



FCC EEO Public File Report

For the period of August 1, 2004 through July 31, 2005

A Station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacany Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filings its license renewal application. This report must also be placed on the station's web site.

Section A. Full-Time Vacancies Filled During The Past Year

| | | | | |
|--|----------------------|----------------------------|---------------------|----------|
| | 1. Job Title: | Creative Services Director | Date Filled: | 10/11/04 |
| | 2. Job Title: | Master Control Operator | Date Filled: | 11/3/04 |
| | 3. Job Title: | Operations Assistant | Date Filled: | 1/6/05 |
| | 4. Job Title: | Account Executive | Date Filled: | 1/18/05 |
| | 5. Job Title: | Account Executive | Date Filled: | 5/14/05 |
| | 6. Job Title: | Promotion Writer-Producer | Date Filled: | 7/29/05 |
| | 7. Job Title: | Master Control Operator | Date Filled: | 7/9/05 |

Section B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

| 1. Job Title: | | Creative Services Director | | Date Filled: | 10/11/04 |
|---|-----------------------|--|--|--------------------------------|------------------------|
| Source | Contact Person | Address | | Telephone | Referred Person Hired? |
| ACME Job Line Bulletin Board | Sandy Dunlavy | | | | Yes |
| Blackhawk Tech Collegle | Chris - Career Center | P.O. Box 5009 | Janesville, WI 53547 | 608-757-7713 FAX: 608-743-4407 | |
| UW Madison School of Journalism | Erica Salkin | 5134 Vilas Hall | 821 University Ave., Madison, WI 53706 | 263-4858 FAX: 262-1361 | |
| WI Job Net | Christine Richard | 1819 Aberg Ave. | Madison, WI 53704 | 242-4880 | |
| Madison Media Institute | Susan Miller | 2702 Agriculture Dr. Madison, WI 53718 | | 663-2000 FAX: 442-0141 | |
| MATC Career Resources | | 3550 Anderson St. Madison, WI 53704 | | 243-4271 FAX: 246-6400 | |
| UW Madison School of Communication Arts | Kevin French | 6177 Vilas Hall | 821 University Ave. Madison, WI 53706 | 265-0048 FAX: 262-9953 | |
| Equal Opportunity Center | | 210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703 | | 266-4910 FAX: 266-6514 | |
| YWCA Job Placement | | 336 W. Lakeside Street Madison, WI 53715 | | 255-3098 FAX: 255-3378 | |
| Centro Hispano | Dora Silva | 835 W. Badger Rd. Madison, WI 53713 | | 255-3018 FAX: 255-2975 | |
| United Refugee Service | Kathy Khamphouy | 312 N. 3rd Street Madison, WI 53704 | | 256-6400 FAX: 251-0944 | |
| Urban League | Heather | 151 East Gorham St. Madison, WI 53703 | | 251-8550 FAX: 251-0944 | |
| Milwaukee Journal Sentinel | Lindsay | 333 W. State Street Milwaukee, WI | | 800-456-5943 | |
| 2. Job Title: | | Master Control Operator | | Date Filled: | 11/3/04 |
| Source | Contact Person | Address | | Telephone | Referred Person Hired? |
| Blackhawk Tech Collegle | Chris - Career Center | P.O. Box 5009 | Janesville, WI 53547 | 608-757-7713 FAX: 608-743-4407 | |
| UW Madison School of Journalism | Erica Salkin | 5134 Vilas Hall | 821 University Ave., Madison, WI 53706 | 263-4858 FAX: 262-1361 | |
| WI Job Net | Christine Richard | 1819 Aberg Ave. | Madison, WI 53704 | 242-4880 | |
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| Urban League | Heather | 151 East Gorham St. Madison, WI 53703 | 251-8550 FAX: 251-0944 | |
| WI Broadcasters Assoc. | Torrie | 44 E. Mifflin St., Ste 900, Madison WI 53703 | 255-2600 FAX: 256-3986 | |
| Walk In | | | | YES |
| 3. Job Title: | Operations Assistant | | Date Filled: | 1/6/05 |
| Source | Contact Person | Address | Telephone | Referred Person Hired? |
| WI Broadcasters Assoc. | Torrie | 44 E. Mifflin St., Ste 900, Madison WI 53703 | 255-2600 | |
| Blackhawk Tech Collegle | Chris - Career Center | P.O. Box 5009 Janesville, WI 53547 | 608-757-7713 | |
| UW Madison School of Journalism | Erica Salkin | 5134 Vilas Hall 821 University Ave., Madison, WI 53706 | 263-4858 | |
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| Urban League | Heather | 151 East Gorham St. Madison, WI 53703 | 251-8550 | |
| WI Job Net | Christine Richard | 1819 Aberg Ave. Madison, WI 53704 | 242-4880 | |
| ACME Job Line Bulletin Board | Sandy Dunlavy | WBUW | | YES |
| 4. Job Title: | Account Executive | | Date Filled: | 1/18/05 |
| Source | Contact Person | Address | Telephone | Referred Person Hired? |
| WI Broadcasters Assoc. | Torrie | 44 E. Mifflin St., Ste 900, Madison WI 53703 | 255-2600 | |
| Blackhawk Tech Collegle | Chris - Career Center | P.O. Box 5009 Janesville, WI 53547 | 608-757-7713 | |
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| Urban League | Heather | 151 East Gorham St. Madison, WI 53703 | 251-8550 | |
| ACME Job Line Bulletin Board | Sandy Dunlavy | WBUW | | |
| Wisconsin State Journal | Sheryl Wheeler | Call, fax or email information | 257-7777 | |
| WI Job Net | Christine Richard | 1819 Aberg Ave. Madison, WI 53704 | 242-4880 | |
| Spots-n-Dots | Alice | | dai@spotsndots.com | |
| ProductionsHUB | Lauren Memberg | | lmemberg@productionhub.com | |
| WBUW Website | | | | |
| Walk In | | | | YES |
| 5. Job Title: | Account Executive | | Date Filled: | 5/14/05 |
| Source | Contact Person | Address | Telephone | Referred Person Hired? |
| This person was a walk-in. There was no position opening that was advertised. | | | | |
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| 6. Job Title: | Promotion Writer-Producer | | Date Filled: | 7/29/05 |
| Source | Contact Person | Address | Telephone | Referred Person Hired? |
| WI Broadcasters Assoc. | Torrie | | Fax: 256-3986 | |
| Blackhawk Tech Colledge | Chris - Career Center | | Fax: 608-743-4407 | |
| UW Madison School of Journalism | Erica Salkin | | Fax: 262-1361 | |
| Madison Media Institute | Susan Miller | | Fax: 442-0141 | |
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| UW Madison School of Communication Arts | Kevin French | | Fax: 262-9953 | |
| Equal Opportunity Center | | | Fax: 266-6514 | |
| YWCA Job Placement | | | Fax: 255-3378 | |
| Centro Hispano | Dora Silva | | Fax: 255-2975 | |
| United Refugee Service | Kathy Khamphouy | | Fax: 256-6501 | |
| Urban League | Heather | | Fax: 251-0944 | |
| WI Job Net | | | See Job Net Folder | |
| Career Link | | | www.uwplatt.edu/careercenter | |
| Internal Promotion | | | | YES |
| WB57 Website | Dave Shelly | | www.wb57.com | |
| Tvjobs | | | www.tvjobs.com | |
| Graeme Newell's Marketing Ideanet | | | | |
| 7. Job Title: | Master Control Operator | | Date Filled: | 7/9/05 |

| Source | Contact Person | Address | Telephone | Referred Person Hired? |
|---|-----------------------|---------|--|------------------------|
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| UW Madison School of Journalism | Erica Salkin | | 263-4858 FAX: 262-1361 | |
| WI Job Net | Christine Richard | | See Job Net Folder242-4880 | |
| Madison Media Institute | Susan Miller | | 663-2000 FAX: 442-0141 | YES |
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| YWCA Job Placement | | | 255-3098 FAX: 255-3378 | |
| Centro Hispano | Dora Silva | | 255-3018 FAX: 255-2975 | |
| United Refugee Service | Kathy Khamphouy | | 256-6400 FAX: 251-0944 | |
| Urban League | Heather | | 251-8550 FAX: 251-0944 | |
| WI Brocasters Assoc. | Torie | | 255-2600 FAX: 256-3986 | |
| WI Job Net | | | See Job Net Folder | |
| Career Link | | | www.uwplatt.edu/careercenter | |
| WB57 Website | Dave Shelly | | www.wb57.com | |

Section C. Total Number of Persons Interviewed For All Full-Time Vacancies During The Past Year (this will be a raw number):

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| 29 |
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Section D. Total Number of Interviewees For All Full-Time Filled During The Past Year Recruitment Sources:

| Referral Source | Contact Person | Address | Telephone | Number of Interviewees Referred |
|-------------------------|----------------|---------|-----------|---------------------------------|
| Walk In | | | | 4 |
| Madison Media Institute | Susan Miller | | | 3 |
| ACME Bulletin Bd. | Sandy Dunlavy | | | 1 |
| WBUW Website | | | | 7 |
| WBA Website | | | | 2 |
| Jobnet | | | | 5 |
| Unknown | | | | 3 |
| Internal | | | | 3 |
| Family Referral | | | | 1 |
| | | | | |
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Section E. Outreach Activities

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| Activity Title: | WBA Winter Conference |
| Activity Date: | 25-Jan-05 |
| Description: | WBUW participated in the Wisconsin Broadcasters' 2005 Winter Conference Job Fair with a booth and marketing materials targeted for prospective employees and interns. This event was marketed to the general public using several forms of media. Marketing materials distributed at the Job Fair were employment and internship information, job descriptions, and applications for employment. Our booth consisted of visual displays and was staffed by the Creative Services Director who answered questions about our new internship program and getting started in the television industry. |
| Activity Title: | GMCC Mardi Gras Business Expo |
| Activity Date: | 8-Feb-05 |
| Description: | WBUW participated in GMCC's Business-to-Business Expo with trade booth and marketing materials targeted at the general public, prospective employees, and business community. The booth consisted of multi-media presentation, visual displays, and was staffed by HR Director, Creative Services, and sales staff. |
| Activity Title: | Spring Career Fair-UW at Platteville |
| Activity Date: | Feb-05 |
| Description: | WBUW participated in the University of Wisconsin-Platteville's 2005 Spring Career Fair with a booth and marketing materials targeted for prospective employees and interns. Marketing materials consisted of employment and internship information, job descriptions, and applications. The booth consisted of visual displays and was staffed by the Creative Services Director who answered questions about getting started in the television business, internships and TV show specifics. |
| Activity Title: | Spring Internship |
| Activity Date: | Sprg. Sem. 2005 |
| Description: | University of Wisconsin student, Lisa Gordon, was actively involved in our 2005 spring internship. |
| Activity Title: | Summer 2005 People Program Internship |
| Activity Date: | June-July 2005 |
| Description: | Madison's WB57 participates in the University of Wisconsin's People Program (Pre-College Enrichment Opportunity Program for Learning Executives). The program involves station executives participating in a three-week instructional workshop designed to introduce sixth grade minority students to careers in advertising and media; it provides a six-week summer internship with high school seniors who are in the last year of the University of Wisconsin's People Program. Ashley Brown and Lynencia Elliott participated in the this summer's internship program. |
| Activity Title: | Madison Advertising Federation |
| Activity Date: | Feb-05 |
| Description: | Madison's WB57 is an active member of the Madison Advertising Federation and participates in the Diversity Committee's Mentor-Shadowing Day wherein minority high school and/or college students shadow executives at ht estation for a day. This past February, WB57 hoseted 14 minority students from Beloit Memorial high School. |
| Activity Title: | |
| Activity Date: | |
| Description: | |