

# WSAW-TV

## EEO Public File Report

08/01/2020-07/31/2021

### 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>
Newscast Producer/Digital Content Producer	1-8, 39	6
Multi-Media Journalist	1-8, 10, 39	10
Multi-Media Journalist	1-8, 11, 39	11
Executive Producer	1-8, 39	6
Engineer	1-8, 11, 30	11
Meteorologist	1-8, 39	6
Multi-Media Journalist	1-8, 12, 39	12
Producer	1-8, 30	7
Morning Multi-Media Journalist	1-8, 10	6

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RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	Job Center of Wisconsin jobcenterofwisconsin.com	Y	
2	Jobs For Wisconsin Grads (Includes all 13 UW System Universities) wijobs4wigrads.uwgb.edu	Y	1
3	Tech Connect – (Wisconsin's 16 Technical Colleges) <a href="http://www.wisconsintechconnect.com/">http://www.wisconsintechconnect.com/</a>	Y	
4	WIPCCC Online Job Board - (Wisconsin 20 Private and Independent Colleges) wipccc.org	Y	
5	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)News positions only	Y	
6	GrayTV – SNAG corporate recruitment site	N	16
7	WSAW.com <a href="mailto:cfranz@wsaw.com">cfranz@wsaw.com</a> + <a href="mailto:jim.reuter@wsaw.com">jim.reuter@wsaw.com</a> (copy both)	N	1
8	Hmong American Center, Inc. Job Coordinator-Yee Leng Xiong <a href="mailto:Xiong.yeeleng@yahoo.com">Xiong.yeeleng@yahoo.com</a>	Y	
9	Internal Postings	N	
10	Word of Mouth	N	6
11	Self-Referral/Walk-in	N	8
12	Gray News Director group (news only) <a href="mailto:newsdir@graytv.com">newsdir@graytv.com</a>	N	
13	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	
14	tvjobs.com Broadcast Employment Services-Mark Holloway P.O. Box 4116 Oceanside, CA 92052	N	
15	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	
16	NAB.org	N	
17	SBE.org (Engineers only)	N	
18	Medialine.com Mark Shilstone/P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	N	

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19	MediaBistro.com (TVSpy) <a href="https://employers.mediabistro.com/pricing">https://employers.mediabistro.com/pricing</a>	N	
20	<a href="http://www.broadcastingcable.com/">http://www.broadcastingcable.com/</a> (Click the TV Careers tab to post a job)	N	
21	Media Jobs Connection presented by Poynter <a href="http://careers.poynter.org/">http://careers.poynter.org/</a>	N	
22	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	
23	Society of Professional Journalists (SPJ) job board <a href="http://jobs.spj.org/hr">http://jobs.spj.org/hr</a>	N	
24	Globe University – Wausau/MN School of Business <a href="http://careerconnect.globeuniversity.edu/">http://careerconnect.globeuniversity.edu/</a>	N	
25	Minneapolis Community & Technical College Employment Services 15001 Hennepin Avenue Minneapolis, MN 55403 612-341-7000	N	
26	UW-Madison Journalism School – via Pat Hastings, instructor (news only) <a href="mailto:hastings@wisc.edu">hastings@wisc.edu</a>	N	
27	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	
28	UW-Oshkosh Journalism Dept. via Vince Filak, professor (news only) <a href="mailto:vfilak@gmail.com">vfilak@gmail.com</a>	N	
29	UW-Whitewater College of Arts and Communication via Prof. Jim Mead (news/ops only) <a href="mailto:meadj@uww.edu">meadj@uww.edu</a> - 262.472.5659	N	
30	UW Stevens Point Careers <a href="http://career@uwsp.edu">career@uwsp.edu</a>	N	
31	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	
32	University of Missouri (Mizzou) Randy Reeves, Instructor and News Director at KOMU-TV <a href="mailto:reevesr@missouri.edu">reevesr@missouri.edu</a> ; cell 573-424-7085	N	
33	Loyola University Chicago Lee Hood, Assoc. Professor, Broadcast News Office: Lewis Towers 910B 312-915-8538, email <a href="mailto:lhood1@luc.edu">lhood1@luc.edu</a>	N	
34	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	

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35	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	
36	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	
37	Southern Illinois University – School of Journalism Email: <a href="mailto:careerservices@siu.edu">careerservices@siu.edu</a> ; 618-453-2391	N	
38	John Deer, The Lorna Dave Agency 6120-248-1317 <a href="mailto:john@lornadave.com">john@lornadave.com</a>	N	
39	Indeed.com	N	3
40	Lakeside Lutheran High School, Lake Mills, WI Instructor: Todd Hackbarth <a href="mailto:thackbarth@llhs.org">thackbarth@llhs.org</a>	N	
Total Interviewees			35

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### III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Participate in Job Fairs	(1) WSAW participated in the ASU Virtual Job Fair on March 12, 2021. The News Director participated to meet with students and discuss career opportunities at the station. (2) WSAW participated in the Wisconsin Broadcasters Association Virtual Job Fair held on June 7-11, 2021.
2.	Management Training	(1) On March 24, 2021, the WSAW FCC Public File representative participated in the Wisconsin Broadcaster's Association EEO Seminar: "Staying on Top of Your Broadcast FCC EEO Obligations."
3.	Internships	Summer 2020-2021 internships were canceled due to the COVID-19 pandemic.
4.	Wisconsin Broadcasters Association Scholarship Program	WSAW participated in the Wisconsin Broadcasters Association Scholarship Program 2020-2021 by evaluating/scoring applications for the program.
5.	Management Training	WSAW General Manager and News Director participated in the FCC's EEO Rules Webinar on November 19, 2020
6.	Management Training	July-August, 2020, our General Manager participated in a training series "Foundations in Diversity, Equity and Inclusion" from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gender language, race, class and ability, how to apologize effectively.