

WISN-TV
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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Executive Producer Open Date: 4/9/2019 Hire Date: 1/10/2020	2-18, 20-22, 24, 26-31, 33-52, 54-55	18
Producer Open Date: 7/24/2019 Hire Date: 9/30/2019	1-4, 6-15, 17, 20-22, 24, 26-52, 54-55	7
Producer Open Date: 7/24/2019 Hire Date: 11/3/2019	1-4, 6-15, 17, 20-22, 24, 26-52, 54-55	13
Sales Account Associate-Entry Level Open Date: 8/23/2019 Hire Date: 9/9/2019	1-4, 7-15, 17, 19-24, 26-31, 33-52, 54-55	13
Local Sales Assistant Open Date: 9/13/2019 Hire Date: 11/4/2019	1-4, 7-12, 14-15, 17, 19-24, 26-31, 33-52, 54-55	7
News Producer Open Date: 11/11/2019 Hire Date: 12/4/2019	2-4, 7-17, 20-22, 24-30, 33-52, 54-55	25
Weekend Meteorologist Open Date: 2/20/2020 Hire Date: 7/5/2020	2-5, 7-15, 17, 19-21, 24, 26-30, 33-35, 37-52, 54-55	13
News Producer Open Date: 5/20/2020 Hire Date: 7/6/2020	2-5, 7-15, 17, 20-21, 23-24, 26-30, 33-35, 37-50, 52-55	7

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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 Kermiath McClendon Manual Posting	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	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
5	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batetech.edu Roland Robinson	N	0
6	Beloit College 700 College Street Beloit, Wisconsin 53511 Phone : 608-363-2665 Email : lapc@beloit.edu Fax : 1-608-363-2109 Angela Davis	N	0

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7	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Email : htv.careers@hearst.com Career Services	N	21
8	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
9	Carthage College 2001 Alford Park Drive Kenosha, Wisconsin 53140 Phone : 262-551-8500 Career Services Manual Posting	N	0
10	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
11	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
12	Council for the Spanish Speaking 614 W National Ave. Milwaukee, Wisconsin 53204 Phone : 414-384-3700 Email : spanishcentermilw@gmail.com Kay MacKenzie	N	0
13	Current Employee	N	6

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14	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
15	Edgewood College 1000 Edgewood Drive Madison, Wisconsin 53711 Phone : 608-663-2311 Shawn Johnson Manual Posting	N	0
16	Employee Referral	N	3
17	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
18	Former Employee	N	1
19	Glassdoor.com 100 Shoreline Highway Building A Mill Valley, California 94941 Phone : 7042082377 Career Services Manual Posting	N	3
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

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22	Impact Coalition for Families 6051 W. Brown Deer Road, Suite 202 Brown Deer, Wisconsin 53233 Phone : 414-376-6606 Email : icfamilies@live.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	3
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	1
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

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28	Medialine P O Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
29	Milwaukee Urban League 435 W. North Ave. Milwaukee, Wisconsin 53212 Phone : 414-374-5850 Email : bmurrell@tmul.org Brandy Murrell	N	0
30	Mount Mary College 2900 N Menomonee River Pkwy Milwaukee, Wisconsin 53222 Phone : 414-256-1243 Vivian Mickelson Manual Posting	N	0
31	NAHJ 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : 202-662-7145 Corp Recruiter Manual Posting	N	0
32	Non-Employee Referral	N	1
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

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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	Southeastern Oneida Tribal Services 6820 W Wedgewood Drive Milwaukee, Wisconsin 53220 Phone : 414-329-4101 Fax : 1-414-329-4120 Mark Powless	N	0
38	St. Norbert College 100 Grant Street De Pere, Wisconsin 54115 Phone : 920-403-3040 Theresa Refsguard Manual Posting	N	0
39	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
40	The NWT Group 2110 Elmwood Bryan, Texas 77802 Phone : 817-987-3600 Email : DavidChristopher@nwtgroup.com David Christopher	N	0

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41	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
42	TvJobs.com www.jobs@tvjobs.com Oceanside, California 92052 Phone : 760-754-2115 Career Services Manual Posting	N	1
43	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
44	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
45	UW-Milwaukee Johnston Hall P O Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-1122 Mark Zorowski Manual Posting	N	0
46	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

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47	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
48	UW-River Falls Career Services 410 S. 3rd Street River Falls, Wisconsin 54022 Phone : 715-425-3572 Matthew Fitzgerald Manual Posting	N	0
49	UW-Stevens Point Career Services 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3938 . Manual Posting	N	0
50	UW-Whitewater 800 W. Main Street UC Room 146 Whitewater, Wisconsin 53190 Phone : 262-742-1511 Marge O'Leary Manual Posting	N	0
51	Veterans' Employment and Training Service 201 E. Washington Ave. (GEF-1) Madison, Wisconsin 53207 Phone : (608) 266-3110 Email : joyner.alvin.l@dol.gov Fax : 1-608-261-6710 Alvin Joyner	N	0
52	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

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53	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
54	Wisconsin Broadcasters Assoc 44 E Mifflin St/#900 Madison, Wisconsin 53703 Phone : 800-236-1922 Email : mendicott@wi-broadcasters.org Mandy Endicott	N	0
55	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:			40

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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	8/11/2019	Participation in Job Fairs	Ben Hart represented WISN-TV at the NABJ Convention and Job Fair in FL.	1	News Director
2	9/16/2019	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 sales development 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 Hearst Sales Development 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 participated in the program beginning 9/9/19.	1	SAA
3	9/19/2019	Participation in Job Fairs	WISN-TV partnered with nationally-known "City Career Fair" to promote and participate in a diversity career fair in Milwaukee. Milwaukee's 19th Annual Diversity Employment Day was held at the Milwaukee County War Memorial on 9/19/19. This event brings together Milwaukee's major employers with thousands of qualified diverse professionals with the aim to recruit, promote and reaffirm their commitment to diversity in the workplace. WISN-TV promoted the event with an on-air promo and attended the event with a table for recruiting.	1	Director of Programming & Public Affairs
4	10/17/2019	Participation in events or programs sponsored by educational institutions	Anchor Joyce Garbaciak participated on a panel as a member of a mentoring organization at Northwestern University called the Council of 100. As a member Joyce connects with recent graduates and current students in the journalism field.	1	Anchor

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5	11/12/2019	Establishment of an intern program designed to assist members of the community	WISN-TV has conducted an on-going internship program for college students. 9 students participated for the fall of 2019 and spring of 2020 as news, creative services, sports and general interns from the following schools: Marquette University, UW-Whitewater, Cardinal Stritch University, and Carroll University.	1	Assistant News Director
6	12/19/2019	Participation in scholarship programs	WISN-TV continued participation in the WBA Foundation's scholarship program, promoting the availability of the scholarship program, having applications on hand for inquiries from applicants, being available for questions and evaluating scholarship applications prior to them being sent to the Education Committee and WBA Foundation for judging.	1	Director of Programming & Public Affairs
7	1/29/2020	Provision of training to management	WISN TV was represented by Ben Lorber and Jan Wade at the EEO session at the WBA Winter Conference.	2	Director of Programming & Public Affairs President & General Manager
8	1/29/2020	Participation in Job Fairs	WISN-TV was represented by Ben Lorber at the Job Fair which was held as part of the WBA's Winter Conference on 1/29/20.	1	Director of Programming & Public Affairs
9	2/11/2020	Participation in Job Fairs	WISN-TV was represented by Ben Lorber at the UW Madison Job Fair on 2/11/20.	1	Director of Programming & Public Affairs

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10	6/24/2020	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 personnel Jessica Schmid and Matt Seigel participated in the program this reporting period.	2	Executive Producer National Sales Manager