

ANNUAL EEO PUBLIC FILE REPORT

WFRV/WJMN

August 1, 2015 through July 31, 2016

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, 2015 to and including July 31, 2016 (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, 2015 through July 31, 2016

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	Account Executive	8/3/15	B	5	B C E F G H I L M O R S T U B B
2	Account Executive	8/18/15	J	3	A C D E F G H J L M C C
3	General Sales Manager	8/23/15	AA	9	A C D E F G H L R S T U V W X A A B B C C D D
4	Meteorologist-AM	8/24/15	S	4	A C D E F G H K L M O R S T U V W X Y B B
5	Account Executive	9/21/15	B	5	B E F G H I L M O R S T U Z B B
6	Digital Producer	9/28/15	A	4	A D E F G H K L M N R S T U V W X
7	Account Executive	10/1/15	CC	3	A D E F G H J K L M Q R S T U V C C
8	Account Executive	10/6/15	Z	4	B E F G H I L M O R S T U Z B B
9	Producer	10/22/15	G	1	A D E F G H K L M N R S T U V W X
10	Account Executive	10/26/15	J	4	A D E F G H J L M Q R S T U
11	Digital Media Manager	1/4/16	Z	3	D E F G J K L M O P Q R S T U Z
12	Reporter/Multimedia Journalist	1/5/16	G	5	A C D E F G H J K L M Q R S T U W X Y
13	Integrated Digital Specialist	1/11/16	J	5	D E F G H J K L M N O Q R S T U V W X Z
14	Anchor/Producer/Reporter	1/11/16	G	3	B C E F G H I J K L M O P Q R S T U V Y Z
15	Account Executive	1/11/16	J	2	B C E F G H I J L O P Q R S T U E E
16	Reporter	1/11/16	Z	6	A C D E F G H J K L M Q R S T U V W

					XYZBB
17	Morning News Anchor	1/18/16	Z	5	DEFGJKLMPQRSTUYZ
18	Account Executive	2/22/16	Z	3	ADEFGHJKLMOPQRSTUW XZ
19	Account Executive	3/21/16	A	3	ADEFGHJKLMOPQRSTUW X
20	Multimedia Journalist	3/30/16	F	3	BCEFGHIJKLMOPQRSTUZ
21	Photographer	5/1/16	Z	4	ADEFGHJKLMNOPQRSTU WXZAA
22	Account Executive	5/9/16	J	3	ADEFGHJKLMNOPQRSTU FFGG
23	Producer/Promotions Coordinator	5/16/16	J	4	ADEFGHJKLMNOPQRSTU VWXYZFF
24	Multimedia Journalist	6/6/16	F	3	BCEFGHIJKLMOPQRSTU Z
25	Producer	6/6/16	Z	5	ADEFGHJKLMPZ
26	Reporter/Multimedia Journalist	6/13/16	Z	5	ADEFGHJKLMOPQRSTUVY Z
27	Account Executive	6/20/16	Z	6	BCEFGHIJKLOPQRSTUZ
28	Integrated Digital Specialist	7/18/16	Z	2	ADEFGHJKLMNQRSTUVW XZFF
29	Video Editor	7/22/16	FF	5	ADEFGHJKLMNOPRSTUV WXFF

Total Number of Persons Interviewed During Applicable Period: 117

Appendix 2 to Annual EEO Public File Report

Covering the Period from August 1, 2015 through July 31, 2016

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

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Request ed 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	N	9
B	UPMatters.com	Kathy Hoffman	1181 E. Mason St. Green Bay, WI 54301	920-437-5411	N	10
C	Wisconsin Broadcasters Association Employment Corner printed Newsletter	Linda Baun	44 E. Mifflin St., Suite 900 Madison, WI 53703 wi-broadcasters.org	800-236-1922	N	0
D	Job Center of Wisconsin	Roy Koeller	701 Cherry St. Green Bay, WI 54301	888-258-9966	N	0
E	Michigan Association of Broadcasters	Dan Kelley	819 N. Washington Ave. Lansing, MI 48906 michmab.com	800-968-7622	N	0
F	Nexstar Broadcasting	Terri Bush	545 E. John Carpenter Freeway, Suite 700 Irving, TX 75039 nexstar.tv	972-373-8800	N	14
G	TV Jobs	Mark Holloway	P. O. Box 4116	760-754-8177	N	17

			Oceanside, CA 92052 tvjobs.com			
H	Wisconsin Broadcasters Association	Linda Baun	44 E. Mifflin St., Suite 900 Madison, WI 53703 wi-broadcasters.org	800-236-1922	N	0
I	Michigan Works!	Wendy Beach	201 N. Washington Sq., 3 rd floor Lansing, MI 49813 mitalent.org	906-280-0002	N	0
J	Indeed		6433 Champion Grandview Way Building 1 Austin TX. 78731 indeed.com	800-462-5842	N	31
K	UW-Madison College of Letters and Science's	Pamela Garcia-Rivera	1305 Linden Drive Madison, WI 53706 is-wisc-scm.symplicity.com	608-262-3921	N	0
L	Wisconsin Jobs for Grads All 13 University of Wisconsin schools	Linda Peacock-Landrum	UW-Green Bay 2420 Nicolet Drive Green Bay, WI 54311 myconsortium.com/Wisconsin	920-465-2163	N	0
M	Wisconsin Private College Career Consortium Wisconsin's 20 Private colleges	Jessica Lambrecht	Lakeland College P. O. Box 359 Sheboygan, WI 53082 wipcc.org	920-565-1388	N	0
N	Wisconsin Technical College System Wisconsin's 16 Technical Colleges	Mary Bratz	Fox Valley Technical College P. O. Box 2277 Appleton, WI 54912-2277 www.wisconsintechconnect.com	920-735-5627	N	1
O	Northern Michigan University	Jim Gadzinski	3302.3 Hedgecock 1401 Presque Isle Ave. Marquette, MI 49855 www.nmu.edu/careerservices	906-227-2800	N	0
P	Handshake	David Shull	995 Market St. San Francisco, CA 94110		N	0

Q	University of Michigan Alumni Association	Katie Ehnis	200 Fletcher St. Ann Arbor, MI 48109-1007 http://alumni.umich.edu/career	800-847-4764	N	0
R	Intercultural Relations for the City of Appleton	Kathy Flores	100 N. Appleton St. Appleton, WI 54911 kathy.flores@appleton.org	920-832-1564	N	0
S	Medialine	Mark Shilstone	P. O. Box 51909 Pacific Grove, CA 93950	800-237-8073	N	1
T	Multicultural Center of Green Bay	Job Notice Center	217 North Madison St. Green Bay, WI 54301 multiculturalgreenbay@gmail.com	920-438-1660	N	0
U	Oneida Tribe of Indians of Wisconsin	Victrietta Hensley	P. O. Box 365 Oneida, WI 54155-0365 vhensley@oneidanation.org	920-496-7900	N	0
V	Council for Spanish Speaking	Karen	614 W. National Ave. Milwaukee, WI 53204	Fax: 414-384-7292	N	0
W	Menominee Indian Tribe of Wisconsin	Ben Kaquatosh	P. O. Box 910 Keshena, WI 54135	715-799-5100	N	0
X	Oneida JTPA Program		P. O. Box 365 Oneida, WI 54155	920-496-7870	N	0
Y	Collective Talent	Michael Bille	26150 Hersheyvale Franklin, MI 48025	813-254-9695	N	0
Z	Referral				N	21
AA	Employee				N	4
BB	Craigslist				N	4
CC	Wisconsin Broadcasters Association Job Fair	Linda Baun	44 E. Mifflin St., Suite 900 Madison, WI 53703 wi-broadcasters.org	800-236-1922	N	1
DD	Spots n Dots	Emily McKay	1635 Old Highway 41 Suite 112-338 Kennesaw, GA 30152	770-919-9490	N	2
EE	The Mining Journal	Classified Ads	249 W. Washington St. Marquette, MI 49855	906-228-2500	N	0

FF	Station Bulletin board				N	2
GG	Facebook Ad		1 Hacker Way, Menlo Park, CA 94025		N	0

Appendix 3 to Annual EEO Public File Report

Covering the Period from August 1, 2015 through July 31, 2016

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	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.
2	Participation in events or programs by organizations representing groups present in the community interested in broadcast employment issues.	Sports Director participated in Coffee and Conversation discussion on broadcast career presented by the Aging & Disability Resource Center of Green Bay on December 16, 2015.
3	Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	Vice President/General Manager participated in Wisconsin Broadcasters Association's 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 on January 27, 2016.
4	Participation in job fairs by station personnel who have	News Director attended the all-day career fair sponsored by Northern Michigan University on February 10, 2016.

	substantial responsibility for hiring decisions.	
5	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 University of Wisconsin-Green Bay on March 2, 2016.
6	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 Promotions Department: Northeast Wisconsin Technical College (1 student). In the News Department: Marquette University (1 student), Northeast Wisconsin Technical College (1 student), St. Norbert College (1 student), University of Wisconsin-Oshkosh (2 students), and University of Wisconsin-Milwaukee (1 student). In the e-Media Digital Department: Fox Valley Technical College (1 student), and Northeast Wisconsin Technical College (1 student).
7	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions.	General Sales Manager and representative from Human Resources attended the all-day career fair sponsored by Northeast Wisconsin Technical College on March 29, 2016.
8	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions.	Production Manager and representative from Human Resources attended the all-day career fair sponsored by Congressman Reid Ribble on May 3, 2016.
9	Participation in events or programs relating to career opportunities in broadcasting sponsored by educational institutions.	News Director participated in Northern Michigan University's career event <i>Pathways to your Future-Career Choices</i> for high school students from Alger and Marquette counties about careers in broadcast television on May 6, 2016.