

# WCWF, WLUK

## EEO PUBLIC FILE REPORT

August 1, 2016 - July 31, 2017

### I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
News Anchor/Reporter (Weekends)	1-3, 7-15, 17-18, 20-23, 26-31, 33-48	12
News Producer	1-2, 5, 7-9, 11-14, 16-22, 24, 26-48	5
Sports Director	1-3, 7-9, 11-14, 16-18, 20-22, 24, 26-48	3
News Photographer	1-3, 7-9, 11-14, 16-18, 20-22, 24, 26-28, 30-48	3
Digital Sales Assistant	1-3, 7-18, 20-24, 26-48	3
Regional National Sales Assistant	1, 7-9, 11-14, 16-18, 20, 22-24, 26-28, 30-33, 35-48	18
Reporter	1-2, 7-9, 11-13, 16-18, 20-24, 26-28, 30-48	18
Inventory Specialist	1, 4, 7-9, 11-13, 16-18, 20, 22-33, 35-48	25
Marketing Consultant	1, 3, 5, 7-9, 11-13, 16-18, 20, 22-24, 26-33, 35-48	5
Morning News Producer	1-3, 7-13, 16-18, 20-24, 26-48	3
Regional National Sales Assistant	1, 7-13, 16-18, 20, 22-24, 26-28, 30-33, 35-48	31
Evening News Producer	1-2, 4-5, 7-13, 16-18, 20-24, 26-48	4
News Photographer	1, 3, 5, 7-13, 16-18, 20, 22-24, 26-33, 35-48	5
Copy Coordinator	1, 3, 5, 7-13, 16-18, 20, 22-24, 26-33, 35-48	5
News Writer/Editor	1-3, 6-13, 16-18, 20-24, 26-41, 43-48	31

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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	Careerbuilder.com 1101 15th St. NW Washington, District of Columbia 20005 Phone : . Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Andrew Hamburger	N	1
2	Collective Talent 26150 Herseyvale Franklin, Michigan 48025 Phone : . Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
3	Current Employee	N	22
4	Current Employee - Transfer/Promotion	N	2
5	Employee Referral	N	5
6	Former Employee Referral	N	1
7	Fox Valley Workforce Development Board, Inc 996 South Green Bay Road Neenah, Wisconsin 54956 Phone : 920-720-5600 Fax : 1-920-720-5606 Cheryl Welch	N	0
8	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : <a href="http://www.glassdoor.com">http://www.glassdoor.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sinclair SilkRoad Source	N	0
9	Hire a Hero P.O. Box 6808 Morango, California 94705 Phone : 888-501-2278 Url : <a href="http://www.hireahero.org">http://www.hireahero.org</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Broadbean Source Alicia Lawrence	N	0

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10	Hmong Association of Green Bay, Inc 200 South Ashland Avenue Green Bay, Wisconsin 54303 Phone : 920-432-8900 Fax : 1-920-437-4916 Mary Kong	N	0
11	Howard University 5258 Bryant St. NW Washington, District of Columbia 20059 Url : <a href="http://www.howard.edu">http://www.howard.edu</a> Email : <a href="mailto:cdudley@howard.edu">cdudley@howard.edu</a> Carol Dudley	N	0
12	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : <a href="http://www.indeed.com">http://www.indeed.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sinclair SilkRoad Source	N	9
13	Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : <a href="http://www.ithaca.edu">http://www.ithaca.edu</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sharon Pickeral	Y	0
14	ITT Technical Institute - Green Bay, WI 470 Security Boulevard Green Bay, Wisconsin 54313 Phone : 920-662-9000 Fax : 1-920-662-9384 Mike Witte	N	0
15	Job Center of WI 1300 Egg Harbor Road Cherry Point Mall Sturgeon Bay, Wisconsin 54235 Phone : 920-743-6915 Email : <a href="mailto:jobcenterofwisconsin@dwd.wisconsin.gov">jobcenterofwisconsin@dwd.wisconsin.gov</a> Fax : 1-920-743-4504 Kim Carley	N	0

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16	Journalismjobs.com 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1521 Email : sbgresumes@sbgstv.com Broadbean Source	N	1
17	Lawrence University 711 East Boldt Way SPC 21 Seeley G. Mudd Appleton, Wisconsin 54911 Phone : 920-832-6561 Fax : 1-920-832-7368 Kathy Heinzen	N	0
18	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : <a href="http://www.linkedin.com">http://www.linkedin.com</a> Todd Soffian Manual Posting	N	4
19	Marquette University 1131 West Wisconsin Ave. Milwaukee Milwaukee, Wisconsin 53233 Phone : 414-288-1705 Fax : 414-288-3099 Susan Yokofich	N	1
20	Media Match 8112 1/2 weat 3rd St Los Angeles, California 90048 Url : <a href="http://www.media-match.com">http://www.media-match.com</a> Email : <a href="mailto:info@media-match.com">info@media-match.com</a> Tammy Romaniuk	Y	0
21	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Mark Shilstone	N	0
22	Menominee County Tribal Government Job Training Programs PO Box 910 Keshena, Wisconsin 54135 Phone : 715-799-5137 Fax : 1-715-799-4470 Sharon Bruette	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
23	National Academy of Television Arts & Science - Chicago 600 S. Michigan Suite 705 Chicago, Illinois 60605 Phone : 312-369-8600 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 : nab@nab.org Fax : 1- - - Michelle Duke	N	0
25	Non-Employee Referral	N	1
26	Racine/Kenosha Community Action Agency 2113 N. Wisconsin St. Racine, Wisconsin 53402 Phone : 262-637-8377 Email : gcotton@rkcaa.org Fax : 1-262-637-6419 Gary Cotton	N	0
27	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : <a href="http://www.recruit.net">http://www.recruit.net</a> Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
28	Salvation Army Community Services 626 Union Court Green Bay, Wisconsin 54303 Phone : 920-497-7053 Fax : 1-920-497-1006 Al Dupont	N	0
29	Silver Lake College Student Services Office - Room A36 2406 South Alverno Road Manitowoc, Wisconsin 54220 Phone : 920-686-6192 Email : jan.algozine@sl.edu Fax : 1-920-684-7082 Janis Algonzine	N	0

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30	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : <a href="http://www.simplyhired.com">http://www.simplyhired.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sinclair SilkRoad Source	N	0
31	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : <a href="http://www.sbgi.net">http://www.sbgi.net</a> Email : <a href="mailto:employment@sbgi.net">employment@sbgi.net</a> Sharon Pickeral	N	9
32	St Cloud University 720 4th Ave, S St Cloud , Minnesota 56301 Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Career Services	N	0
33	St. Norbert College John Minahan Science Hall - Room 106 100 Grant Street De Pere, Wisconsin 54115 Phone : 920-403-3040 Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Mandy Nycz	N	0
34	Talent Dynamics 600 Las Colinas Blvd Irving, Texas 75039 Phone : . Url : <a href="http://www.talentedynamics.com">http://www.talentedynamics.com</a> Email : <a href="mailto:hedding@talentedynamics.com">hedding@talentedynamics.com</a> Christina Hedding	N	0
35	The Job Spider 3000 Stanton Circle Carmichael, California 95608 Phone : 916-488-7065 Url : <a href="http://www.thejobspider.com">http://www.thejobspider.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Broadbean Source	N	0

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36	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : <a href="http://www.theladders.com">http://www.theladders.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sinclair SilkRoad Source	N	0
37	Tvjobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : <a href="mailto:info@tvjobs.com">info@tvjobs.com</a> Mark Holloway	N	3
38	US Army Wounded Warrior Program 200 Stovall St. Room 7N53 Alexandria, Virginia 22332 Email : <a href="mailto:Vicki.h.mullen.civ@mail.mil">Vicki.h.mullen.civ@mail.mil</a> Vicki Mullen	Y	0
39	UW - Milwaukee PO Boc 413 Milwaukee, Wisconsin 53201 Phone : . Url : <a href="http://www.uwm.edu">www.uwm.edu</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Career Center	N	0
40	UW-Green Bay 2420 Nicolet Drive Student Services - 1600 Green Bay, Wisconsin 54311 Phone : 920-465-2163 Fax : 1-920-465-2920 Linda Peacock-Landrum	N	0
41	UW-Oshkosh 125 Student Services Center 750 Elmwood Street Oshkosh, Wisconsin 54901 Phone : 920-424-2443 Email : <a href="mailto:pagestad@uwosh.edu">pagestad@uwosh.edu</a> Fax : 1-920-424-1000 Jaime Stadler	N	0

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42	Wisconsin Alumni Association 650 N Lake St Madison, Wisconsin 53706 Phone : . Url : www.uwakunbi.com Email : sbgresumes@sbgstv.com Career Center	N	0
43	Wisconsin Broadcasters Association 44 E. Mifflin Street Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Email : mendicott@wi-broadcasters.org Fax : 1-608-256-3986 Mandy Endicott	N	0
44	Wisconsin Job Center Brown County Job Center 325 North Roosevelt Street Green Bay, Wisconsin 54301 Phone : 920-448-6774 Fax : 1-920-448-5013 Sue Van Lanen	N	0
45	Wisconsin Tech Connect - Fox Valley Tech Career Education 1825 North Bluemond Appleton, Wisconsin 54913 Phone : 920-735-5666 Email : sbgresumes@sbgstv.com Mary Herb	N	0
46	Wisconsin Tech Connect - Northeast Wisconsin Technical College Student Center - Room SC235 PO Box 19042 Green Bay, Wisconsin 54307 Phone : 920-498-6250 Email : sbgresumes@sbgstv.com Fax : 1-920-498-6869 Susan K. Moumblow	N	0
47	Wisconsin TechConnect - Nicolet Area Tech College PO Box 518 Rhinelander, Wisconsin 54501 Phone : 715.365.4448 Url : wisconsintechconnect.com Email : sbgresumes@sbgstv.com Lori Vance	N	0



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48	WLUK website 787 Lombardi Avenue Green Bay, Wisconsin 54304 Phone : 920-494-8711 Url : wluk.com Email : sbgresumes@sbgstv.com Mike Berrend	N	4
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>63</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	8/4/2016	Participation in Job Fairs	The Corporate Employment Manager, News Talent Manager and Director of News Training and Development, along with several station News Managers represented all Sinclair News stations at the career expo for the NABJ/NAHJ combined journalist convention/career expo in Washington DC, August 3-5, 2016. They met potential candidates and reviewed resumes and tapes for current and future job openings across the company. All candidates who stopped by the booth are followed up with and interviews set up where applicable.	1	Employment Manager
2	12/20/2016	Participation in scholarship programs	Sinclair Broadcast Group (SBG) established the Broadcast Diversity Scholarship Fund in 2015 to help minority students finance undergraduate education in broadcasting or journalism. The Fund plans to award up to \$50,000 in grants, up to \$5,000 each in 2017. The grants will go to students from under-represented minority groups who need financial assistance to complete their education. The Fund complements Sinclair's widespread internship program as well as Sinclair's long-standing relationships with numerous colleges, including historically black colleges and universities in markets where Sinclair has stations. This Fund is another way for Sinclair to invest in the future of broadcast television, by ensuring that students dedicated to careers in broadcasting can complete their educations. This scholarship program was communicated to station employees through e-mails, the Sinclair Broadcasting Group intranet, as well as posted in common areas of the station.	1	

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
3	4/26/2017	Participation in events or programs sponsored by educational institutions	On April 26, WLUK News Director Juli Buehler represented the station at an event at the University of Wisconsin Stevens Point. Along with another speaker, Ms. Buehler presented a discussion on the topic of "Identifying Fake News". As part of the presentation, Ms. Buehler shared the WLUK-TV Balanced News Filter. The session was designed to get students involved and help them identify "fake News" and become more engaged news consumers. As part of the event, WLUK open positions were shared along with the application process for these broadcast news positions.	1	News Director
4	4/27/2017	Participation in events or programs sponsored by educational institutions	On April 27, 2017, WLUK news director Juli Buehler participated in the University of Wisconsin-Eau Claire Journalism Advisory Board meeting. At this meeting, Ms. Buehler engaged in reviewing curriculum and offered professional feedback to the journalism department. Following this meeting, Ms. Buehler met individually with students and shared WLUK job openings and offered advice on recruitment and the application process.	1	News Director

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5	5/1/2017	Provision of training to management	Sinclair Broadcast Group (SBG) and its stations are 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 are based on merit, qualifications, and abilities. We recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status or any other category protected by law. In addition, in keeping with this commitment to equal employment opportunity, SBG offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment for all employees. All newly hired employees take web-based training courses title "Recognizing and Preventing Sexual Harassment: Essentials" and "Sinclair Broadcast Group Code of Business Conduct and Ethics" also within 90 days of the start of their employment.	125	
6	5/4/2017	Participation in events sponsored by community groups	WLUK-TV hosted Weather Day at the Wisconsin Timber Rattlers Fox Cities Stadium on Thursday, May 4, 2017. All four of the Fox 11 meteorologists spoke to hundreds of students from area schools. The kids also got a chance to explore the Fox 11 Storm Chaser. This events allows our meteorologists to share a presentation on weather as well as answer questions regarding careers in broadcast meteorology.	5	Director of Meteorology Chief Meteorologist Meteorologist Meteorologist

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7	5/24/2017	Participation in events sponsored by community groups	WLUK-TV hosted the annual Best Of The Class event on May 24, 2017, at the Lambeau Atrium honoring the area's best and brightest students. 394 students from over 100 area high schools took part in the event. WLUK takes this opportunity to salute the hard work done by students, parents and teachers. As part of the event, news talent from WLUK interacts with the students and provides insight to careers in the broadcast field.	15	General Manager Creative Services Director General Sales Manager
8	6/14/2017	Provision of training to management	Juli Buehler, WLUK-TV News Director, participated in the EEO Seminar at the Wisconsin Broadcasters Association 2017 Summer Conference entitled "What's New With EEO at the FCC" on June 14, 2017, at the Blue Harbor Resort, Sheboygan, WI.	1	News Director
9	7/11/2017	Participation in Job Fairs	News Director Juli Buehler participated in the Wisconsin Broadcasters Association 2017 Summer Conference on Wednesday, June 22, 2016, in Sheboygan, WI. Ms. Buehler, who has substantial responsibilities in hiring decisions, spoke with job seekers in attendance about television career opportunities in News, Production, Engineering, Promotion, Sales, and Marketing.	1	News Director