

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2010 to December 31, 2010.

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	Recruitment Source Referring
Hiree	
1. <u>Reporter</u>	<u>WLUK website</u>
2. <u>Reporter – GDW</u>	<u>TVJobs.com</u>
3. <u>LWA Producer</u>	<u>current employee</u>
4. <u>Digital Sales Director</u>	<u>non- employee referral</u>
5. <u>Account Executive</u>	<u>employee referral</u>
6. <u>Account Executive</u>	<u>WLUK TV ad</u>
7. <u>Writer/Editor</u>	<u>employee referral</u>
8. <u>Sports Reporter</u>	<u>TVJobs.com</u>
9. <u>Writer/Editor</u>	<u>Illinois Broadcasters Association</u>
10. <u>Producer</u>	<u>WLUK website</u>
11. <u>Reporter</u>	<u>current employee</u>
12. <u>Photographer</u>	<u>current employee</u>
13. <u>Director</u>	<u>current employee</u>
14. <u>Writer/Editor</u>	<u>current employee</u>
15. <u>Producer</u>	<u>WLUK website</u>

Station WLUK is an Equal Opportunity Employer.

16. Account Executive employee referral
17. Reporter TVJobs.com
18. Producer current employee
19. Creative Services Director WLUK website

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
WLUK Web Site Fox11online.com	Mike Berrend	WLUK-TV 787 Lombardi Avenue Green Bay, WI 54304 (920) 490-1451	26	N	All
LIN.com	Lisa Sousa	LIN Television 4 Richmond Suite 200 Providence, RI 02906 (410) 457-9431	0	N	All
www.tvjobs.com	Mark Holloway	Broadcast Employment Services admin@tvjobs.com	7	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/Current Employee	Jeanne Lynch	WLUK-TV 787 Lombardi Avenue Green Bay, WI 54304	8	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	2	N	All
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
University of Wisconsin Green Bay Career Services	Karla Miller	2420 Nicolet Drive Student Services – 1600 Green Bay, WI 54311 (920) 465-2163	1	N	ALL
University of Wisconsin Oshkosh Career Services	Jaime Stadler	Depmsey Hall, Room 230 800 Algoma Blvd Oshkosh, WI 54901 (920) 424-2181	3	N	ALL

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

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6) Total # of Interviewees Referred: For the period from July 23, 2010 to December 31, 2010 this Employment Unit interviewed 56 people for full-time job vacancies.

7) Supplemental Recruitment Initiatives

(a) 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 2010 – December 2010.

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.

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

The Director of Community Relations at WLUK-TV conducted 24 tours of the TV Station. The audience/groups consisted of varying school and home school students as well as 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.

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I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Media Marketing Executive	4, 6-9, 11, 14, 16-18, 20-30, 33-35, 37, 41	6
Technical Director	4, 7-9, 11, 13-14, 16-18, 20-30, 33-35, 37-38, 40-41	40
Morning News Producer	1, 4, 7-11, 14, 16-30, 32-35, 37-41	40
Full-time Writer/Editor	1, 3-4, 8-9, 14, 16-30, 32-35, 37-39, 41	3
Part Time Writer/Editor	1-2, 4, 9-11, 14-35, 37-39, 41	2
Sales Assistant	4-6, 9, 14, 16-18, 20-30, 33-35, 37-38, 41	5
Full-time Writer/Editor	4, 9, 11-12, 14, 16-30, 32-39, 41	12

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Beloit College/Field & Career Services 700 College Street Beloit, Wisconsin 53511 Phone : 608-363-2647 Email : facs@beloit.edu Fax : Luke Janiak-Fenton	N	0
2	Cameron Krones Cameron Krones	N	1
3	Current Employee Bill Kiefer	N	1
4	Door County Job Services 1300 Egg Harbor Road Cherry Point Mall Sturgeon Bay, Wisconsin 54235 Phone : 920-743-6915 Email : Fax : 1-920-743-4504 Kim Carley	N	0
5	Employee Referral	N	1
6	FOX 11 on-air	N	7
7	Fox Cities Workforce Development Center 1802 Appleton Road Menasha, Wisconsin 54952 Phone : 920-968-6309 Email : Fax : 1-920-720-5606 Rose Heinz	N	0
8	Fox Valley Technical College Career Education 1825 North Bluemond Appleton, Wisconsin 54913 Phone : 920-735-2496 Email : Fax : Manual posting Susan K. Anderson	N	0
9	Fox Valley Workforce Development Board, Inc 996 South Green Bay Road Neenah, Wisconsin 54956 Phone : 920-720-5600 Email : Fax : 1-920-720-5606 Cheryl Welch	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	fox11online.com	N	3
11	Hmong Association of Green Bay, Inc 200 South Ashland Avenue Green Bay, Wisconsin 54303 Phone : 920-437-4550 Email : Fax : 1-920-437-4916 Karla Thoj	N	0
12	Internal Candidate	N	1
13	Internal Posting David Campbell	N	1
14	ITT Technical Institute - Green Bay, WI 470 Security Boulevard Green Bay, Wisconsin 54313 Phone : 920-662-9000 Email : Fax : 1-920-662-9384 Mike Witte	N	0
15	Job Center of WI	N	1
16	Lawrence University 711 East Boldt Way SPC 21 Seeley G. Mudd Appleton, Wisconsin 54911 Phone : 920-832-6561 Email : Fax : 1-920-832-7368 Kathy Heinzen	N	0
17	LIN Media One West Exchange Street, Suite 5A Providence, Rhode Island 2903 Phone : 401-454-2880 Email : WLUK_TV@linmedia.com Fax : 1--- Claudia Balcewicz	N	0
18	Lutheran Social Services of Wisconsin and Upper Michigan, Inc. Bay Area Lutheran Homes, Inc. 1040 Pilgrim Way Green Bay, Wisconsin 54304 Phone : 920-499-1481 Email : Fax : 1-920-499-1501 June Mecklenburg	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Madison Area Technical College 827 Banker Road Fort Atkinson, Wisconsin 53538 Phone : 920-568-7200 Email : Fax : 1-920-563-7059 A A	N	0
20	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Fax : 1-831-648-5204 Mark Shilstone	N	0
21	Menominee County Tribal Government Job Training Programs PO Box 910 Keshena, Wisconsin 54135 Phone : 715-799-5873 Email : Fax : 1-715-799-4470 Rudolph Reiter	N	0
22	Multicultural Center of Greater Green Bay 217 North madison Street Green Bay, Wisconsin 54302 Phone : 920-438-1660 Email : multiculturalgreenbay@gmail.com Fax : 1--- NhiaCha Yang	N	0
23	National Academy of Television Arts & Science - Chicago 218 South Wabash Suite 700 Chicago, Illinois 60604 Phone : 312-369-8600 Email : Fax : 1-312-369-8471 Rebekah Cowing	N	0
24	National Association of Broadcasaters 1771 N. St., NW Suite 708 Washington, District of Columbia 20036 Phone : 202-428-5300 Email : Fax : 1-202-429-4199 Michelle Duke	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	National Association of Hispanic Journalists 1193 National Press Building 529 14th Street NW Washington, District of Columbia 20045 Phone : 202-662-7145 Email : jobbank@nahj.org Fax : 1-202-772-7144 Job Bank	N	0
26	Northeast Wisconsin Technical College Student Center - Room SC235 PO Box 19042 Green Bay, Wisconsin 54307 Phone : 920-498-6250 Email : Fax : 1-920-498-6869 Susan K. Moublow	N	0
27	Salvation Army Community Services 626 Union Court Green Bay, Wisconsin 54303 Phone : 920-497-7053 Email : Fax : 1-920-497-1006 Al Dupont	N	0
28	Silver Lake College Student Services Office - Room A36 2406 South Alverno Road Manitowoc, Wisconsin 54220 Phone : 920-686-6192 Email : Fax : 1-920-684-7082 Janis Algonzine	N	0
29	Spotsndots.com 167 Oakdale Road Johnson City, New York 13790 Phone : 315-288-5101 Email : Fax : Manual posting Joe Marcoe	N	0
30	St. Norbert College John Minahan Science Hall - Room 106 100 Grant Street De Pere, Wisconsin 54115 Phone : 920-403-3040 Email : Fax : 1-920-403-4052 Jerry Donahue	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	Station Employee Referral	N	1
32	University of Wisconsin-Platteville Career Center 1 University Plaza Platteville, Wisconsin Phone : 608/342-1033 Email : careercenter@uwplatt.edu Fax : 1--- Diane Trened	N	0
33	UW - Platteville 1 Univeristy Plaza Ullsvik Hall - Room 0200 Platteville, Wisconsin 53818 Phone : 608-342-1183 Email : Fax : 1-608-342-1172 Diana Trendt	N	0
34	UW-Green Bay 2420 Nicolet Drive Student Services - 1600 Green Bay, Wisconsin 54311 Phone : 920-465-2163 Email : Fax : 1-920-465-2920 Linda Peacock-Landrum	N	0
35	UW-Oshkosh 125 Student Services Center 750 Elmwood Street Oshkosh, Wisconsin 54901 Phone : 920-424-2181 Email : Fax : 1-920-424-1000 Jaime Stadler	N	0
36	Website	N	1
37	Wisconsin Broadcasters Association 44 E. Mifflin Street Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Email : Fax : 1-608-256-3986 Mandy Endicott	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
38	Wisconsin Job Center Brown County Job Center 325 North Roosevelt Street Green Bay, Wisconsin 54301 Phone : 920-448-6774 Email : Fax : 1-920-448-5013 Sue Van Lanen	N	0
39	Wisconsin TechConnect PO Box 518 Rhineland, Wisconsin 54501 Phone : 715.365.4448 Email : jobplacement@nicolecollege.edu Fax : 1-715-365-4542 Lori Vance	N	0
40	WLUK Website	N	3
41	www.tvjobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Email : admin@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			21

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	2/19/2011	Participation in scholarship programs	Junior Achievement Business Challenge	1	Director of Community Relations	1.00
2	5/2/2011	Establishment of an intern program designed to assist members of the community	Internships	0		1.00
3	5/11/2011	Provision of training to management	LIN Media BA Summit	1	Business Administrator	1.00
4	6/23/2011	Participation in Job Fairs	WBA 2011 Summer Conference	1	Assignment Manager	0.25
5	6/27/2011	Participation in Job Fairs	Job Fair Hosted by Reid Ribble	4	General Manager General Sales Manager Asst News Director Community Services Director	0.25
6	7/14/2011	Participation in scholarship programs	LIN Minority Scholarship Program	0		1.00
TOTAL POINTS OVER REPORTING PERIOD:						4.50