

July 29, 2021

Letter to Public File

EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080© (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of WISC-TV, Madison, Wisconsin and is required to be placed in the public inspection files of WISC-TV and posted on its website, www.channel3000.com. The information contained in this report covers the time period beginning August 1, 2020 to and including July 31, 2021.

The FCC’s 2003 EEO Rule requires that this Report contain the following information.

1. A list of all full-time vacancies filled by WISC-TV 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© (1) (ii) of the new EEO Rule, which should be separately identified), 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 Section 73.2080© (2) of the FCC Rules.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or via email.

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Please see the attached spreadsheet listing all full-time positions filled during the period of 08/01/2020–07/31/2021, recruitment sources used to fill those vacancies, recruitment source for each hire, and recruitment source for each interviewee. Also attached is a listing of recruitment sources including address, contact person, and telephone number.

Supplemental initiatives implemented between 08/01/2020 – 07/31/2021:

- On-going full-time paid internship program in News. Dept. (Jan-June and June-Dec) providing students with “real-life” experiences. Includes writing, editing, and on-air reporting.
- Participation by Kate Doty in the National Association of Broadcasters’ Broadcast Leadership Training program. This is a year-long training program which began in September 2020 and focuses on educating broadcast professionals on media company ownership and leadership principles
- Attendance at the WBA Winter Virtual Job Fair from March 1-5, 2021, by Director of Talent and Team Development, Kate Doty.
- Attendance at the WBA Spring Virtual Job Fair from June 7-11, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in a virtual group speaking session with the Digital Career Opportunities Worldwide on April 21, 2021, to discuss job search best practices and career search advice to recent

journalism and media graduates, by VP of News, Colin Benedict and Director of Talent and Team Development, Kate Doty.

- Attendance at UW-Madison's Advertising and Communications Career Fair on Wednesday, March 10, 2021.
- Panel participation in the National Association of Broadcasters' event titled "*The Future of Work*" on June 23, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in a HireX Virtual Diversity Job Fair, based out of Chicago, IL on June 22, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in a 6-week course via Villanova University focused on Strategic Organizational Leadership, between May 2-June 15, 2021, by Director of Talent and Team Development, Kate Doty.
- Station tour and job shadow visit by area H.S. Senior who is interested in learning about TV News and what a career in journalism would look like. Station tour and job shadow hosted by WISC News Anchor, Eric Franke, on July 21, 2021.
- Participation in the Dane County Job Center virtual job fair on June 30, 2021, by Director of Talent and Team Development, Kate Doty.
- Participation in News Director training through the Kneeland Foundation on March 3-5, 2021, by Assistant News Director, Lane Kimbell. This training focused on diversity within a newsroom.
- Attendance at monthly training sessions hosted by the Kneeland Foundation by News Director, Sarah Gray. These sessions were held on Dec 10, Feb 18, Mar 12, April 7, and May 26, 2021. They covered topics such as:
 - Culture training
 - Census data interpretation
 - Integration of hybrid workspaces
 - COVID focused challenges/opportunities
 - Employee burnout
 - The evolution of OTT
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- Participation in WBA's spring roundtable discussion on March 6, 2021, with college graduates focused on career search and first-time careers, by Assistant News Director, Lane Kimbell and News Director, Sarah Gray.

- Full newsroom participation in a 6-session training with Smith Geiger focused on ramping up newsroom production value. Sessions were held on April 14, April 28, May 11, June 1, June 8, and June 22, 2021.
- Participation in a 4-part RTDNA training session called “Countdown to Election Day”. The training sessions focused on election preparation and ethics, troll busting, fostering innovation, and being an ally. These sessions were held in both September and October of 2021.
- UW Journalism class visit on March 31, 2021, to discuss career expectations and job search best practices for upcoming graduates by WISC newsroom employees, Leah Linscheid and Stephen Cohn.

Please contact Kate Doty, Director of Talent and Team Development, with questions on this information.

Sincerely,

Lyle Banks
Vice President / General Manager

Enclosures