

WSAW-TV, WZAW-LD

EEO Public File Report

08/01/2021-07/31/2022

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
Videojournalist	1-5	1
Sports Director	1-6	6
Producer	1-5	1
News/Sports Multimedia Journalist	1-5, 7	7
Technical Media Producer (TMP)	1-3, 37	37
Technical Media Producer (TMP)	1-3	1
Technical Media Producer (TMP)	1-3	1
Account Executive	1-3, 7, 10, 36	7
Anchor/Reporter	1-5	1
Producer	1-5	1
Sports Director	1-5, 7, 10	7
Multi-Media Journalist	1-5	1
Multi-Media Journalist	1-5	1
Multi-Media Journalist	1-5	1

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RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	Gray TV – UKG All postings are automatically posted to WSAW.com and indeed.com	N	11
2	Job Center of Wisconsin jobcenterofwisconsin.com	Y	
3	Handshake - (Includes all UW System Universities, private & Independent Colleges, and Wisconsin technical colleges) *This includes the previously listed Jobs for WI Grads, WIPCCC, Tech Connect, and UW Stevens Point.	Y	1
4	Collective Talent email: bille@michaelsmedia.com; Michael Bille Michaels Media, LLC www.collectivetalent.com Office: 813-254-9695 Cell: 813-494-4555 News positions only	Y	
5	Jon Chelesnik – Sportscasters Telent Agency of America (Sports positions only) jon@staatalent.com P.O. Box 1024 Del Mar, CA 92014	Y	
6	Internal Postings / Email	N	1
7	Word of Mouth	N	4
8	Self-Referral/Walk-in	N	2
9	Gray News Director group (news only) newsdir@graytv.com	N	1
10	WBA (Wisconsin Broadcasters Association) http://www.wi-broadcasters.org/wba/index.php/careers/post-wanted/	N	1
11	tvjobs.com Broadcast Employment Services-Mark Holloway P.O. Box 4116 Oceanside, CA 92052	N	
12	RTDNA (Radio, Television, Digital News Assoc.) http://www.rtdna.org/content/post_a_job_form (contact Derrick Hinds, if trouble at 202-495-8730)	N	
13	NAB.org	N	
14	SBE.org (Engineering positions only)	N	
15	Medialine.com Mark Shilstone P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073	N	

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16	MediaBistro.com (TVSpy) https://employers.mediabistro.com/pricing	N	
17	http://www.broadcastingcable.com/ (Click the TV Careers tab to post a job)	N	
18	Media Jobs Connection presented by Poynter http://careers.poynter.org/	N	
19	TVNewsCheck Media Classifieds 24 W Lancaster Avenue Suite 205 Ardmore, PA 19003 Patty Hersh phersh@newscheckmedia.com	N	
20	Society of Professional Journalists (SPJ) job board http://jobs.spj.org/hr	N	
21	Minneapolis Community & Technical College Employment Services 15001 Hennepin Avenue Minneapolis, MN 55403 612-341-7000	N	
22	UW-Madison Journalism School – via Pat Hastings, instructor (news only) hastings@wisc.edu	N	
23	UW-River Falls Communication and Media Studies Program – via Sandra Ellis, professor sandra.ellis@uwrf.edu (news/ops)	N	
24	UW-Oshkosh Journalism Dept. via Vince Filak, professor (news only) vffilak@gmail.com	N	
25	UW-Whitewater College of Arts and Communication via Prof. Jim Mead (news/ops only) meadj@uww.edu - 262.472.5659	N	
26	UW Stevens Point Careers career@uwsp.edu	N	
27	University of Wisconsin - Stevens Point – SPTV sptv.uwsp.edu	N	
29	University of Missouri (Mizzou) Randy Reeves, Instructor and News Director at KOMU-TV reevesr@missouri.edu ; cell 573-424-7085	N	
30	Loyola University Chicago Lee Hood, Assoc. Professor, Broadcast News Office: Lewis Towers 910B 312-915-8538, email lhood1@luc.edu	N	
31	Bethany Lutheran College-Communication and Media Arts/Greg Vandermause Greg.vandermause@blc.edu / careerservices@blc.edu 507-344-7742 or 507-344-7310	N	
32	St. Cloud State University – Department of Mass Communications Mark Mills – Department Chair	N	

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	mlmills@stcloudstate.edu masscommunications@stcloudstate.edu Fax: (320) 308-2083		
33	UW-Marathon Co. English Dept. via Katie Kalish, Assoc. Professor (news only, writing positions) catherine.kalish@uwc.edu – 715-261-6258	N	
34	Southern Illinois University – School of Journalism Email: careerservices@siu.edu ; 618-453-2391	N	
35	John Deer, The Lorna Dave Agency 6120-248-1317 john@lornadave.com	N	
36	Lakeside Lutheran High School, Lake Mills, WI office@llhs.org	N	
37	Internal Hire/Promotion	N	1
Total Interviewees			22

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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 Wisconsin Broadcasters Association Job Fair on March 5, 2022. The News Director met with students and discussed career opportunities at the station. (2) WSAW participated in the Wisconsin Broadcasters Association Job Fair held on June 22, 2022. The General Manager met with students and discussed career opportunities at the station.
2.	Management Training	(1) WSAW General Manager participated in the Wisconsin Broadcaster's Association EEO Compliance Seminar "Developing Signature Traits of an Inclusive Leader" on August 25, 2021. (2) On May 19, 2022, the WSAW FCC Public File representative participated in the Wisconsin Broadcaster's Association EEO Seminar/Webinar "Understanding and Mitigating Unconscious Bias in Our Everyday Lives." (3) WSAW News Director participated in the FCC's EEO Rules Webinar presented by Joan Stewart on February 17, 2022. (4) WSAW General Manager participated in the Wisconsin Broadcasters Association Diversity Committee's EEO Session " Practical Steps to Diversify Your Station " on June 22, 2022.
3.	Internships	WSAW offers an internship program for students to learn about jobs in broadcasting. During our Summer session, 2 interns participated in the program. One intern is from UW-Stout. The second intern is from NorthCentral Technical College. They work in the News Department.
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.	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	WSAW News Director and news anchor participated in UW-Oshkosh recruitment visit on March 14, 2022 to speak about recruiting opportunities and Future Focus Internship Program.
6.	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	WSAW News Director and news anchor participated in UW-Stevens Point recruiting visit. Students toured the station and viewed live newscast along with speaking to news anchor about opportunities and the Future Focus Internship Program.