53711 (608) 274-1515	No	10
10	WMTV Employee – Internal Candidate	No	3
11	UNIVERSITY OF WISCONSIN-MADISON Pat Hastings Faculty Associate, School of Journalism and Mass Communication patricia.hastings@wisc.edu 608-262-8877	No	1

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12	Katy Culver Assistant Professor and James E. Burgess Chair in Journalism Ethics, School of Journalism & Mass Communication Director, Center for Journalism Ethics University of Wisconsin-Madison kbculver@wisc.edu 608-575-4082	No	0
13	Pam Garcia-Rivera pgarciariver@wisc.edu Media, Information & Communication Career Advisor University of Wisconsin-Madison 5114 Vilas Hall 608-890-1046	No	0
14	BALL STATE UNIVERSITY Phil Bremen; Associate professor and chair, news concentration Department of Telecommunications Ball State University Muncie, Indiana 47306 Telephone 765-285-3556 Email: pbremen@bsu.edu	No	0
15	UW-OSHKOSH <ul style="list-style-type: none"> Justine Stokes: Director of Television Services; Phone: 920-424-3133, Email: stokesj@uwosh.edu Randall Davidson: Director of Radio Services; Phone: 920-424-7427; Email: davidsor@uwosh.edu Claire Armstrong: Academic Department Associate; Phone: 920-424-3131; Email: armstroc@uwosh.edu 	No	0
16	LOYOLA UNIVERSITY – CHICAGO Lee Hood, Ph.D. Associate Professor, Broadcast News Office: Lewis Towers 910B 312-915-8538 Email: lhoo1@luc.edu @leehoodloyola	No	0
17	UW STEVENS POINT STUDENT TELEVISION- SPTV Timothy Halkowski, Ph.D. Associate Dean and Division Head - Division of Communication tim.halkowski@uwsp.edu 715.346.3409	No	0

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18	UNIVERSITY OF MINNESOTA Scott Libin, Faculty – Hubbard School of Journalism and Mass Communication slibin@umn.edu 651-238-4805	No	0
19	UNIVERSITY OF ST. THOMAS – MINNESOTA and TOMMIE MEDIA <ul style="list-style-type: none"> - Professor Greg Vandegrift, vand0354@stthomas.edu - Dr. Mark Neuzil, Advisor – Communications and Journalism Program; mrneuzil@stthomas.edu - TommieMedia.com – Lauren Andrego, Director - 507-382-6697 lauren.andrego@stthomas.edu -OR- sophie.carson@stthomas.edu – Sophie Carson, Production Editor – sophie.carson@stthomas.edu 	No	0
20	MISSOURI SCHOOL OF JOURNALISM Randy Reeves, KOMU News Director reevesr@missouri.edu ; cell 573-424-7085	No	0
21	UW-RIVER FALLS Sandy Ellis, Department Chair and Professor Communication and Media Studies Program Email sandra.ellis@uwrf.edu , Phone: 715-425-4154	No	0
22	UW-WHITEWATER Jim Mead, Director of Television Operations @ UWWTW meadj@uww.edu - 262.472.5659 http://uwwtv.org/faq/	No	1
23	COLUMBIA COLLEGE - CHICAGO Yolanda Jo, Associate Professor and head of Columbia's broadcast department 33 E Congress, Rm 201 Phone: (312) 369-8906 Email: yjoe@colum.edu	No	1
24	MIKE SMITH, Director of Talent Recruitment and Retention @ Gray Television 850-545-9195	No	2
25	Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 Laura Mael 608-663-2000	No	0

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26	Madison Area Technical College Terry Bell & Larry Hansen 3550 Anderson Street, #6130 Madison, WI 53704 68-243-4271	No	1
27	Jill Specht, Instructor at Loras College Posting on alumni Facebook page	No	2
28	James Finch, Director of News @ Gray Television	No	1
29	Referrals from other Gray Television stations	No	5
30	Referral	No	0
31	WISC, Madison, WI	No	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			48

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Co-sponsor Job Fair	On January 29, 2020 the station co-sponsored (with other Wisconsin Television stations and radio stations) the Wisconsin Broadcasters Association Job Fair. The News Director met with job seekers to discuss career opportunities and to answer questions.
2	Co-sponsor Job Fair	On March 7, 2020 the station co-sponsored (with other Wisconsin Television stations and radio stations) the Wisconsin Broadcasters Association student seminar and speed networking event. The VP/General Manager and the News Director met with job seekers for one-on-one job advice and resume review.
3	Training program for management level personnel (Nondiscrimination & Outreach In Hiring Workshop)	On January 29, 2020 the VP/General Manager attended the Wisconsin Broadcasters Association webinar EEO Seminar: Avoiding Discrimination in Employment Terminations.
4	Training program for management level personnel	On July 27 & 28, 2020 an Executive Producer attended the Wisconsin Broadcasters Association virtual Poynter Workshop: Lead In Uncertain Times.
5	Training programs to help personnel acquire skills for higher level positions	On July 20 & 21, 2020 two Reporters attended the Wisconsin Broadcasters Association virtual Poynter Workshop: Power Up Storytelling.
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.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
7	<p>Internship Program</p> <p>*With COVID-19 hitting we suspended our internship program until further notice. We typically have our highest volume in spring and summer.</p>	<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 1 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 3 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 0 interns over the 12 month period.</p> <p>Weather Intern duties include demonstration of skills gathering information, predicting weather and putting together mock weathercasts. There was 1 intern over the 12 month period.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
8	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>In October 2019 a Reporter was on the panel of the Ball State University Fall News Round Up. A college recruiting networking event for the journalism career field.</p> <p>On December 2, 2019 an Anchor did a Face Time/informational interview with a Howard-Suamico HS student set up by their journalism class for a class project.</p> <p>On February 11, 2020 our News Director and Assignment Manager attended a job fair at UW-Madison.</p> <p>On February 18, 2020 an Anchor hosted a UW-Madison Journalism student for a job shadow program.</p> <p>On February 22, 2020 a Reporter spoke to students at Memorial HS as part of their J-CON event.</p> <p>With COVID-19 shutting down schools we created the NBC15 Weather Academy which allowed students to join with our Weather Team virtually to do weather experiments. The virtual Weather Academy was done on March 17th, April 13th, 14th, 15th, 16th, 17th, 28th, 30th, May 1st, 6th, June 20th and July 8th 2020.</p>