

**ANNUAL EEO PUBLIC FILE REPORT**  
**WFRV-TV/WJMN-TV**  
**August 1, 2013 through July 31, 2014**

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WFRV/WJMN

The information contained in this Report covers the time period beginning August 1, 2013 to and including July 31, 2014 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from August 1, 2013 through July 31, 2014

Station(s) Comprising the Station Employment Unit: WFRV/WJMN

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Producer	8/1/2014	F	4	A-D, F-J, M-O, Q-T, Y
2	Chief Meteorologist	8/1/2014	F	3	A-F, H, L-M, Q, Y
3	Multimedia Journalist	8/1/2014	F	3	A-C, E-G, I-J, M-T, Y
4	Reporter	8/5/14	F	4	A-J, M-T, Y
5	Morning Show co-host		Y	5	A-F, H, L-O, Q, T, Y
6	Production Assistant	9/1/13	CC	6	A-K, M, P-R, T, Y, CC
7	Photojournalist	9/2/14	A	4	A-C, F, G, I, J, M-T, Y, AA-BB
8	Creative Services Writer/Producer	9/30/13	A	2	A, C-K, M, P-R, T, X, Z
9	Account Executive	10/14/13	GG	6	A, C-J, M-T, Y, BB, GG
10	Broadcast/IT Engineer	11/1/13	EE	4	A-F, H-K, Y, DD-EE
11	Account Executive	12/2/13	A	4	A, C-J, X-Y, GG
12	News Director	1/23/14	Y	3	D-F, U, X-Y, HH
13	Local Sales Manager	3/10/14	Y	5	A, C-F, H, Y, II-JJ
14	Multimedia Journalist	3/17/14	E	3	B, D-F, H-J, L-M, Q, T-Y, FF, KK-LL
15	Multimedia Journalist	3/17/14	D	3	B, D-F, H-J, L-M, Q, T-Y, FF, KK-LL
16	Multimedia Journalist	3/17/14	E	3	B, D-F, H-J, L-M, Q, T-Y, FF, KK-LL
17	Sports Director	3/17/14	U	3	B, D-F, H, L-M, Q, T-Y, LL
18	Director	3/17/14	U	3	B, D-F, H-K, M, Q, T-U, W-Y, FF, KK-LL
19	Chief Meteorologist **	3/17/14	F	3	B, D-F, H, L-M, Q, T-Y, LL
20	Photojournalist	3/17/14	U	3	B, D-F, H-K, N-P, R-S, U, W-Y, FF, KK-LL
21	Production Assistant	3/17/14	U	3	B, D-F, H-K, M-Y, FF, KK-LL

22	Broadcast/IT Engineer (2)	3/23/14	EE, Y	6	B, D-F, H, K, M, P-Q, T-Y, EE, KK, LL
23	Anchor/Reporter	4/7/14	Y	3	B, D-F, H, L-M, Q, T-Y, LL
24	Account Executive	4/7/14	Y	7	B, D-F, H, U-Y, LL
25	Creative Services Writer/Producer	4/14/14	Y	2	D-F, H-K, M-O, Q-U, W-Y, FF, KK-LL
26	Photojournalist	4/16/14	A	6	A, E-F, I-J, Y, KK
27	Promotions Director	5/19/14	Y	3	A-F, H, X-Z, MM
28	Account Executive	6/2/14	OO	5	A-J, X-Y, NN-OO
29	Photojournalist	6/9/14	Y	3	K, U, W, Y, KK
30	Account Executive	7/28/14	Y	3	D-F, U-Y, KK
31	News Director	7/28/14	Y	3	A-F, H, X-Z, HH, PP

Total Number of Persons Interviewed During Applicable Period: 118

\*\*A Meteorologist was hired. Suitable candidates for Meteorologist developed from the recruitment for Chief Meteorologist.

Appendix 2 to Annual EEO Public File Report

Covering the Period from August 1, 2013 through July 31, 2014

Station(s) Comprising the Station Employment Unit: WFRV/WJMN

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	wearegreenbay.com	Kathy Hoffman	1181 E. Mason St. Green Bay, WI 54301	920-437-5411		17
B	Wisconsin Broadcasters Association Employment Center printed newsletter	Linda Braun	44 E. Mifflin St., Suite 900 Madison, WI 53703 wi-broadcasters.org	800-236-1922	N	0
C	Job Center of Wisconsin	Roy Koeller	325 N. Roosevelt St. Green Bay, WI 54301	888-258-9966	N	0
D	Michigan Broadcasters Association	Dan Kelley	819 N. Washington Ave. Lansing, MI 48906 www.michmab.com	800-968-7622	N	4
E	nexstar.tv	Terri Bush	5215 North O'Connor Blvd., Suite 1400 Irving, TX 75039 www.nexstar.tv	972-373-8800	N	6
F	TV Jobs	Mark Holloway	P. O. Box 4116 Oceanside, CA 92052 www.tvjobs.com	760-754-8177	N	14
G	UW –Madison College	Pamela Garcia-	1305 Linden Drive	608-262-3921	N	0

	of Letters and Science	Rivera	Madison, WI 53706 Is-wisc-scm.symplicity.com			
H	Wisconsin Broadcasters Association Job Bank	Linda Braun	44 E. Mifflin St., Suite 900 Madison, WI 53703 wi-broadcasters.org	800-236-1922	N	0
I	Jobs for Wisconsin Grads All 13 University of Wisconsin schools	Linda Peacock-Landrum	UW-Green Bay 2420 Nicolet Drive, Green Bay, WI 54311 www.myconsortium.com/wisconsin	920-465-2163	N	0
J	Wisconsin Private Colleges Career Consortium Wisconsin's 20 private Colleges	Jessica Lambrecht	Lakeland College P. O. Box 359, Sheboygan, WI 53082 www.wipcc.org	920-565-1388	N	0
K	Wisconsin Technical College System 16 Technical Colleges	Mary Bratz	Fox Valley Technical College P. O. Box 2277 Appleton, WI 54912-2277	920-735-5627	N	1
L	Collective Talent	Michael Bille	26150 Hersheyvale Franklin, MI 48025 <a href="http://www.collectivetalent.com">www.collectivetalent.com</a>	813-254-9695	N	0
M	Academy of Radio and TV Broadcasting	Mary Jo Conniff	4914 E. McDowell Rd., Suite 107 Phoenix, AZ 85008 mjconniff@aol.com	602-267-8001	N	0
N	College of Menominee Nation Student Services	Tammy Waubenasum	P. O. Box 1179, Keshena, WI 54135 twaubanasum@menominee.edu	715-799-6226	N	0
O	Intercultural Relations for the City of Appleton	Kathy Flores	100 N. Appleton Street, Appleton, WI 54911 kathy.flores@appleton.org	920-832-1564	N	0

P	ITT Technical Institute	Michael Witte	470 Security Blvd., Green Bay, WI 54313 mwitte@itt-tech.edu	920-662-9000	N	0
Q	Medialine	Mark Shilstone	P. O. Box 51909, Pacific Grove, CA 93950 medialine@medialine.com	800-237-8073	N	0
R	Multicultural Center of Green Bay	Job Notice Center	217 North Madison St., Green Bay, WI 54301 multiculturalgreenbay@gmail.co m	920-438-1660	N	0
S	Oneida Tribe of Indians of WI	Victrietta Hensley	P. O. Box 365, Oneida, WI 54155-0365 vhensley@oneidanation.org	920-496-7900	N	0
T	Specs Howard School of Broadcast Arts	Kevin Scollin	19900 W. Nine Mile, Southfield, MI 48075 kscollin@specshoward.edu	248-358-9000	N	0
U	upmatters.com	Kathy Hoffman	1181 E. Mason St. Green Bay, WI 54301	920-437-5411		15
V	The Mining Journal newspaper advertisement	Classified Ads	249 W. Washington St. Marquette, MI 49855	906-228-2500	N	0
W	Michigan Works	Wendy Beach	Workforce Development Agency, State of Michigan 201 N. Washington Sq., 3 <sup>rd</sup> Floor Lansing MI 49813 Mitalent.org	906-280-0002	N	3
X	Craigslist				N	3
Y	Referrals					25
Z	Internal-Employed at Station					7

AA	Lincoln Park Community Center, Inc.	Ruth Varnado	1301 W. Hampton Ave., Milwaukee, WI 53209	Fax: 414-963-6407	N	0
BB	Council for Spanish Speaking	Karen	614 W. National Ave., Milwaukee, WI 53204	Fax: 414-384-7292	N	0
CC	Station Bulletin Board	None				3
DD	Green Bay Press Gazette newspaper advertisement	Angela Van Asten	Gannett WI Media avanasten@gannett.com	866-431-8665	N	0
EE	Society of Broadcast Engineers	Scott Jones	9102 North Meridian St. Suite 150 Indianapolis, IN 46260	317-846-9000	N	3
FF	Illinois Center for Broadcasting	Don Clark	530 South State St. Chicago, IL 60605	312-884-8000	N	0
GG	On air promotions	None	WFRV-TV	920-437-5411		6
HH	Rick Gevers & Associates	Rick Gevers	P.O. Box 577 Zionsville, IN 46077	317-769-7900	N	2
II	Spots N Dots	Emily McKay	1635 Old Highway 41 Suite 112-338 Kennesaw, GA 30152 www.spotsndots.com	770-919-9490	N	0
JJ	Birschbach Media Sales & Marketing	Art Scott	Birschbach Recruitment Network 9457 S. University #300 Highlands Ranch, CO 80126 Mediarecruiter.com	303-400-5150	N	2
KK	Northern Michigan University	Jim Gadzinsk	NMU Career Services 3302.3 Hedgcock 1401 Presque Isle Ave. Marquette, MI 49855	906-227-2800	N	0
LL	Northern Michigan				N	2

	University Job Fair					
MM	602 Communications	Sandy Lizik	1011 Lyndhurst Falls Lane Knightdale, NC 27545 602communications.com	919-217-4438	N	0
NN	Radio and Television Business Report	April McLynn	P.O. Box 6633 Woodbridge, VA 22195 Rbr.com	703-490-3099	N	0
OO	Indeed.com	none	7501 N. Capital of Texas Hwy Building B Austin, TX 78731		N	5
PP	TV NewsCheck	Steve Stoltz	24 West Lancaster Ave, Suite 205 Ardmore, PA 19003 Tvnewscheck.com	484-412-8287	N	0



Appendix 3 to Annual EEO Public File Report

Covering the Period from August 1, 2013 through July 31, 2014

Station(s) Comprising the Station Employment Unit: WFRV/WJMN

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WFRV/WJMN

	Recruitment Initiative	Description
1	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	General Manager participated in program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination. "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination". Held as part of the Wisconsin Broadcasters Association conference in Madison.
2	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	General Sales Manager and News Director attended the all day career fair sponsored by Northern Michigan University on February 12, 2014.
3	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	News Director and representative from Human Resources attended the all day career fair sponsored by St. Norbert College on February 25, 2014.
4	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting	WFRV Local 5 Scholarship awarded by the UW-Fox Valley foundation to a student intending to major in Communications or a related field.

5	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	During the reporting period, the station maintained an internship program for college students. Students from the following universities have participated in the program in the News Department: Silver Lake College (1 student), University of Wisconsin-Green Bay (1 student), and University of Wisconsin-Whitewater (1 student).
6	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	News Production Manager and representative from Human Resources attended the all day career fair sponsored by the Wisconsin Broadcasters Association on June 18, 2014.
7	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	News Production Manager and representative from Human Resources participated in program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination. "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination during the Employment Relationship". Held as part of the Wisconsin Broadcasters Association conference in Sheboygan.