WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

Annual EEO Public File Report

The purpose of this 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: WEAU 13 News and is required to be placed in the public inspection files of this station.

The information contained in this Report covers the time period beginning August 1, 2018 to and including July 31, 2019 (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 Station(s) comprising the Station Employment Unit during the Applicable Period;

2. For each such vacancy, the recruitment source(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, I, II and III which follow have been designed, in the aggregate, to provide the required information.

For purposes of this Report, a vacancy was deemed "filled" on the hiree's first day of employment.

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

I. VACANCY LIST

See section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

	Full-time Job Positions Filled by Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
1.	Multi-Media Journalist/Weather	1-40, 42-47, 49	47
2.	News Producer	1-50	45
3.	News Producer	1-50	48
4.	Multi-Media Journalist	1-47, 49	41
5.	Multi-Media Journalist	1-47, 49	41
6.	Multi-Media Journalist	1-47, 49	9
7.	Multi-Media Journalist	1-47, 49	47
8.	Digital Director	1-41, 43-46, 48-49	9
9.	Account Executive	1-41, 43-47, 49	47
10.	Meteorologist	1-40, 42-46, 49	46
11.	Creative Services Producer	1-41, 43-46, 48-49	48
12.	General Sales Manager	1-41, 43-49	47
13.	Multi-Media Journalist	1-47, 49	47

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information (Name, Address, Phone, Contact Information)	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Office of Multicultural Affairs/ American Ethnic Coordinating Office Ms. Cheri Snobl, Office Manager Schofield Hall 225 105 Garfield Ave. Eau Claire, WI 54701 715-836-3367 snoblc@uwec.edu	Y	
2	Chippewa Valley Technical College and Affirmative Action Career Services Specialist 620 West Clairemont Avenue Eau Claire, WI 54701 715-833-6505 employment_services@cvtc.edu or careerservices@cvtc.edu	Y	
3	Hmong Mutual, Eau Claire Human Resources 423 Wisconsin Street Eau Claire, WI 54703 715-832-8420 admin@ecahmaa.org	Y	
4	Hmong Mutual, La Crosse Kaying Vang 2613 George Street La Crosse, WI 54603 608-781-5744 kayingvang@live.com	Y	
5	Ho Chunk Nation Sharon Pettibone P.O. Box 667 Black River Falls, WI 54615 715-284-5877/715-284-4563 sharon.pettibone@ho-chunk.com	Y	
6	Madison Media Institute Nathaniel Brost, Career Services Advisor 2702 Agriculture Drive Madison, WI 53718 608-663-2000 nbrost1@mediainstitute.edu	Y	

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

RS Number	RS Information (Name, Address, Phone, Contact Information)	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Minority Affairs, Western WI Technical College Contact: Bernard Black 304 Sixth Street N La Crosse, WI 54601 608-789-6270 blackb@westerntc.edu	Y	
8	TV Jobs.com Mark Holloway Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 1-800-374-0119/760-754-8177 jobs@tvjobs.com	Y	
9	University of Wisconsin - Eau Claire Career Services Placement Office Susan Ayres, Information Systems Manager 230 Schofield Hall 105 Garfield Ave. Eau Claire, WI 54701 715-836-5358 jobs@uwec.edu or career05@uwec.edu https://app.joinhandshake.com	Y	2
10	University of Wisconsin - La Crosse Karolyn Bald, Senior Student Services Coordinator Career Services, Wilder Hall 1725 State Street Centennial Hall, Suite 1140 La Crosse, WI 54601 608-785-8514 career@uwlax.edu kbald@uwlax.edu https://app.joinhandshake.com	Y	
11	University of Wisconsin - River Falls Nancy Pace / Melissa Wilson 410 S. 3rd Street River Falls, WI 54022 715-425-3572 Nancy.i.pace@uwrf.edu Melissa.wilson@uwrf.edu https://app.joinhandshake.com	Y	
12	University of Wisconsin - Stevens Point Career Services Office 1108 Fremont Street Room 201 Stevens Point, WI 54481 715-346-3226 career@uwsp.edu https://app.joinhandshake.com	Y	

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

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13	University of Wisconsin - Stout Placement & Co-op Services 103 Administration Building Menomonie, WI 54751 715-232-1601 careerservices@uwstout.edu https://app.joinhandshake.com	Y	
14	University of Wisconsin – Platteville Career Services 1 University Plaza Platteville, WI 53818 608-342-1491 https://app.joinhandshake.com	N	
15	University of Wisconsin – Oshkosh Career Services 800 Algoma Blvd. Oshkosh, WI 54901 920-424-1234 https://app.joinhandshake.com	N	
16	University of Wisconsin – Parkside Career Services 900 Wood Rd. Kenosha, WI 53144 262-595-2345 https://app.joinhandshake.com	N	
17	University of Wisconsin – Green Bay Career Services 2420 Nicolet Drive Green Bay, WI 54311 920-465-2000 https://app.joinhandshake.com	N	
18	University of Wisconsin – Superior Career Services Belknap and Catlin Superior, WI 54880 715-394-8101 https://app.joinhandshake.com	N	
19	UW Milwaukee Career Planning & Resource Center Linda Walker P.O. Box 113, 128 Mellancamp Hall Milwaukee, WI 53211 P: 414-229-4487 F:414-229-5347 cdc@uwm.edu https://app.joinhandshake.com	N	

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

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20	Winona State University DeAnna Goddard, Associate Director P.O. Box 5838 Maxwell 314 Winona, MN 55987 507-457-5340/507-457-5878 career@winona.edu	Y	
21	The Ohio/Illinois Center for Broadcasting Don Clark, National Director of Placement 9000 Sweet Valley Drive Valley View, OH 44125 216-447-9117 or 312-884-8000 (Chicago office) dclark@beonair.com	Y	
22	St. Cloud University – Society of Professional Journalists Jenna Wundrow, President 720 4th Ave. S – SH 14 St. Cloud, MN 56301 320-308-4967 spj@stcloudstate.edu	Y	
23	Wisconsin Indianhead Technical College – Rice Lake Karen Lutz, Student Success Teaching Assistant 1900 College Drive Rice Lake, WI 54868 715-234-7082 Karen.lutz@witc.edu	Y	
24	Blackhawk Technical College 6004 S County Rd. G Janesville, WI 53546-9458 608-757-6329 www.blackhawk.edu/bcd/index.htm	N	
25	Fox Valley Technical College 1825 N. Bluemound Drive P.O. Box 2277 Appleton, WI 54912-2277 920-735-5600 www.fvtc.edu/ses-employers	N	
26	Gateway Technical College Kenosha Campus 3520-30th Avenue Kenosha, WI 262-619-6836 www.gtc.edu/page.asp?q=239	N	

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

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27	Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 920-693-1000 888-468-6582 1275 www.gotoltc.edu/careerplacement	N	
28	Madison Area Technical College 3550 Anderson Street Madison, Wisconsin 53704 (608) 246-6100 or (800) 322-6282 Fax (608) 246-6880 www.matcmadison.edu	N	
29	Mid-State Technical College Marshfield Campus 2600 West 5th Street Marshfield, WI 54449 Phone: 715-387-2538/715-422-5408 Fax: 715-389-2864 www.mstc.edu/business/postingjobs.htm	N	
30	Milwaukee Area Technical College 700 W. State Street Milwaukee, WI 53233 414-297-6244 info@matc.edu matc.edu/student/resources/JOBshop/EmployerResources.html	N	
31	Moraine Park Technical College *Fond du Lac Campus* 235 N. National Avenue Fond du Lac, WI 54936-1940 Phone: 920-922-8611 Fax: 920-924-3513 www.morainepark.edu/pages/294.asp	N	
32	Nicolet Area Technical College 5364 College Drive Rhinelander, WI 54501 715-365-4410 or 800-544-3039 www.nicoletcollege.edu/currentstudents/jobs/jobsafternicolet/techconnect.html	N	
33	Northcentral Technical College 1000 W. Campus Drive Wausau, WI 54401 715.675.3331 info@ntc.edu 715-675-3331 1668 888-682-7144 1668 www.ntc.edu/corplearning/hiregrad.htm	N	

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

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34	Northeast Wisconsin Technical College 2740 West Mason Street P.O. Box 19042 Green Bay, WI 54307-9042 920-498-5528 www.nwtc.edu/services/explorecareers/employers	N	
35	Southwest Technical College 1800 Bronson Blvd. Fennimore, WI 53809 608-822-2333 800-362-3322 2333 www.swtc.edu	N	
36	Waukesha County Technical College 800 Main St. Pewaukee, WI 53072 262-695-7811 http://www.wctc.edu/business_resources/employees.php	N	
37	Wisconsin Indianhead Technical College 505 Pine Ridge Drive Shell Lake, WI 54871 715-246-6561 F: 715-246-2819 www.witc.edu/jobs	N	
38	Workforce Connections, Inc. Sharon Bliss, Employment Resource Specialist 2615 East Avenue South Suite 103 La Crosse, WI 54601 608-789-5611 F: 608-785-9939 workforceconnections@workforceconnections.org or bliss@workforceconnections.org	N	
39	Office of Multicultural Services/Minority Department Student Services University of Wisconsin – La Crosse 1725 State Street, 243 GMH La Crosse, WI 54601 608-785-8225 omss@uwlax.edu	N	
40	Northeast WI African American Association P.O. Box 683 Green Bay, WI 54305 P: 920-544-9123 yarvelle@hotmail.com	N	

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

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41	Indeed, Inc. 7501 N. Capital of Texas Hwy. Building B Austin, TX 78731 P: 512-459-5300 http://www.indeed.com/hire/contact-us	N	8
42	Collective Talent Michael Bille 1721 Richardson Place Tampa Bay, FL 33606 813-254-9695 ***(Collective Talent will only post news reporter and anchor positions, including weather and sports)*** bille@michaelsmedia.com	Y	
43	Medialine Career Services P.O. Box 51909 Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com	Y	
44	Wisconsin Broadcasters Association Michelle Vetterkind, President 44 East Mifflin Street Suite 900 Madison, WI 53703 608-255-2600 mvetterkind@wi-broadcasters.org *Source places postings on Internet and sends to various broadcasting operations throughout Wisconsin via monthly newsletter*	N	
45	WEAU 13 News Website Jolene Jensen 1907 South Hastings Way Eau Claire, WI 54701 715-835-1313 www.weau.com	N	2
46	Other Gray Television Stations Dottie Boudreau/Cynthia Crowder Executive Assistant Gray Television Inc. 4370 Peachtree Rd., NE Atlanta, GA 30319 dottie@gray.tv /Cynthia.Crowder@gray.tv	N	2
47	Word-of-Mouth Referral (Employee and Non-Employee)	N	10
48	Internal Application/Promotion	N	5

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

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49	Peoplematter.com/SNAG 466 King Street Charleston, SC 29403 P: 843-300-3400 info@peoplematter.com	N	
50	LinkedIn 599 N. Mathilda Ave. Sunnyvale, CA 94085 P: 650-687-3600 www.linkedin.com	N	1

TOTAL INTERVIEWEES OVER REPORTING PERIOD: 30

WEAU 13 NEWS

EEO PUBLIC FILE REPORT
08/01/18 – 07/31/19

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Date	Brief Description of Activity & Scope of Broadcaster's Participation
1.	Participate in Scholarship Program for Students Interested in Pursuing a Career in Broadcasting	11/2018	The station participates yearly in the Wisconsin Broadcasters Association Foundation Scholarship program designed to assist students interested in pursuing a career in broadcasting by providing applications to interested students, being available to answer questions about the program, and making initial evaluations of the candidates for the scholarship committee. Station also makes a financial contribution biannually to the Foundation.
2.	Participate in Job Fair	10/24/18	The station participated in a career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on October 24, 2018. Station addressed career and internship opportunities at WEAU 13 News, spoke to students about career choices and opportunities in broadcasting, and answered participants' questions. Station participants included our Production Manager.
3.	Spring Intern	2/5/19 – 5/16/19	WEAU's internship program is designed to provide interns with hands-on experience, one-on-one teaching within the broadcast media environment, and the opportunity to earn college credit. Beginning in the early Spring of 2019, the station hosted one news intern from the University of Wisconsin – Eau Claire, who was supervised by the News Director.
4.	Spring Intern	2/8/19 – 5/3/19	WEAU's internship program is designed to provide interns with hands-on experience, one-on-one teaching within the broadcast media environment, and the opportunity to earn college credit. Beginning in the early Spring of 2019, the station hosted one news intern from Chippewa Valley Technical College, who was supervised by the News Director.
5.	Participate in Job Fair	3/13/19	The station participated in a career fair sponsored by Chippewa Valley Technical College in Eau Claire, WI on March 13, 2019. Station addressed career and internship opportunities at WEAU 13 News, spoke to students about career choices and opportunities in broadcasting, and answered participants' questions. Station participants included our Production Manager.
6.	EEO Training	6/20/2019	On June 20, 2019, the Accounting Manager participated in The FCC's Equal Employment Opportunity Rules - A Webinar for Gray Television Stations presented by Joan Stewart of Wiley Rein, LLP to employees of Gray Television Licensee, LLC.