



## FCC EEO Public File Report

For the period of August 1, 2006 through July 31, 2007

A Station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for fillings 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

	<b>1. Job Title:</b> Master Control Operator	<b>Date Filled:</b>	8/8/06
	<b>2. Job Title:</b> Account Executive	<b>Date Filled:</b>	8/23/06
	<b>3. Job Title:</b> Account Executive	<b>Date Filled:</b>	9/5/06
	<b>4. Job Title:</b> On-Air Personality/Promotion Producer	<b>Date Filled:</b>	1/2/07
	<b>5. Job Title:</b> Sales Promotion & Research Coordinator	<b>Date Filled:</b>	2/1/07
	<b>6. Job Title:</b> Account Executive	<b>Date Filled:</b>	2/26/07

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

<b>1. Job Title:</b> Master Control Operator		<b>Date Filled:</b>	8/8/06	
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone</b>	<b>Referred Person Hired?</b>
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
Madison Media Institute	Susan Miller	2702 Agriculture Dr. Madison, WI 53718	663-2000	
MATC Career Resources		3550 Anderson St. Madison, WI 53704	243-4271	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500, Madison, WI 53703	266-4910	
YWCA Job Placement		336 W. Lakeside Street Madison, WI 53715	255-3098	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	256-6400	
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	
WB 57 Website	Dave Shelly	WBUW		
tvjobs.com		website		
Word of Mouth				Yes
<b>2. Job Title:</b> Account Executive		<b>Date Filled:</b>	8/23/06	
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone</b>	<b>Referred Person Hired?</b>
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	<a href="http://www.wi-broadcasters.org">www.wi-broadcasters.org</a>	
Blackhawk Tech College	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	Fax: 608-743-4407	
UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	Fax: 262-1361	
Madison Media Institute	Susan Miller	2702 Agriculture Dr. Madison, WI 53718	Fax: 442-0141	
MATC Career Resources		3550 Anderson St. Madison, WI 53704	Fax: 246-6400	
UW Madison School of Communication Arts	Kevin French	6177 Vilas Hall 821 University Ave. Madison, WI 53706	Fax: 262-9953	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	Fax: 266-6514	
YWCA Job Placement		336 W. Lakeside Street Madison, WI 53715	Fax: 255-3378	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	Fax: 255-2975	

United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	Fax: 256-6501	
Urban League	Heather	151 East Gorham St. Madison, WI 53703	Fax: 251-0944	
WI Job Net	Christine Richard	1819 Aberg Ave. Madison, WI 53704	242-4880	
Spots-n-Dots	Alice		<a href="mailto:dai@spotsndots.com">dai@spotsndots.com</a>	
Career Link			<a href="http://www.uwplatt.edu/careercenter">www.uwplatt.edu/careercenter</a>	
WBUW TV Ad				
WB 57 Website	Dave Shelly	WBUW	<a href="http://www.wb57.com">www.wb57.com</a>	
tvjobs.com			<a href="http://www.tvjobs.com">www.tvjobs.com</a>	
WisconsinJobs.com			<a href="http://www.wisconsinjobs.com">www.wisconsinjobs.com</a>	Yes
monster.com			<a href="http://www.monster.com">www.monster.com</a>	
Wisconsin Tech Connect			<a href="http://www.wisconsintechconnect.com">www.wisconsintechconnect.com</a>	
Isthmus	Chad Hopper	101 King Street, Madison, WI 53703	251-5627	
UW Madison Business Career Center Website			<a href="mailto:bus-wisc-csm@symplicity.com">bus-wisc-csm@symplicity.com</a>	
Word of Mouth				
<b>3. Job Title:</b>	Account Executive		<b>Date Filled:</b>	9/5/06
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone</b>	<b>Referred Person Hired?</b>
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	<a href="http://www.wi-broadcasters.org">www.wi-broadcasters.org</a>	
Blackhawk Tech Collegle	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	Fax: 608-743-4407	
UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	Fax: 262-1361	
Madison Media Institute	Susan Miller	2702 Agriculture Dr. Madison, WI 53718	Fax: 442-0141	
MATC Career Resources		3550 Anderson St. Madison, WI 53704	Fax: 246-6400	
UW Madison School of Communication Arts	Kevin French	6177 Vilas Hall 821 University Ave. Madison, WI 53706	Fax: 262-9953	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	Fax: 266-6514	
YWCA Job Placement		336 W. Lakeside Street Madison, WI 53715	Fax: 255-3378	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	Fax: 255-2975	
United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	Fax: 256-6501	
Urban League	Heather	151 East Gorham St. Madison, WI 53703	Fax: 251-0944	
WI Job Net	Christine Richard	1819 Aberg Ave. Madison, WI 53704	242-4880	
Spots-n-Dots	Alice		<a href="mailto:dai@spotsndots.com">dai@spotsndots.com</a>	
Career Link			<a href="http://www.uwplatt.edu/careercenter">www.uwplatt.edu/careercenter</a>	
WBUW TV Ad				
WB 57 Website	Dave Shelly	WBUW	<a href="http://www.wb57.com">www.wb57.com</a>	
tvjobs.com			<a href="http://www.tvjobs.com">www.tvjobs.com</a>	
WisconsinJobs.com			<a href="http://www.wisconsinjobs.com">www.wisconsinjobs.com</a>	
monster.com			<a href="http://www.monster.com">www.monster.com</a>	Yes
Wisconsin Tech Connect			<a href="http://www.wisconsintechconnect.com">www.wisconsintechconnect.com</a>	

Isthmus	Chad Hopper	101 King Street, Madison, WI 53703	251-5627	
UW Madison Business Career Center Website			<a href="mailto:bus-wisc-csm@symplicity.com">bus-wisc-csm@symplicity.com</a>	
Word of Mouth				
<b>4. Job Title:</b>	On-Air Personality/Promotion Producer		<b>Date Filled:</b>	1/2/07
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone</b>	<b>Referred Person Hired?</b>
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	263-4858	
UW Madison School of Communication Arts	Kevin French	6177 Vilas Hall 821 University Ave. Madison, WI 53706	265-0048	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910	
YWCA Job Placement		336 W. Lakeside Street Madison, WI 53715	255-3098	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	256-6400	
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	
Spots-n-Dots	Alice			
Career Link		<a href="http://www.uwplatte.edu/careercenter">www.uwplatte.edu/careercenter</a>	608-342-1183	
WB 57 Website	Dave Shelly	WBUW		
WBUW TV Ad				
tvjobs.com		<a href="http://www.tvjobs.com">www.tvjobs.com</a>		
UW Milwaukee			<a href="mailto:sking@uwm.edu">sking@uwm.edu</a>	
UW Whitewater			<a href="mailto:tremblaw@uww.edu">tremblaw@uww.edu</a>	
UW River Falls			<a href="mailto:joan.kratt@uwrf.edu">joan.kratt@uwrf.edu</a>	
UW Oshkosh			<a href="mailto:journalism@uwosh.edu">journalism@uwosh.edu</a>	
UW Eau Claire			<a href="mailto:gatlini@uwec.edu">gatlini@uwec.edu</a>	
WBA Job Fair Summer 2006				yes
<p>At WBUW's Premiere Party on September 18, applicants were involved in a casting call which involved an on-air challenge requiring applicants to interview a client. There also was a question and answer portion of the casting call at the event and a photo shoot. The top 3 participants moved onto the finals in November. In October there was an open casting call held at Hilldale Mall where anyone could participate. One finalist was chosen using their on-camera taping at the event and their resume. This finalist joined the other 3 from the original casting call. In November viewers got to vote on who they liked as the best spokesmodel where we showcased their on-camera challenges on TV. In addition each contestant had all their materials including photographs, on-camera challenges and bios on our website. Viewers voted on our website. The winner was chosen based on who was best qualified and viewers' choice.</p>				
<b>5. Job Title:</b>	Sales Promotion & Research Coordinator		<b>Date Filled:</b>	2/1/07
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone</b>	<b>Referred Person Hired?</b>
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
UW Madison School of Communication Arts	Kevin French	6177 Vilas Hall 821 University Ave. Madison, WI 53706	265-0048	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910	
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Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	256-6400	
Urban League	Heather	151 East Gorham St. Madison, WI 53703	251-8550	
tvjobs.com		website	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	
CareerBuilder	Sarah Bracey	website	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	
Word of Mouth				Yes
Spots N Dots	Patrick		<a href="mailto:patrick@spotsndots.com">patrick@spotsndots.com</a>	

<b>6. Job Title:</b> Account Executive			<b>Date Filled:</b>	2/26/07
<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone</b>	<b>Referred Person Hired?</b>
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	263-4858	
UW Madison School of Communication Arts	Kevin French	6177 Vilas Hall 821 University Ave. Madison, WI 53706	265-0048	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910	
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Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	256-6400	
Urban League	Heather	151 East Gorham St. Madison, WI 53703	251-8550	
Spots-n-Dots	Alice			
Station website	Dave Shelly	WBUW	<a href="http://www.madisonscw.com">www.madisonscw.com</a>	
tvjobs.com			<a href="http://www.tvjobs.com">www.tvjobs.com</a>	
WisconsinJobs.com	Terry		242-1990	
The Madison Times	Semmi Pasha	313 West Beltline Hwy., Suite 120 Madison, WI 53713	270-9471	
Career Builder	Sarah Bracey	careerbuilder.com	773-527-6959	
Word of Mouth				Yes

**Section C. Total Number of Persons Interviewed For All Full-Time Vacancies During The Past Year (this will be a raw number):** 48

**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
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	6
Madison Media Institute	Bill Mallinson	2702 Agriculture Dr. Madison, WI 53718	663-2000	3
WI Job Net	Christine Richard	1819 Aberg Ave. Madison, WI 53704	242-4880	1
WBUW Website	Dave Shelly	<a href="http://www.madisonscw.com">www.madisonscw.com</a>		9
tvjobs.com		<a href="http://www.tvjobs.com">www.tvjobs.com</a>		3
Word of Mouth				7
WBUW TV Ad	Dave Shelly			1
monster.com	Tami Utterback	website		5
wisconsinjobs.com	Terry	website	242-1990	7
Spots N Dots		<a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a>		1
Career Builder	Sarah Bracey	careerbuilder.com	773-527-6959	2

## Section E. Outreach Activities

<b>Activity Title:</b>	WBA's Scholarship Program	
<b>Activity Date:</b>	Fall 2006	
<b>Description:</b>	WBUW participated in the WBA Scholarship Program financially and making initial evaluations of the candidates for the evaluation committee.	
<b>Activity Title:</b>	Janesville Business Expo	
<b>Activity Date:</b>	10/12/2006	
<b>Description:</b>	We were a participating business in the exposition area in our city of license. Job applications were distributed and received.	
<b>Activity Title:</b>	Job/Career Fair	
<b>Activity Date:</b>	1/23/2007	
<b>Description:</b>	WBUW participated in this job fair, accepting resumes and talking with job seekers about employment opportunities. This job fair was held in conjunction with the WBA's 2007 Winter Conference.	
<b>Activity Title:</b>	Nondiscrimination & Outreach in Hiring - Part 3 Workshop	
<b>Activity Date:</b>	1/23/2007	
<b>Description:</b>	This workshop was held as part of the WBA's 2007 Winter Conference. This workshop centers around teaching station management how to ensure Equal Employment Opportunity and prevent unlawful discrimination.	
<b>Activity Title:</b>	Women's Business Expo	
<b>Activity Date:</b>	2/15/2007	
<b>Description:</b>	The Women's Business Expo We were the media sponsor for the event which is helping promote women in business; the event had seminars helping women start businesses, leadership sessions, and seminars. We were part of the exposition area at the event, and Emmy Fink, our ON-Air Personality was the morning MC.	
<b>Activity Title:</b>	GMCC Business Expo	
<b>Activity Date:</b>	4/24/2007	
<b>Description:</b>	WBUW was a participating sponsor of this event featuring over 125 Dane County businesses.	
<b>Activity Title:</b>	Winter Internship	
<b>Activity Date:</b>	Jan 5-May 12	
<b>Description:</b>	Nicole Bascarino was a News and Promotions Intern here at WBUW, researching story ideas, contacting people for shoots, going on location for the shoot, and working on the community calendar.	
<b>Activity Title:</b>	Summer Internship	
<b>Activity Date:</b>	May 21-Aug 10	
<b>Description:</b>	Stephanie Tudor, a Junior at UW, was a News and Promotions Intern here at WBUW. She researched story ideas and contacted the people needed to set up a shoot. She would go on location shoots and help out in any way needed. She also worked on the on-air community calendar, writing scripts for the events.	

<b>Activity Title:</b>	Nondiscrimination & Outreach in Hiring - Part 4 Workshop	
<b>Activity Date:</b>	6/20/2007	
<b>Description:</b>	Tom Keeler, General Manager, represented WBUW at this workshop which was held as part of the WBA's 2007 Summer Conference.	
<b>Activity Title:</b>	Job Career Fair	
<b>Activity Date:</b>	6/20/2007	
<b>Description:</b>	WBUW participated in this job fair, accepting resumes and talking with job seekers about employment opportunities. This job fair was held in conjunction with the WBA's 2007 Summer Conference.	
<b>Activity Title:</b>	People Program Intern	
<b>Activity Date:</b>	6/27 - 8/2/2007	
<b>Description:</b>	Bryson Green joined the WBUW team working alongside our Research Coordinator, being involved in the day-to-day operation of the station.	