

WMTV
EEO PUBLIC FILE REPORT
August 1, 2010 – July 31, 2011

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
Backpack Journalist	1-34	34
News Producer / Reporter	1-34	34
Multi-Media News Producer	1-34	31
Photojournalist	1-34	31

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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	Mr. Anthony Lincoln City of Madison Affirmative Action Dept. 215 Martin Luther King Jr. Blvd. 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 1440 Northland Drive Mendota Heights MN 55120-1004 (612) 721-2481	No	0
4	Ms. Sandy Rizzo 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
8	Michael Beck Dane County Job Service 1819 Aberg Avenue, Suite C Madison, WI 53704 (608) 245-5390	No	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
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	0
13	Ms. Courtney Barlow Milwaukee Urban League 2800 W. Wright Street Milwaukee, WI 53210 (414) 374-5850	No	0
14	Ms. Erica Salkin Journalism Placement Office University Of Wisconsin 5134 Vilas Hall Madison WI 53706 (608) 262-5627	No	0
15	Mr. Bill Mallinson Madison Media Institute 2702 Agriculture Drive Madison WI 53718 (608) 663-2000	No	0
16	Mr. John Wassel Illinois School of Broadcasting 200 West 22nd Street, Suite 202 Lombard, IL 60148 630-916-1700	No	0
17	Anne Groves Lloyd L&S/Human Ecology Career Services 905 University Avenue, Room 160 Madison, WI 53715-1008 (608) 262-3921	No	0

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18	Ms. Celia Huerta Centro Hispano of Dane County 835 Badger Road Madison, WI 53713 (608) 255-3018	No	0
19	Ms. Denise Hardnett Urban League of Greater Madison 151 East Gorham Street Madison, WI 53703 (608) 251-8550	No	0
20	Karen Campbell Great Lakes Inter-Tribal Council Box 5 Lac du Flambeau, WI 54538 (715) 588-3324	No	0
21	Black Hawk Technical College 6004 Prairie Road, P.O. Box 5009 Janesville, WI 53547 608-757-7740	No	0
22	Ms. Michelle Helzer-Wallace Herzing College 5218 East Terrace Drive Madison, WI 53718 608-663-0810	No	0
23	Ms. Amber Culver UW Richland Center 1200 Highway 15 West Richland Center, WI 53581 608-647-6186	No	0
24	Mr. Wilfred Tremblay UW Whitewater 800 West Main Street Whitewater, WI 53190 608-647-2275	No	0
25	Dodge Co. Job Center 138 Front Street Beaver Dam, WI 53916 920-887-4260	No	0
26	Green Co. Job Center 2629½ 11 th Street Monroe, WI 53566 608-325-7681	No	0
27	Richland Co. Job Center 221 W. Seminary Richland Center, WI 53581 608-647-2992	No	0

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28	Lafayette Co. Job Center 627 Main Street Darlington, WI 53530 608-776-4900	No	0
29	Rock Co. Job Center 1900 Center Avenue Janesville, WI 53546 608-741-3400	No	0
30	Ms. Michelle Vetterkind Wisconsin Broadcasters Association 44 East Mifflin Street Madison, WI 53703 608-255-2600	No	0
31	Ms. Ellen Buss WMTV – Employment Website www.nbc15.com 615 Forward Drive Madison, WI 53711 (608) 274-1515	No	8
32	Other Gray Stations – list compiled by Jane Ploeger jploeger@wsaw.com WSAW-TV 1114 Grand Avenue Wausau, WI 54403 (715)-845-4211	No	0
33	Mr. Mark Shilstone MediaLine P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	No	0
34	Mr. Mark Holloway Broadcast Employment Services TVJobs P.O. Box 4116 Oceanside, CA 92052 (760) 754-8177	No	5
35	Ms. Dai Korba Spots N Dots 167 Oakdale Road Johnson City, NY 13790 (888) 884-2630	No	0
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			13

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Co-sponsor Job Fair	On January 26, 2011, 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 opportunities available and to answer questions.
2	Co-sponsor Job Fair	On June 23, 2011, the station co-sponsored (with other Wisconsin television stations and radio stations) the Wisconsin Broadcasters Association Job Fair. The Director of Operations and the General Sales Manager met with students to discuss opportunities available and to answer questions.
3	Training program for management level personnel (Nondiscrimination & Outreach In Hiring Workshop)	On January 26, 2011, the Director of Operations attended the Wisconsin Broadcasters Association nondiscrimination workshop: "Avoiding Discriminations in Employment Terminations."
5	Training program for management level personnel (Nondiscrimination & Outreach In Hiring Workshop)	On June 23, 2011, the Director of Operations attended the Wisconsin Broadcasters Association nondiscrimination workshop: "Compliance With The FCC's EEO Nondiscrimination and Outreach Regulations."
6	Training programs to help personnel acquire skills for higher level positions	Production department has a structured training program designed to increase the chances of an employee's advancement to the next level of employment. (i.e. floor crew member learns to technical direct for future opening). There are a minimum of 4 employees training in production during any period of time.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
7	Internship Program	<p>We have on-going internship programs in News, Sports and Production. Students get hands-on experience in addition to one-on-one teaching.</p> <p>The station had 7 interns in News, 5 interns in Sports, 2 interns in Weather and 2 interns in Production for the reporting year. Total interns for all departments within this period was 16.</p>
8	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>x2 News Anchor/Reporters, Promotion Manager, and Production Editor spoke to middle school students as part of the School Makes A Difference Program as follows:</p> <p>1/21/11 at Whitehorse Middle School (x2) 1/28/11 at Toki Middle School 2/1/11 at Hamilton Middle School (x2) 2/15/11 at Cherokee Middle School 3/4/11 at Spring Harbor Middle School 3/24/11 at Black Hawk Middle School 4/7/11 at Shabazz City School</p>
9	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>1/21/11 News Anchor/Reporter spoke to class at White Horse Middle School about careers in broadcasting.</p>
10	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>3/25/11 News Anchor/Reporter spoke to class at Deforest Middle School about careers in broadcasting.</p>
11	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>4/5/11 and 4/15/11 Director Of Operations conducted tours of station for Madison Media Institute classes.</p>
12	Event or program sponsored by educational institution relating to career opportunities in broadcasting	<p>4/13/11 the Chief Engineer gave station tours to Madison Area Technical College Advanced Data Transmission class.</p>