

WISN-TV
EEO PUBLIC FILE REPORT
August 1, 2020 - July 23, 2021

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 Executive Open Date: 7/3/2019 Hire Date: 8/3/2020	1-13, 16-24, 26-28, 30-36, 38-53, 55-56	8
Weekend Meteorologist Open Date: 8/6/2020 Hire Date: 9/28/2020	2-3, 5-6, 8-14, 16-18, 20-21, 24, 26-28, 30-31, 33-35, 38-51, 53, 55-56	14
News Director Open Date: 9/14/2020 Hire Date: 10/22/2020	3, 5, 8-13, 15, 17-18, 20-21, 24, 26-28, 30-31, 33-35, 39, 42-51, 53, 55-56	15
Assistant News Director Open Date: 10/29/2020 Hire Date: 12/6/2020	2-6, 8-13, 15, 17, 20-21, 23-24, 26-28, 30-31, 33-35, 38-39, 42-51, 53, 55-56	15
Reporter Open Date: 11/12/2020 Hire Date: 1/18/2021	1-6, 8-13, 17, 20-21, 24, 26-28, 30-31, 33-35, 38-39, 42-46, 48-53, 55-56	8
Anchor Reporter Open Date: 11/20/2020 Hire Date: 1/6/2021	1-6, 8-13, 15, 17, 20-21, 24, 26-28, 30- 31, 33-35, 38-39, 42-53, 55-56	8
Executive Producer Open Date: 12/18/2020 Hire Date: 6/7/2021	1-6, 8-13, 15, 17, 20-21, 24, 26-28, 30- 31, 33-35, 38-39, 42-53, 55-56	8
Digital Sales Manager Open Date: 12/18/2020 Hire Date: 3/29/2021	1-4, 6, 8-13, 17, 20-21, 23-28, 30-31, 33-35, 38-39, 42-53, 55-56	23
Operations Engineer Open Date: 5/5/2021 Hire Date: 6/20/2021	2-4, 6, 8-10, 12-13, 15, 17, 20-21, 23- 24, 26-27, 29-31, 33-35, 37-39, 42-56	15

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 4349 E. Colter Street Phoenix, Arizona 85018 Phone : 602 954-8373 Url : www.602communications.com Email : slizik@602communications.com Sandy Lizik	N	0
2	African American Chamber of Commerce 633 West Wisconsin Avenue Suite 603 Milwaukee, Wisconsin 53203 Phone : 414-462-9450 Url : http://aacmke.org/Home_Page.html Email : info@aaccwisconsin.org Kermiath McClendon	N	0
3	Alverno College 3401 South 39th Street Milwaukee, Wisconsin 53215 Phone : 414-382-6010 Url : http://www.alverno.edu/ Sandy Pikulik Manual Posting	N	0
4	American Indian Chamber of Commerce 10710 W Scharles Ave Hales Corners, Wisconsin 53130 Phone : 414-604-2044 Url : http://www.aiccw.org/ Email : beverly@aiccw-facc.org Beverly Anderson	N	0
5	Asian American Journalists Association 5 Third Street, Ste. 1108 San Francisco, California 94103 Phone : 415.346.2051 x107 Url : http://www.aaja.org Marcia Santillan Manual Posting	N	0
6	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0

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7	Beloit College 700 College Street Beloit, Wisconsin 53511 Phone : 608-363-2665 Email : lpc@beloit.edu Fax : 1-608-363-2109 Angela Davis	N	0
8	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : . Email : htv.careers@hearst.com Career Services	N	18
9	Carroll University 100 N. East Avenue Waukesha, Wisconsin 53186 Phone : 262-524-7625 Email : tboduch@carrollu.edu Fax : 1-262-524-7377 Torrie Boduch	N	0
10	Carthage College 2001 Alford Park Drive Kenosha, Wisconsin 53140 Phone : 262-551-8500 Career Services Manual Posting	N	0
11	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
12	Concordia University-Mequon 12800 N Lake Shore Dr Mequon, Wisconsin 53097 Phone : 262-243-4340 Url : https://www.cuw.edu/ Career Services Manual Posting	Y	0

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13	Council for the Spanish Speaking 614 W National Ave. Milwaukee, Wisconsin 53204 Phone : 414-384-3700 Email : spanishcentermilw@gmail.com Kay MacKenzie	N	0
14	CSE Talent 150 Interstate North Parkway Atlanta, Georgia 30339 Phone : 770-955-1300 Recruiter .	N	1
15	Current Employee	N	12
16	Dolan Media Management 3 North Court Street Frederick, Maryland 21701 Phone : 301-668-1511 Url : http://www.smartrecruit.com/ Email : dolan@smartrecruit.com Tom Dolan	N	0
17	Edgewood College 1000 Edgewood Drive Madison, Wisconsin 53711 Phone : 608-663-2311 Shawn Johnson Manual Posting	N	0
18	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
19	Glassdoor.com 100 Shoreline Highway Building A Mill Valley, California 94941 Phone : 7042082377 Career Services Manual Posting	N	1

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20	Goodwill Industries 6055 N. 91st Street Milwaukee, Wisconsin 53225 Phone : 414-847-4830 Email : lnorman@goodwillsew.com Fax : 1-414-358-4298 Lisa Norman	N	0
21	Hispanic Chamber of Commerce 1021 West National Avenue Milwaukee, Wisconsin 53204 Phone : (414) 643-6963 X105 Email : natalia@hccw.org Natalia Bonilla	N	0
22	Impact Coalition for Families 6051 W. Brown Deer Road, Suite 202 Brown Deer, Wisconsin 53233 Phone : 414-376-6606 Email : admin@cwpmministries.com Alexis Nash	N	0
23	Indeed.com 177 Broad St Stamford, Connecticut 06901 Phone : 203-328-2691 Url : www.indeed.com Career Services Manual Posting	N	5
24	Lakeland College PO Box 359 Sheboygan, Wisconsin 53082 Phone : 920-565-1255 Email : stephanlm@lakeland.edu Fax : 1-920-565-1311 Lisa Stephan	N	0
25	Linkedin 2029 Stierlin Court Mountain View, California 94043 Phone : 4149353402 Url : http://www.linkedin.com/ Jeff Weiner Manual Posting	N	3

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26	Marian University 45 South National Avenue Fond du Lac, Wisconsin 54935 Phone : 920-923-8138 Url : mhatlen@marianuniversity.edu Mary Hatlen Manual Posting	N	0
27	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
28	Medialine P O Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
29	Milwaukee Area Technical College 700 West State Street Milwaukee, Wisconsin 53233 Phone : 414-297-6302 Jody Burdick Manual Posting	N	0
30	Milwaukee Urban League 435 W. North Ave. Milwaukee, Wisconsin 53212 Phone : 414-374-5850 Email : bmurrell@tmul.org Brandy Murrell	N	0
31	Mount Mary College 2900 N Menomonee River Pkwy Milwaukee, Wisconsin 53222 Phone : 414-256-1243 Vivian Mickelson Manual Posting	N	0
32	NAHJ 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : 202-662-7145 Corp Recruiter Manual Posting	N	0

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33	Northland College 1411 Ellis Avenue Ashland, Wisconsin 54806 Phone : 715-682-1230 Email : pfen-lei@northland.edu Fax : 1-715-682-1692 Patti Fenner-Leino	N	0
34	Rainbow Push Coalition 930 E. 50th Street Chicago, Illinois 60615 Phone : 773-373-3366 Email : mmckinnonprice@rainbowpush.org Fax : 1-773-373-3571 Marjorie McKinnon-Price	N	0
35	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
36	Silver Lake College 2406 South Alverno Road Manitowoc, Wisconsin 54220 Phone : 920-686-6192 Email : jan.algozine@sl.edu Fax : 1-920-684-7082 Jan Algozine	N	0
37	Society of Broadcast Engineers 10010 W. Schlinger Ave. Milwaukee, Wisconsin 53214 Phone : 262-241-5641 Kyle Jones Manual Posting	N	0
38	Southeastern Oneida Tribal Services 6820 W Wedgewood Drive Milwaukee, Wisconsin 53220 Phone : 414-329-4101 Email : mpowles1@oneidanation.org Fax : 1-414-329-4120 Mark Powless	N	0

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39	St. Norbert College 100 Grant Street De Pere, Wisconsin 54115 Phone : 920-403-3040 Theresa Refsguard Manual Posting	N	0
40	Talent Dynamics 600 E. Las Colinas Blvd. Suite 100 Irving, Texas 75039 Phone : 214-640-3139 Url : www.talentedynamics.com Email : connell@talentedynamics.com Sandra Connell	N	0
41	The NWT Group 2110 Elmwood Bryan, Texas 77802 Phone : 817-987-3600 Email : DavidChristopher@nwtgroup.com David Christopher	N	0
42	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0
43	TvJobs.com www.jobs@tvjobs.com Oceanside, California 92052 Phone : 760-754-2115 Career Services Manual Posting	N	1
44	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0

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45	UW-Green Bay Career Services 2420 Nicolet Drive Green Bay, Wisconsin 54311 Phone : 920-465-2163 Email : peacockl@uwgb.edu Fax : 1-920-465-2920 Linda Peacock-Landrum	N	0
46	UW-Milwaukee Johnston Hall P O Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-1122 Mark Zorowski Manual Posting	N	0
47	UW-Oshkosh Career Services 800 Algoma Boulevard Oshkosh, Wisconsin 54901 Phone : 920-424-2181 Email : pagestad@uwosh.edu Fax : 1-920-424-1000 Jaime Page-Stadler	N	0
48	UW-Parkside Advising and Career Services 900 Wood Road Kenosha, Wisconsin 53141 Phone : 262-595-2515 Email : advisingcenter@uwp.edu Fax : 1-262-595-2515 Gwen Jones	N	0
49	UW-River Falls Career Services 410 S. 3rd Street River Falls, Wisconsin 54022 Phone : 715-425-3572 Matthew Fitzgerald Manual Posting	N	0
50	UW-Stevens Point Career Services 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3938 .. Manual Posting	N	0

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51	UW-Whitewater 800 W. Main Street UC Room 146 Whitewater, Wisconsin 53190 Phone : 262-742-1511 Marge O'Leary Manual Posting	N	0
52	Veterans' Employment and Training Service 201 E. Washington Ave. (GEF-1) Madison, Wisconsin 53207 Phone : (608) 266-3110 Email : gary.meyer@dwd.wisconsin.gov Fax : 1-608-261-6710 Gary Mayer	N	0
53	Viterbo University 900 Viterbo Drive La Crosse, Wisconsin 54601 Phone : 608-796-3839 Email : argostonczik@viterbo.edu Fax : 1-608-796-3050 Alyssa Gostonczik	N	0
54	Waukesha County Tech College Student Employment Dept 892 Main Street Pewaukee, Wisconsin 53072 Phone : 262-695-7811 Url : www.wctc.edu/ses Janet Kling Manual Posting	N	0
55	Wisconsin Broadcasters Assoc 44 E Mifflin St/#900 Madison, Wisconsin 53703 Phone : 800-236-1922 Email : mendicott@wi-broadcasters.org Mandy Endicott	N	0
56	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			41

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/5/2020	Participation in Job Fairs	WISN-TV was represented by Ben Hart in the virtual NABJ/NAHJ job fair which took place from August 5, 2020-August 7, 2020.	1	News Director
2	9/16/2020	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role. WISN Sales Account Associate Joe Price is currently participating in the program.	1	Sales Account Associate
3	10/2/2020	Participation in Job Fairs	WISN-TV participated in Milwaukee's 20th Annual Diversity Employment Day entitled "Getting America Back to Work in 2020" on October 2, 2020.	1	Director of Programming & Public Affairs
4	2/1/2021	Establishment of training programs for station personnel	The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 14 week training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles. WISN-TV had two participants in the program this reporting period.	2	News Director Assistant Chief Engineer

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	2/1/2021	Provision of training to management	Station leaders participated in a 4 hour conscious inclusion training hosted by a third party partner. The training included information on how to cultivate a culture of awareness around the many dimensions of diversity. Leaders reviewed a model of inclusion, how to uncover unconscious bias and other topics related to diversity and inclusion to create an inclusive environment of diverse perspectives to make individuals work experiences better.	8	President and General Manager Business Manager General Sales Manager Creative Services Director
6	3/1/2021	Participation in Job Fairs	WISN-TV participated in the Wisconsin Broadcasters Association virtual job fair held on March 1, 2021	1	Director of Programming & Public Affairs
7	3/25/2021	Provision of training to management	Jan Wade and Ben Lorber attended the EEO seminar entitled "Staying on Top of Your Broadcast FCC EEO Obligations" held by Wilkinson Barker Knauer on March 25, 2021.	2	President and General Manager Director of Programming & Public Affairs
8	4/7/2021	Establishment of training programs for station personnel	Various employees at different levels in the organization completed voluntary, self-led training using the company learning management system. The various courses completed include topics such as Excel, PowerPoint, growth opportunities, learning from feedback, career path, short and long term goals, and security. Completing these courses provided an opportunity to develop additional skills and knowledge that will enable the employees to grow within the company personally and professionally.	15	Maintenance Supervisor Chief Engineer Assistant News Director Engineer
9	6/1/2021	Establishment of an intern program designed to assist members of the community	WISN-TV is hosting an Emma Bowen Fellow in the summer of 2021. She is working in person in the newsroom. She attends UW-Milwaukee. The Emma Bowen Foundation was founded to diversify the media industry by giving talented young students of color the opportunity to intern at leading media companies.	1	News Director
10	6/7/2021	Participation in Job Fairs	WISN-TV participated in the Wisconsin Broadcasters Association virtual job fair held the week of June 7, 2021.	1	Director of Programming & Public Affairs

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11	6/19/2021	Establishment of an intern program designed to assist members of the community	WISN-TV has conducted an on-going internship program for college students. Due to the pandemic, only 1 student participated for the summer of 2021 in the sports department. The student attends Northwestern University.	1	News Director
12	7/1/2021	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, WISN-TV listed upper-level openings with media trade groups with substantial participation of women and minorities, including AAJA, African American Chamber of Commerce, American Indian Chamber of Commerce and other agencies that focus on minority participation/job placement.	1	Business Manager