

WKTI-FM (formerly WLWK-FM), WTMJ-AM, WTMJ-TV
EEO PUBLIC FILE REPORT

August 1, 2015 – July 31, 2016

The purpose of this 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 and is required to be placed in the public inspection files of the station and posted on the station’s websites, if they have websites.

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), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
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(c)(2) of the FCC rules.

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I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy¹	Referral Source Referring Hiree
Anchor/Reporter, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,25,26,27,40,50	41
Anchor/Reporter, TV	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,23,24,25,26,27,41	41, 41
Assignment Editor	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,23,24,25,26,27,40	40
Broadcast Operations Engineer	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27,41	41
Director	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,26,27,41	41
Director of Engineering, TV	21,23,26,27,40,41	41
Investigative Reporter	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,23,26,27,42	42
MMJ (2 hires from 1 posting)	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,23,24,25,26,27,42,50	42, 50
Morning Show Host/Co-Host, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,24,25,26,27,40,50	40, 40
News and Traffic Reporter, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,25,26,27,41	41
On-Air Personality, Radio 1	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,24,25,26,27,40,42,50	40, 42
On-Air Personality, Radio 2	1,2,3,4,5,6,7,8,9,10,11,12,13,,15,16,17,18,19,20,21,22,24,25,26,27,50	50
Producer, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,25,26,27,40,41,50	41
News and Traffic Reporter, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,25,26,27,41	41
Director	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,23,24,25,26,27,40	40
FM Sales Account Manager	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,24,25,26,27	22

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See **Master Recruitment Source List (MRSL)** for the Recruitment Source Data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy¹	Referral Source Referring Hiree
Photographer 1	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,41	22
Photographer 2	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,41	41
Producer, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,24,25,26,27,40,41	41
Producer, TV 1	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,41	22
Producer, TV 2	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27,42	42
Production Specialist	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27,41	41
Production Supervisor	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,26,27,40,41	41
Program Director, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,24,25,26,27,50	50
Reporter, Radio	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,24,25,26,27,41	41
Reporter, TV 1	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,23,24,25,26,27,40,42	40, 40, 42
Reporter, TV	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,40,42	40, 40, 42
Research Director	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27	22
Sales Coordinator	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,40	40
Topical Producer/Editor	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,41,42	42
Video Editor	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,22,41	22
Weathercaster/MMJ	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,41	41
Assignment Editor	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27, 51,52,53,54,55,56,57,58,59,60,61	61
Receptionist	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27, 51,52,53,54,55,56,57,58,59,60	26

¹ Please see Section II for details concerning recruitment sources, including sources that have requested notification of vacancies.

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Job Title	Recruitment Sources (RS) Used to Fill Vacancy¹	Referral Source Referring Hiree
Account Executive	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27, 51,52,53,54,55,56,58,59,60,63	22
Manager of Technical Operations	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,24,25,26,27,41	41
Radio Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,22,42	42
Radio On-Air Host	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,22	22
Evening Anchor	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27 51,52,53,54,55,56,58,58,60,65	65
Reporter	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27 51,52,53,54,55,56,57,58,59,60	22
Photographer II	51,52,53,54,55,56,58,59,60	22
News Producer	1,2,3,4,5,6,7,8,9,10,11,12,13,15,16,17,18,19,20,21,22,23,25,26,27,46,51,52 53,54,55,56,58,59,60,62	46,62

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II. MASTER RECRUITMENT SOURCE LIST

RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
1	American Broadcasting School 712 N. Watson Rd, Ste 200 Arlington, TX 76011 Michelle McConnell michelle@radioschool.com 817-695-2474	Y	0
2	Bates Technical College 2320 S. 19 th St Tacoma, WA 98405 Shirley Miller skmiller@bates.ctc.edu 253-680-7752	Y	0
3	Carroll College 100 N. East Ave. Waukesha, WI 53186 Deb Weber, Career Services dweber@carrollu.edu 262-524-7377	N	0
4	Central Michigan University 340 Moore Hall Mount Pleasant, MI 48859 Peter B. Orlik, PH. D. orlik1pb@cmich.edu 989-774-3851	Y	0
5	Collective Talent 1721 Richardson Pl Tampa, FL 33606 Michael Bille bille@michalesmedia.com 813-254-9695	Y	0
6	Emerson College 113 Gray St. Arlington, MA 02476 Mary Sullivan careers@emerson.edu 781-646-1077	Y	0
7	Goodwill Industries 6055 N 91 st St Milwaukee, WI 53225 Lisa Norman lisa.norman@goodwillsew.com 414-353-6400	N	0
8	Hispanic Chamber of Commerce 816 W. National Ave. Milwaukee, WI 53204 Nathan Jones nathan@hccw.org or mcameron@hccw.org 414-643-6963	N	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
9	Illinois News Broadcasters Association (INBA)/Chicago Headline Club #1 University Circle Macomb, IL 61455 Bob Roberts or Jim Gee BoRoWMAQ@aol.com	Y	0
10	Marquette University – Broadcast Communications 1217 W. Wisconsin Ave. Milwaukee, WI 53233 Dr. Michael Havice michael.havice@marquette.edu 414-288-3495	N	0
11	Milwaukee Indian Manpower Council 3134 W. State St. Milwaukee, WI 53208 Kathy Tyson tyson@spottedeagle.us or darrenkroenke@gmail.com 414-342-0700	N	0
12	Milwaukee Urban League 2800 W. Wright St. Milwaukee, WI 53210 Sakuri Fears sfears@tmul.org or employment@tmul.org 414-374-5850 ext. 103	N	0
13	Milwaukee School of Engineering 1025 Milwaukee St. Milwaukee, WI 53202 Cathy Ferraro ferraro@msoe.edu 414-277-7120	N	0
14	Ohio & Illinois Centers for Broadcasting 9885 Rockside Rd., Ste 160 Cleveland, OH 44125 Don Clark dclark@beonair.com or gary@beonair.com 312-884-8000	Y	0
15	SER-Jobs for Progress 1020-30 W. Mitchell St. Milwaukee, WI 53204 Brianna Fox bfox@ser-national.org or valdez@milwaukeeeser.org 414-649-2640	N	0
16	University of North Texas PO Box 310589 Denton, TX 76203 Phyllis Slocum slocum@unt.edu 940-565-2565	Y	0

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17	University of Wisconsin-Green Bay – Careers 2420 Nicolet Dr. SS 1916 Green Bay, WI 54311 Program Assistant careers@uwgb.edu 920-465-2163	N	0
18	University of Wisconsin-Milwaukee PO Box 413 Milwaukee, WI 53201 Jessica McBride mcbridej@uwm.edu or pleshin@uwm.edu 414-229-4436	N	0
19	University of Wisconsin-Oshkosh Radio, TV & Film 800 Algoma Blvd Oshkosh, WI 54901 Justine Stokes stokesj@uwosh.edu 920-424-2443	Y	0
20	Wisconsin Broadcasters Association 44 E. Mifflin, Ste 900 Madison, WI 53703 Mandy Endicott mendicott@wi-broadcasters.org 608-255-2600	N	0
21	Concordia University 12800 W. Lake Dr. Mequon, WI 53092 Krista Hasselquist krista.hasselquist@cuw.edu www.myinterface.com/concordia-wisconsin 262-243-4566	N	0
22	Scripps Career Site/Journal Broadcast Group Site 312 Walnut Street Suite 2800 Cincinnati, Ohio 45202 Carly Christensen www.scripps.com 920-490-2611	N	52
23	TV Jobs PO Box 4116 Oceanside, CA 92052 Mark Holloway www.tvjobs.com 760-754-8177	N	6

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24	University of Colorado at Boulder, School of Journalism and Mass Communication 1511 University Ave. 478UCB Boulder, CO 80309 Christine Mahoney christine.mahoney@colorado.edu www.myinterface.com/cuboulder_journalism 303-492-0460	Y	0
25	University of Wisconsin-Eau Claire 105 Garfield Ave. Eau Claire, WI 54702 Judy Gatlin gatlinj@uwec.edu www.myinterface.com/uwec 715-836-2637	N	0
26	Wisconsin Job Service/Wisconsin Job Center/Jobnet 6091 N. Teutonia Ave. Milwaukee, WI 53209 DeAnn Paulson-Warn WIJobOrders@dwd.wisconsin.gov or Roberta.lamb@dwd.state.wi.us www.jobcenterofwisconsin.com 414-546-3300	N	1
27	Wisconsin Tech Connect 2740 W. Mason St. Green Bay, WI 54307 Janet www.wisconsintechconnect.com 920-498-5528	N	0
28	Cardinal Stritch College 6801 N. Yates Rd. Milwaukee, WI 53217 Angela career@stritch.edu 414-410-4157	N	0
29	Collins College 4750 S. 44 th Pl Phoenix, AZ 85040 Amy Roberts aroberts@collinscollege.edu 480-446-1112	Y	0
30	Hmong American Friendship Association 3824 W. Vliet St. Milwaukee, WI 53208 pachia@hmongamer.org 414-344-6575	N	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
31	Interfaith Older Adults Program 600 W. Virginia St., Ste 300 Milwaukee, WI 53204 Barb Smith bsmith@interfaithmilw.org 414-291-7500 ext. 233	Y	0
32	Mississippi State University PO Box PF/130 McComas Hall Mississippi State, MS 39761 Karyn Brown kbrown@comm.msstate.edu 662-325-7952	Y	0
33	Mount Mary College 2900 N. Menomonee River Pkwy Milwaukee, WI 53213 adcardev@mtmary.edu 414-258-4810	N	0
34	Social Development Commission 231 W. Wisconsin Ave. #14 Milwaukee, WI 53203 mhernandez@cr-sdc.org	N	0
35	UMOS 6550 N. 76 th St. Milwaukee, WI 53233 Addy Bonnetti adhemar.bonnetti@umos.org 414-486-5281	N	0
36	United Cerebral Palsy of Southeastern Wisconsin 7519 W. Oklahoma Milwaukee, WI 53219 Roselle Rogers mpayleitner@ucpsew.org 414-329-4500	Y	0
37	University of Wisconsin-Madison 821 University Ave. Madison, WI 53706 Corinne Ahrens cmahrens2@wisc.edu 608-262-3691	N	0
38	Brown College 1440 Northland Dr. Mendota Heights, MN 55120 Rebecca Ewanga https://browncollege.optimalresume.com/employer 651-905-3465	Y	0

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39	Silver Spring Neighborhood Ct. 5460 N. 64 th St. Milwaukee, WI 53203 Stu Jackson FAX: 414-463-4858 414-463-7950 ext. 60	N	0
40	Employee Referral	N	33
41	Internal Candidate	N	27
42	Word of Mouth	N	18
43	Talent Dynamics 600 East Las Colinas Blvd. #100 Plano, TX 75039 Sandra Connell 214-640-3121 Connell@talentdynamics.com	N	0
44	YWCA of Greater Milwaukee 1915 North Dr. Milwaukee, WI 53212 Eddie Rogers Eddie.Rogers@ywcamilw.org 414-374-1800	N	0
45	Media Bistro 770 Broadway, 15 th Floor New York, NY 10003 mediabistro.com Online posting	N	0
46	LinkedIn linkedin.com Online posting	N	3
47	JournalismJobs 510-653-1521 JournalismJobs.com Online posting	N	0
48	b-roll.net 1623 D St. NE Washington, DC 20002 Kevin Johnson info@b-roll.net 202-470-5396	N	0

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49	Idaho State University 921 S. 8 th Ave. Pocatello, ID 83209 Tom Hallaq masscomm@isu.edu 208-282-6453	N	0
50	All Access 28955 Pacific Coast Hwy 210 Malibu, CA 90265 Online Posting http://www.allaccess.com 310-457-6616	N	16
51	Aboutjobs.com	N	0
52	America's Job Exchange	N	0
53	Flexjobs.com	N	0
54	Job.com	N	0
55	JuJu.com	N	0
56	Oodle.com	N	0
57	Rensselaer Polytechnic Institute Career Development Center	N	0
58	SimplyHired.com	N	0

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59	TheLadders.com	N	0
60	Trovit U.S.	N	0
61	Google.com	N	4
62	Indeed.com	N	4
63	Online Sports.com	N	0
64	Society of Broadcast Engineers	N	0
65	Various Talent Agencies	N	1

Total Candidates Interviewed: 165

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III. RECRUITMENT INITIATIVES

Outreach Activity Number	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in 4 Job Fairs	<p>Radio General Manager Tom Langmyer participated in the National Association of Black Journalists Convention and Career Fair in Minneapolis, MN from August 6-9, 2015.</p> <p>VP – Radio Steve Wexler, Radio Program Manager Eric Brooks and Radio Executive Producer Erik Bilstad participated in the Wisconsin Broadcasters Association Winter Job/Career Fair in Madison, WI on January 27, 2016.</p> <p>TV General Manager Joe Poss and TV General Sales Manager Mark LeGrand participated in the Advertising & Communications Career Fair in Madison, WI on February 10, 2016.</p> <p>TV Director of Sales Mark Legrand, Radio Director of Programming Dayton Kane and Radio Program Manager Eric Brooks participated in the Wisconsin Broadcasters Association Summer Job/Career Fair in LaCrosse, WI on June 22, 2016.</p>
4	Job training programs that enable station personnel to acquire skills that could qualify them for higher level positions	<p>TV Meteorologist John Malan gave a presentation to the Sheboygan Downtown Rotary Club on weather forecasting on December 7, 2015.</p> <p>TV News Anchor Susan Kim spoke to the Elm Grove Women’s Club about education necessary for a broadcast career on January 5, 2016.</p> <p>Radio Director of Engineering Kent Aschenbrenner participated in a speed networking session at the Wisconsin Broadcasters Association and was a panelist for this session for students on February 27, 2016.</p> <p>TV Meteorologist Brian Niznansky spoke about weather and meteorology to the Goodwill Center for Work and Training on May 4, 2016.</p>

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5	Internship Programs	<p>Our station hosts college interns on an ongoing basis.</p> <p>Students participating in The Morning Blend/Creative Services program learn and assist in the production of a daily talk show. Interns help with guest coordination, from greeting guests/clients to assisting them with set up and escorting them from green room to studio. They assist in taking photos during the show for later use on social media. They also have the opportunity to learn non-linear editing and assisting in populating our website with content, from writing description to posting video. They also have the opportunity to help write scripts for the show as well as learn about producing the show.</p> <p>Students participating in the News/Sports department internship learn and assist in the newsroom. On the assignment desk they answer calls, listen to scanners and help with setting up shoots for the day. While shadowing producers they help write stories, log sound and assist guests. While shadowing reporters they learn more about interview techniques, shooting and editing. The goal is to come out of the internship with a demo reel and/or writing samples, depending on their primary area of interest. They also learn about web posting and radio broadcast.</p> <p>During the reporting period, the Station hosted 2 Morning Blend interns and 7 News/Sports interns, as follows:</p> <ul style="list-style-type: none"> • Fall 2015 – WTMJ-TV Morning Blend (1), WTMJ-AM News (1) • Winter 2015 – WTMJ-AM Sports (1) • Spring 2016 – WTMJ-AM News (1) • Summer 2016 – WTMJ-TV Morning Blend (1), WTMJ-AM Sports (2), WTMJ-TV Digital (2) <p>The interns were from Marquette and UW Milwaukee.</p>
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	<p>WKTI-FM, WTMJ-AM, and WTMJ-TV and its employees participate in The E.W. Scripps Company's Career Management Program that includes training to help employees develop their career skills. In addition, all station employees enjoy the opportunity to pursue career advancement through online training in station-related skills such as management and leadership, career growth planning, job interviewing, and a variety of specific skill-sets. This eLearning system is also used for EEO training and other mandatory compliance training.</p>

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10	Participate in Events Sponsored by Educational Institutions	<p>TV News Anchor Susan Kim spoke about TV news to students at Marquette University on September 14, 2015.</p> <p>TV News Anchor Susan Kim spoke about journalism to KM Explore Elementary School on February 15, 2016.</p> <p>TV Meteorologist John Malan gave a presentation on how weather works to Richmond School on March 24, 2016.</p> <p>TV Meteorologist John Malan spoke about weather to Brook El High Interest Day on April 22, 2016.</p> <p>TV General Manager Joe Poss spoke about education necessary for a broadcast career for Webster Middle School Career Day on May 4, 2016.</p> <p>TV Meteorologist John Malan spoke about forecasting weather to Kennedy Middle School on May 9, 2016.</p> <p>TV Meteorologist Brian Niznansky spoke about forecasting weather to Brookfield Christian School for High Interest Day on May 13, 2016.</p> <p>TV News Anchor Susan Kim spoke about news and the responsibility of social media to St. Jude the Apostle School on May 13, 2016.</p> <p>TV Reporter Casey Geraldo spoke about journalism and TV broadcasting to Hillcrest Elementary School on May 19, 2016.</p> <p>TV Meteorologist Jesse Ritka spoke about weather and forecasts to U.S. Grant School on May 26, 2016.</p>
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	<p>Radio Program Manager Eric Brooks and Radio Executive Producer Erik Bilstad participated in the Winter Conference and State Legislative Day in Madison held by the Wisconsin Broadcasters Association on January 27, 2016. This conference trained the station management whom attended to ensure equal employment opportunity and prevent unlawful discrimination.</p>

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14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	Station management (16 managers) completed The E.W. Scripps training program called EEO and Lawful Hiring during the period of 8/1/15 – 7/31/16.
16	Participate in Activities Designed by Station Employment Unit	<p>TV News Anchor Vince Vitrano gave a tour to a college student interested in journalism from Concordia University Wisconsin. They talked about broadcasting on October 15, 2015.</p> <p>TV Newsroom Assistant Jody Bublitz gave a tour and discussed careers at our station to Easy Troy High School on April 5, 2016.</p> <p>Production Supervisor Ryan Scott and Art Director Nick Sanders gave a tour and showed them behind the scenes weather and graphics to University of Wisconsin – Milwaukee – The Animation Business on May 2, 2016.</p>