

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2008 to July 22, 2009.

1) Employment Unit: LIN Television, Green Bay, WI

2) Unit Members (Stations and Communities of License): WLUK-TV, Green Bay, WI

3) EEO Contact Information for Unit Member:

Mailing Address:  787 Lombardi Avenue Green Bay, WI 54304	Telephone Number: (920) 490-1459
	Contact Person: Terry Bies
	E-mail Address: terry.bies@wlu.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

Job Title Hiree	Recruitment Source Referring
1. <u>Producer – Living With Amy</u>	<u>Green Bay Press Gazette</u>
2. <u>Meteorologist</u>	<u>tvjobs.com</u>
3. <u>Writer/Editor</u>	<u>current employee</u>
4. <u>Writer/Editor</u>	<u>current employee</u>
5. <u>Producer – 5pm weekend</u>	<u>employee referral</u>
6. <u>Producer – 9pm weekend</u>	<u>current employee</u>
7. <u>Producer</u>	<u>current employee</u>
8. <u>Account Executive</u>	<u>current employee</u>
9. <u>Writer/Editor</u>	<u>wluk website</u>
10. <u>Sales Research Specialist</u>	<u>tv ad</u>
11. <u>Writer/Editor</u>	<u>current employee</u>
12. _____	_____

**Station WLUK is an Equal Opportunity Employer.**

### 5) Recruitment Source List

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number:	# of Interviewees Referred by This Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source Was Utilized
Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	0	N	All
WLUK Web Site Fox11online.com	Mike Berrend	WLUK-TV 787 Lombardi Avenue Green Bay, WI 54304 (920) 490-1451	5	N	All
LIN.com	Lisa Sousa	LIN Television 4 Richmond Suite 200 Providence, RI 02906 (410) 457-9431	0	N	All
<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Mark Holloway	Broadcast Employment Services <a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>	2	N	All
WLUK Employee Referral	All WLUK Employees	WLUK-TV 787 Lombardi Ave Green Bay, WI 54304	3	N	All
WLUK-TV In House Posting	Jeanne Lynch	WLUK-TV 787 Lombardi Avenue Green Bay, WI 54304	13	N	All
National Association of Broadcasters	Karen – Human Resources	1771 N. St., NW Washington, DC 20036 (202) – 429-5359	0	N	All
Wisconsin Broadcasters Association	Michelle Vetterkind & Linda Baun	44 E. Mifflin Street Madison, WI 53703	0	N	All
Green Bay Press Gazette	Kelly/Megan – Classified	435 E. Walnut Street Green Bay, WI 54301 (920) 435-8361	0	N	1
Broadcast Compliance Services *****	Judy Feigeson	(310) 649-1671	0	N	All
WLUK-TV On-Air Job Advertisement	Karen Blazejewski	WLUK-TV 787 Lombardi Avenue Green Bay, WI 54304	6	N	ALL

\*\*\*\*\* For complete list of recruitment sources contacted through BCS, please see appendix A.

6) Total # of Interviewees Referred: For the period from July 23, 2007 to July 22, 2008 this Employment Unit interviewed 24 people for full-time job vacancies.

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## **7) Supplemental Recruitment Initiatives**

### **(a) Initiative: Internship Program**

WLUK-TV provided internships for 2 students in our news offices. The news department hosted students from Winona State as well as the University of Minnesota – Twin Cities. These interns worked in our news department from May 2009 through August 2009. Interns are selected by the heads of each of WLUK-TV's departments from resumes submitted by students interested in the program. Each of the interns receives academic credit for his or her participation in the program.

### **(b) Initiative: WBA Foundation Scholarship Program**

WLUK-TV completed all requirements for a full initiative credit within Wisconsin Broadcasters Association non-job vacancy specific menu option. WBA of Madison, WI, awards this credit to broadcasters for completing 5 specific items within a two-year period. WLUK-TV completed all five requirements for the period of July 2008 – July 2009.

Requirements completed included the following: (1) WLUK's donation of \$300 to WBA Foundation Scholarships, (2) WLUK's promotion of the scholarship availability to staff, (3) WLUK's provision of application forms for scholarship, (4) WLUK answered questions regarding WBA programs to interested students, and (5) WLUK evaluated candidates presented by the WBA for scholarship awards.

### **(c) Initiative: Program sponsored by Junior Achievement relating to Career Opportunities in Broadcasting**

WLUK-TV participated in the "Excellence through Ethics" program sponsored by the youth organization Junior Achievement of Green Bay. The event took place at Green Bay West High School on April 20, 2009. WLUK-TV General Manager dialogued with students enrolled in the classes which impact today's youth and tomorrow's workforce. This event includes area business leaders who speak with approximately 480 classrooms in Brown County about trends, expectations, ethics, and personal experiences in business and in life, including media careers.

### **(d) Initiative: WBA Seminar - Training To Management Level Position**

WLUK-TV participated in the Wisconsin Broadcasters Association Seminar entitled "Avoiding Discrimination in Employment Terminations". WLUK News Director participated in the job/career fair at the Madison conference on January 28, 2009. This program provided education on how to ensure Equal Employment Opportunity and prevent unlawful discrimination.

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**(e) Initiative: Program relating to Career Opportunities – Tours & Speaking Engagements**

The Director of Community Relations at WLUK-TV conducted 10 tours of the TV Station. The audience/groups consisted of elementary students and scout groups. During a tour of the TV station, the meteorologist on duty explains the technical operation of presenting weather to viewers as well as the science of meteorology. Questions about careers and specific questions about news, production, engineering and sales are answered by staff members at WLUK.

**(f) Initiative: Participate in Job/Career Fair**

WLUK-TV participated in the Job/Career Fair as part of Wisconsin Broadcaster's Association Winter Conference on Wednesday, January 28, 2009, from 8:30 am – 10:30 am at the Monona Terrace Convention Center in Madison, WI. WLUK News Director, who has substantial responsibilities in hiring decision, spoke with job seekers in attendance about television career opportunities in news, production, engineering, promotion, sales and marketing. WBA's Assistance Action Plan for EEO Compliance provided credit to WLUK for participation in the job fair.

**(g) Initiative: Job Fair Co-Sponsorship**

On April 23, 2009, LIN Television Corporation co-sponsored the National Association of Broadcasters Education Foundation (NABEF), Broadcast Education Association (BEA) and the Radio Television News Directors Association (RTNDA) Career Day at the 2009 NAB Show in Las Vegas, NV. One of the goals of the Career Fair is to promote diversity and increase the pool of qualified applicants in the broadcast industry. The Career Fair attracted over 1,100 attendees, from entry level to executive level prospects. Jean Benz, Senior Regulatory Counsel, represented LIN Television Corporation. Ms. Benz has substantial responsibility in the making of hiring decisions. Ms. Benz collected resumes and discussed job opportunities available at the 27 television stations LIN Television Corporation operates, including vacancies for this Employment Unit.