

Annual EEO Public File Report Form

WCGV/WVTV

Annual EEO Public File Report

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WCGV & WVTV-MILWAUKEE, WI and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning August 1, 2008 to and including July 31, 2009 (the “Applicable Period”).

The FCC’s 2002 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 new EEO Rule, which should be separately 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 Sections 73.2080(c) (2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed “interviewed” when he or she was interviewed in person.

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Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 8/01/08 to 7/31/09

Station(s) Comprising Station Employment Unit: **WCGV & WTV**

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Account Executives (3)	Referral,website,Career Builder	40
2	Business Manager (1)	Milwaukee Journal/Sentinel	5

Total Number of Persons Interviewed During Applicable Period 45

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from **8/01/08 to 7/31/09**

Station(s) Comprising Station Employment Unit: WCGV & WVTM

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	Abundant Life Ministry, Ltd. Ellen Blathers 7425 Harwood Ave. Milwaukee, WI. 53213-2626 414-389-0249 <a href="mailto:alms4seb1@aol.com">alms4seb1@aol.com</a>	0 for all positions	Account Executive Business Manager
B	Alverno College Amy Fritz 3400 S. 43 <sup>rd</sup> St. Milwaukee, WI. 53234 414-382-6009 414-382-6443-fax <a href="mailto:debra.chomicka@alverno.edu">debra.chomicka@alverno.edu</a>	0 for all positions	Account Executive Business Manager
C	Antioch Missionary Baptist Church Alexis Morgan 2033 W. Congress Milwaukee, WI. 53209 414-445-3303	0 for all positions	Account Executive Business Manager
D	Asian Amer. Journalist Assoc Albert Lee 1182 Market #320 San Francisco, CA. 94102 415-346-2051 <a href="http://www.aaja.org">www.aaja.org</a>	0 for all positions	Account Executive Business Manager

E	Aurora Weier Ed. Ctr. Emilio Lopez 614 W. National Ave Milwaukee, WI. 53204-1713 414-562-8398	0 for all positions	Account Executive Business Manager
F	Bay View Community Ctr. Bill Osterndorf 1320 E. Oklahoma Ave. Milwaukee, WI. 53207 414-482-1000	0 for all positions	Account Executive Business Manager
G	Bishop State Comm. College* Juliette F. Womack 351 N. Broad Street Mobile, AL. 36603-5898 251-662-5371 <a href="http://www.bishop.edu">www.bishop.edu</a>	0 for all positions	Account Executive Business Manager
H	Black Women's Network Executive Director 8712 W. Spokane Milwaukee, WI. 53224	0 for all positions	Account Executive Business Manager
I	Broadcasting and Cable Attn: Jon Kemp 225 Wyman Street Waltham, MA. 02451 *source ended on 1/1/09	0 for all positions	Account Executive Business Manager
J	Brown College Attn: Elizabeth Bisciglia 1440 Northland Drive Mendota Heights, MN. 55120 651-905-3400 <a href="http://placement.browncollege.edu">http://placement.browncollege.edu</a> <a href="mailto:ebisciglia@browncollege.edu">ebisciglia@browncollege.edu</a>	0 for all positions	Account Executive Business Manager
K	CareerBuilder Allison Weitzman Account Manager 1750 Tyson's Blvd., 4 <sup>th</sup> Fl. McLean, VA. 22102 <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	16 2	Account Executive Business Manager
L	Community Baptist Church Evan. Joyce Savage PO Box 080557 Milwaukee, WI. 53208-0557 414-445-1610 <a href="mailto:jnsavage2@aol.com">jnsavage2@aol.com</a>	0 for all positions	Account Executive Business Manager
M	Cooperative Ed. Services-Agency#1 Jewel Rodgers	0 for all positions	Account Executive Business Manager

	19601 W.Bluemound Rd. Brookfield, WI. 53045 262-787-9514 <a href="mailto:jrodgers@cesa1.k12.wi.us">jrodgers@cesa1.k12.wi.us</a> .		
N	Council for the Spanish Speaking, Inc. Robert Conrad 614 W. National Ave. Milwaukee, WI. 53204 414-384-3700	0 for all positions	Account Executive Business Manager
O	Educational Opportunity Programs and Office of Urban Education Executive Director 101 W. Pleasant Street Ste.204 Milwaukee, WI. 53212 414-227-4466	0 for all positions	Account Executive Business Manager
P	Esperanza Unita, Inc. Laura Brace 1329 W. National Avenue Milwaukee, WI. 53204 414-671-0251	0 for all positions	Account Executive Business Manager
Q	Hispanic Chamber of Commerce Maria Monreal Cameron 816 W. National Avenue Milwaukee, WI. 53204	0 for all positions	Account Executive Business Manager
R	Hispanic Link News Service Carlos Erickson 1420 N. St. NW Washington, DC. 30005 202-234-0280 <a href="http://www.hispaniclink.org">www.hispaniclink.org</a>	0 for all positions	Account Executive Business Manager
S	Hmong Ed. Advancements, Inc. Pang Yang 3520 W. Abbott Avenue Milwaukee, WI. 53221-2004 414-931-8834	0 for all positions	Account Executive Business Manager
T	House of Peace Comm. Ctr. Pastor Matthew Gottschalk 1702 W. Walnut Street Milwaukee, WI. 53205 414-933-1300 <a href="http://www.houseofpeacemilwaukee.org">www.houseofpeacemilwaukee.org</a>	0 for all positions	Account Executive Business Manager
U **	*Immanuel Community Baptist Church Pastor Rosemary Dye 2009 N.19 <sup>th</sup> Street	0 for all positions	Account Executive Business Manager

	Milwaukee, WI. 53204-3731 P: 414-672-5191 F: 414-647-1468 <a href="mailto:RosemaryDye@peoplepc.com">RosemaryDye@peoplepc.com</a>		
V	Korean Church of Milwaukee Joseph Yang 2020 W. Drexel Avenue Milwaukee, WI. 53154-2519 414-774-1664 <i>MAIL RETURNED W/ NO FORWARD ADDRESS 9/15/08 - PHONE # NOT IN SERVICE. REMOVED 9/15/08</i>	0 for all positions	Account Executive Business Manager
W	Lao Family Community Ctr., Inc. Pao N. Fang 2331 W. Vieau Pl. Milwaukee, WI. 53204 414-385-3380 <a href="http://www.laofamilfresno.org">www.laofamilfresno.org</a>	0 for all positions	Account Executive Business Manager
X	Madison Media Institute Susan Miller 2702 Agriculture Drive Madison, WI. 53718 608-663-2000	0 for all positions	Account Executive Business Manager
Y	Marquette University-Career Center Jim Bretl PO Box 1881 Milwaukee, WI. 53201-1881 414-288-7144 <a href="mailto:james.bretl@marquett.edu">james.bretl@marquett.edu</a>	2 0	Account Executive Business Manager
Z	Marquette U-Broadcasting Dept. Dr. Michael Havice PO Box 1881 Milwaukee, WI. 53201-1881 414-288-3495 <a href="mailto:Michael.havice@marquett.edu">Michael.havice@marquett.edu</a>	0 for all positions	Account Executive Business Manager
AA	Marquette University Jason Eckert Holthusen Hall- First Floor PO Box 1881 Milwaukee, WI. 53233-1881 414-288-5303 <a href="mailto:Jason.eckert@marquette.edu">Jason.eckert@marquette.edu</a>	0 for all positions	Account Executive Business Manager
BB	*Marketing Ideanet Graeme Newell 602 Communications 6839 Charter Hills Road Charlotte, NC. 28277	0 for all positions	Account Executive Business Manager

	704-543-1426 407-540-9336 <a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a> <a href="http://www.602communications.com">www.602communications.com</a>		
CC	Maximus Job Center NW Brian Solomon 6550 N.76 <sup>TH</sup> Street Milwaukee, WI. 53223 414-760-6060	0 for all positions	Account Executive Business Manager
DD	MAXIMUS Job Placement Office 1126 S. 70 <sup>th</sup> Street Milwaukee, WI. 53214 414-607-0477 <a href="http://www.dwd.state.wi.us">www.dwd.state.wi.us</a>	1 0	Account Executive Business Manager
EE	Medialine Mark Shilstone PO Box 51909 Pacific Grove, CA. 93950 <a href="http://www.medialine.com">www.medialine.com</a>	0 for all positions	Account Executive Business Manager
FF	Metropolitan Baptist Church Executive Director 1345 W. Burleigh Street Milwaukee, WI. 53206 414-263-9063	0 for all positions	Account Executive Business Manager
GG	Milw. Area Technical College/Student Employment Ctr. Pat Bland 700 W. State Street Milwaukee, WI. 53203 414-297-6936	0 for all positions	Account Executive Business Manager
HH	Milwaukee Branch NAACP Job Placement Dept. 2745 N. Dr. Martin Luther King Dr. Milwaukee, WI. 53212-2351 414-562-1000	0 for all positions	Account Executive Business Manager
II	Milwaukee Career College Jolie Semrad 3077 North Mayfair Road #300 Milwaukee, WI. 53222 414-257-2939	0 for all positions	Account Executive Business Manager
JJ	Milw. Center for Independence Bruno B. Manno 2020 W. Wells Street	0 for all positions	Account Executive Business Manager

	Milwaukee, WI. 53233-2720 414-272-1344 <a href="http://www.mediatransparency.org">www.mediatransparency.org</a>		
KK	Milwaukee Christian Center Kathy Baillargeon 2137 W. Greenfield Avenue Milwaukee, WI. 53204 414-645-5350	0 for all positions	Account Executive Business Manager
LL	Milwaukee County Division of Human Resources 901 N. 9 <sup>th</sup> Street #210 Milwaukee, WI. 53203 414-278-4143 <a href="http://www.mcdhr.org">www.mcdhr.org</a>	0 for all positions	Account Executive Business Manager
MM	Milwaukee Job Center Network Employer Order Services 816 W. National 2 <sup>nd</sup> FLR. Milwaukee, WI. 53220 414-385-6920 <a href="mailto:charles.malinowski@dwd.state.wi.us">charles.malinowski@dwd.state.wi.us</a>	3 1	Account Executive Business Manager
NN	Milwaukee School Of Engineering Job Placement Center 1025 N. Broadway Milwaukee, WI. 53202 414-277-7300 <a href="http://www.msOE.edu">www.msOE.edu</a>	0 for all positions	Account Executive Business Manager
OO	Milwaukee Urban League, Inc. Manpower Director 435 W. North Avenue Milwaukee, WI. 53202 414-374-5850 <a href="http://www.tmul.org">www.tmul.org</a>	0 for all positions	Account Executive Business Manager
PP	Milwaukee Women's Center, Inc. Erica Walker PO Box 4009 Milwaukee, WI. 53204-0009 414-272-6199 <a href="mailto:ewalker@mwcinc.org">ewalker@mwcinc.org</a>	0 for all positions	Account Executive Business Manager

QQ	Milwaukee Journal / Sentinel Sonya Richardson 333 W. State Street Milwaukee, WI. 53203 414-224-2000	0 2	Account Executive Business Manager
RR	Mt.Zion Missionary Baptist Church Pastor Louis E. Sibly III 2207 N.2 <sup>nd</sup> Street Milwaukee, WI. 53212 414-372-7811 <a href="http://www.mtzionmissionary.tripod.com">www.mtzionmissionary.tripod.com</a>	0 for all positions	Account Executive Business Manager
SS	Native Amer. Public Telcom. Lynn Warren 1800 No 33 <sup>rd</sup> St. Lincoln, NE. 68501 402-472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	0 for all positions	Account Executive Business Manager
TT	Nat'l Assoc. of Black Journalists Capri Dodson 8701-A Adelphi Rd. Adelphi, MD. 20783 301-445-7100 <a href="http://www.nabj.org">www.nabj.org</a>	0 for all positions	Account Executive Business Manager
UU	Nat'l Assoc. of Broadcasters Karen Hunter 1771 North Street NW Washington, DC. 20036 202-429-5499 <a href="http://www.nab.org">www.nab.org</a>	0 for all positions	Account Executive Business Manager
VV	Nat'l Assoc. of Hispanic Jrnlsts Martina Hillendo 1000 National Press Bldg. 529, 14 <sup>th</sup> St. NW. Washington, DC. 2045 202-662-7145 <a href="http://www.nahj.org">www.nahj.org</a>	0 for all positions	Account Executive Business Manager
WW	Nat'l Hispanic Media Coalition Acasia Flores 1201 W. 5 <sup>th</sup> St. STE T205 Los Angeles, CA. 90017-2036 213-746-6988 <a href="http://www.nhmc.org">www.nhmc.org</a>	0 for all positions	Account Executive Business Manager
XX	Nat'l Black MBA Assoc. Debbie Tarrer 180 N. Michigan Ave. #1515 Chicago, IL. 60601	0 for all positions	Account Executive Business Manager

	312-236-2622 <a href="http://www.nbmbaa.org">www.nbmbaa.org</a>		
YY	New Hope Missionary Baptist Church Ruthie Sprue II 2433 W. Roosevelt Dr. Milwaukee, WI. 53209 414-871-0350 <a href="mailto:rethink@America.net">rethink@America.net</a> <a href="mailto:ruthienhbc@ameritech.net">ruthienhbc@ameritech.net</a>	0 for all positions	Account Executive Business Manager
ZZ	Northcott Neighborhood House Rene Stewart 2460 N.6 <sup>th</sup> Street Milwaukee, WI. 53212 414-372-3770 <a href="http://www.northcotthouse.org">www.northcotthouse.org</a>	0 for all positions	Account Executive Business Manager
AA A	Southeast/WI. Oneida Tribal Services ATTN: Mark W. Pawless 6820 W. Wedgewood Drive Milwaukee, WI. 53220 414-329-4104	0 for all positions	Account Executive Business Manager
BBB	RIMM, Inc. Regina Williams 2832 N.13 <sup>th</sup> Street Milwaukee, WI. 53206 414-264-2286 <i>MAIL RETURNED W/ NO FORWARD ADDRESS 8/6/08- PHONE # NOT IN SERVICE. REMOVED 8/6/08</i>	0 for all positions	Account Executive Business Manager
CCC	The Salvation Army Executive Director 324 N. Jackson Milwaukee, WI. 53202 414-276-4316 <a href="http://www.usc.salvationarmy.org">www.usc.salvationarmy.org</a>	0 for all positions	Account Executive Business Manager
DD D	SER Jobs for Progress Mr. Al DeBow 1040 W. Mitchell Street Milwaukee, WI. 53204 414-649-2640	0 for all positions	Account Executive Business Manager
EEE	Sherman Park Community Assoc. Steve O'Connell 3526 W. Fond du Lac Avenue Milwaukee, WI. 53216 414-444-9803 <a href="http://www.shermanpark.org">www.shermanpark.org</a>	0 for all positions	Account Executive Business Manager

FFF	Silver Spring Neighborhood Ctr., Inc. Jim Bartos 5460 N.64 <sup>th</sup> Street Milwaukee, WI. 53218 414-463-7950	0 for all positions	Account Executive Business Manager
GG G	Sinclair Broadcast Group Website (online) Website: <a href="http://www.sbgi.net">www.sbgi.net</a> Sharon Pickeral 10706 Beaver Dam Road Cockeysville, MD. 21030	4 0	Account Executive Business Manager
HH H	Social Development Comm. Human Resource 4041 N. Richards Street Milwaukee, WI. 53212 414-906-2712	0 for all positions	Account Executive Business Manager
III	Spots N Dots 167 Oakdale Rd Johnson City, NY 13790 Email: <a href="mailto:selltv@aol.com">selltv@aol.com</a> Website: <a href="http://www.spotsndots.com">www.spotsndots.com</a>	0 for all positions	Account Executive
JJJ	Spotted Eagle, Inc. Doug LaBelle 3134 W. State St. Milwaukee, WI. 53208 414-342-0700	0 for all positions	Account Executive Business Manager
KK K	St Mark AME Church Rev. Clarence Robinson 1616 W. Atkinson Avenue Milwaukee, WI. 53206 414-562-8031	0 for all positions	Account Executive Business Manager
LLL	St. Martin de Porres Church Fr. John Celickowski 128 W. Burleigh Street Milwaukee, WI. 53212 414-372-3090 <a href="mailto:jcgtownlau@aol.com">jcgtownlau@aol.com</a>	0 for all positions	Account Executive Business Manager
MM M	Television Week Mark Abrams 6500 Wilshire Blvd. #2300 Los Angeles, CA. 90048 323-370-2415 <a href="mailto:Mabrams@TVWeek.com">Mabrams@TVWeek.com</a>	0 for all positions	Account Executive Business Manager

NN N	TV JOBS.COM Broadcast Employment Service. Mark C. Holloway PO Box 4116 Oceanside, CA 92052 <a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>	0 for all positions	Account Executive Business Manager
OO O	United Community Center Richardo Diaz 1028 S. 9 <sup>th</sup> Street Milwaukee, WI. 53204 414-384-3100	0 for all positions	Account Executive Business Manager
PPP	United Migrant Opportunity Service, Inc. Director 929 W. Mitchell Street Milwaukee, WI. 53204 414-671-5700	0 for all positions	Account Executive Business Manager
QQ Q	University of Wisconsin - Milwaukee Department of Journalism & Mass Communication Becky Crowder 2522 E. Hartford Ave, Johnston Hall 117 Milwaukee, WI. 53201-0413 414-229-4436 <a href="mailto:bcrowser@uwm.edu">bcrowser@uwm.edu</a>	0 for all positions	Account Executive Business Manager
RRR	UW-Milwaukee Mohammed Aman: Career Development Center PO Box 413 Milwaukee, WI. 53201-0413 414-229-1409 <a href="mailto:aman@csd.uwm.edu">aman@csd.uwm.edu</a>	0 for all positions	Account Executive Business Manager
SSS	VarietyCareers.com Courtney Waters Account Executive 5700 Wilshire Blvd. #120 Los Angeles, CA. 90036 800-357-4745	0 for all positions	Account Executive Business Manager
TTT	Veterans of Foreign Wars Services Connie Schmidt 5400 W. National Avenue Milwaukee, WI. 53214 414-902-5748	0 for all positions	Account Executive Business Manager

UU U	W-2 Community at Large Linston Young 2601 N Dr. Martin Luther King Dr. Milwaukee, WI. 53212 414-264-6888	0 for all positions	Account Executive Business Manager
VV V	Wisconsin Broadcasters Assn. Liz Boyd 44 E. Mifflin Street #900 Madison, WI. 53703 608-236-1922 <a href="mailto:lboyd@wi-broadcasters.org">lboyd@wi-broadcasters.org</a> <a href="http://www.wi-broadcasters.org">www.wi-broadcasters.org</a>	0 for all positions	Account Executive Business Manager
WW W	The Women's Center Employment Dept. 425 N. East Avenue Waukesha, WI. 53186 262-544-7690 <a href="mailto:nancys@twcwaukesha.org">nancys@twcwaukesha.org</a>	0 for all positions	Account Executive Business Manager
XX X	WCGV/MY24 & WVTW/CW18 4041 N.35 <sup>th</sup> Street Milwaukee, WI. 53216 414-442-7050 <a href="http://www.my24milwaukee.com">www.my24milwaukee.com</a> <a href="http://www.cw18milwaukee.com">www.cw18milwaukee.com</a>	6 0	Account Executive Business Manager
YY Y	Referrals	5 0	Account Executive Business Manager
ZZZ	Internal	1 0	Account Executive Business Manager
AA AA *	The Art Institute of Fort Lauderdale LuWin Sanchez Career Services Advisor 1799 SE 17 <sup>th</sup> Street Fort Lauderdale, FL. 33316 <a href="mailto:lsanchez@aii.edu">lsanchez@aii.edu</a> 1-800-275-7603 EXT. 2615	0 for all positions	Account Executive Business Manager

\*Indicates the source requested to be notified of openings.

\*\*Indicates the source is no longer in service.

### Appendix 3 to

### Annual EEO Public File Report Form

Covering the Period from 8/01/08 to 7/31/09

Station(s) Comprising Station Employment Unit WCGV & WVTV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCGV & WVTV-MILWAUKEE, WI.

#### **JOB FAIRS**

**Activity:** WBA Winter Job Fair

**Date of Station Participation:** January 28, 2009

**Participating Employees:** David Ford – Group Manager

**Host/Sponsor of Activity:** Wisconsin Broadcasters Association

**Brief Description of Activity and Station Participation:** WBA sponsors a Winter Job Fair to give the Broadcast Industry the opportunity to discuss with the public the available job opportunities that are open and set up future interviews. Over 250 attended.

**Activity:** WBA Summer Job Fair

**Date of Station Participation:** June 17, 2009

**Participating Employees:** David Ford – Group Manager

**Host/Sponsor of Activity:** Wisconsin Broadcasters Association (WBA)

**Brief Description of Activity and Station Participation:** WBA sponsored a Summer Job Fair to give the Broadcast Industry the opportunity to discuss with the public the available job opportunities that are open and set up future interviews. Over 100 people attended.

**Activity:** Marquette University Career Fair

**Date of Station Participation:** September 23, 2008

**Participating Employees:** Rob Krieghoff – Local Sales Manager

**Host/Sponsor of Activity:** Marquette University

**Brief Description of Activity And Station Participation:** Non Technical Career Fair sponsored by Marquette University at the Alumni Memorial Union. Rob Krieghoff, Local Sales Manager attended the Job Fair. The job fair gives alumni and recent graduates the opportunity to explore job opportunities to companies in the Milwaukee and surrounding areas and bordering states. Over 200 job seekers were in attendance.

**Activity:** Job Fair

**Date of Station Participation:** October 23, 2008

**Participating Employees:** Rob Krieghoff – Local Sales Manager, Amy Cousland – Local Sales Manager, Mark Martin – Director of Sales, Sharon Pickeral – Corporate HR - Employment Manager

**Host/Sponsor of Activity:** Salestrax

**Brief Description of Activity And Station Participation:** Located at Brookfield Suites, station interviewed 22 candidates throughout the Day. All candidates were pre-qualified through Salestrax. Job fair was advertised on salestrax.com, monster.com and careerbuilder.com

## **SCHOLARSHIP**

**Activity:** WBA Scholarship Foundation

**Date of Station Participation:** August 27, 2008 through October 19, 2008

**Participating Employees:** Bev Captain - Human Resource Director

**Host/Sponsor of Activity:** Wisconsin Broadcast Association (WBA) Foundation

**Brief Description of Activity and Station Participation:** Scholarship of \$300.00 to be awarded to a student for college. Station receives applications from interested candidates and scores each applicant on GPA score, Post HS Employment, Extracurricular Activities, Awards and Honors, Broadcasting Experience and Essay. The Scholarship program qualifies for one of 4 prongs in a two year period.

## **COMMUNITY EVENT**

**Activity:** Fall 08' Ascertainment Sessions

**Date of Station Participation:** October 29, 2008 and October 30, 2008

**Participating Employees:** Jason Van Acker – Promotions Manager, Jim Feeley – Program Director, Bev Captain –HR /GM Assistant

**Host/Sponsor of Activity:** MPTV – Milwaukee Public Television

**Brief Description of Activity and Station Participation:** Twice yearly in the Spring and in the Fall, radio and television stations host Ascertainment Sessions. The television or radio host invite community leaders of local and state government, community organization to speak to the stations on needs, and concerns for the community and what they feel the media can do to inform the public(through news stories, PSA or Community Happening spots) of the services they provide and how the community can use them.

**Activity:** Spring 09' Ascertainment Sessions

**Date of Station Participation:** April 21, 2009 and April 22, 2009

**Participating Employees:** Jason Van Acker – Promotions/Programming Manager, Jamie Czarnezki – Programming Assistant, Bev Captain – HR/GM Assistant

**Host/Sponsor of Activity:** CBS – 58 – WDJT/WMLW/WYTU/WBME/THIS

**Brief Description of Activity and Station Participation:** Twice yearly in the Spring and in the Fall, radio and television stations host Ascertainment Sessions. The television or radio host invite community leaders of local and state government, community

organizations to speak to the stations on needs, and concerns for the community and what they feel the media can do to inform the public of the services they provide and how the community can use them.

**Activity:** American Women in Radio and Television (AWRT)

**Date of Station Participation:** May 14, 2009

**Participating Employees:** David Ford-GM, Bev Captain-HR, Dave Kober-Maintenance Engineer, Andrew Drout-Producer, Bryon Jende-Promotions Producer and Wendy Wegner- Account Executive.

**Host/Sponsor of Activity:** Bridgette Ridgeway Hosted the Reception to invite women in the Milwaukee area in the media industry to start a chapter of the American Women in Radio and Television (AWRT)

**Brief Description of Activity and Station Participation:** A reception for area women and men in television, radio or print to explain and introduce AWRT and possibly start a chapter in the Milwaukee area. The reception was successful for securing enough interested attendees to start a chapter. David Ford (GM) introduced host and other staff members were involved in the set-up, registration and greeting of invited guests.

## **TRAINING**

**Activity:** “Avoiding Discrimination in Employment Terminations” Part Three

**Date of Participation:** January 28, 2009

**Participating Employees:** David Ford – Group General Manager

**Description of Activity:** Part three of a four part program, sponsored and hosted by Wisconsin Broadcast Association (WBA), designed for station management that focused on avoiding Employment discrimination during terminations.

**Activity:** “Avoiding Discrimination in Employment Terminations” Part Four Hiring

**Date of Participation:** June 17, 2009

**Participating Employees:** David Ford – Group General Manager

**Description of Activity:** Part four of a four part program, sponsored and hosted by Wisconsin Broadcast Association (WBA), designed for station management that focused on avoiding Employment discrimination during terminations

**Activity:** EEOC Compliance and record keeping

**Date of Participation:** October 22, 2008

**Participating Employees:** WCGV/WVTV Hiring Managers

**Host/Sponsor of Activity:** Sharon Pickeral, Corporate Employment Manager

**Description of Activity:** Sharon Pickeral from Corporate HR conducted training for all department heads as well as hiring managers on EEOC compliance and proper interviewing techniques and the importance of maintaining notes and keeping records of all interviews.

## **TRAINING**

SBG Inc. is an equal opportunity employer. Equal employment opportunity has been and continues to be both the Company’s policy and practice. In order to provide equal

employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior, including workplace harassment, to its management.

**Activity: Sexual Harassment Training**

**Date of Station Participation:** Ongoing

**Participating Employees:** All

**Brief Description of Activity and Station Participation:** All employees participated in web based training on Recognizing and Preventing Sexual Harassment.

**INTERNSHIP PROGRAM**

The stations also have an internship program as defined below: During the time period of **January '09 through July '09** WCGV and WTVV Stations had Interns in the Promotions, Programming and Graphic Design area of its Employment Unit. A total of 5 Interns, interned at the station from Marquette University, UW-Milwaukee, Wisconsin Lutheran College.

**Program Goal:**

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

**Program Objectives:**

- Develop links with universities and colleges to promote the Station Employment Unit as prospective employers.
- Create a symbiotic relationship between interns and WCGV & WTVV employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

**Eligibility Requirements:**

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.

- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

### **Application Requirements**

- A resume
- Two writing samples (graded class assignments or published work).
- Audio-tapes and videotapes may be required for internships in editing or production.
- Required forms from applicant's institution

Any student interested in an internship program should contact the Station Employment Unit.