

Annual EEO Public File Report Form

WMSN-TV FOX 47

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 station: WMSN TV Madison WI and is required to be placed in the public inspection files of these stations, and posted on the web sites.

The information contained in this Report covers the time period beginning **August 1, 2008** to and including **July 31, 2009**.

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.

Appendix 1 to

Sample Annual EEO Public File Report Form

Covering the Period from **August 1, 2008 to July 31, 2009**

Station(s) Comprising Station Employment Unit: WMSN

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 Executive (6)	CareerBuilder (2) Employee Referral (2) SBG Website (1) Broadcast & Cable (1)	16
2	Accounts Payable/ HR Coordinator	Wisconsin State Journal (1)	1

Total Number of Persons Interviewed During Applicable Period: 17

Appendix 2 to

Sample Annual EEO Public File Report Form

Covering the Period from **August 1, 2008 to July 31, 2009**

Station(s) Comprising Station Employment Unit: WMSN

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	Arc – Dane County Attn: Ken Hobbs 1320 Mendota Street, 111A Madison, WI 53714 Phone: 608-257-9738	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
B	Atwood Community Center Attn: Lisa Jacobs 2425 Atwood Ave Madison, WI 53704 Phone: 608-241-1574	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
C	Broadcasting and Cable Attn: Jon Kemp 225 Wyman Street Waltham, MA 02451 Phone: 781.734.8427 *source ended on 1/1/09	1 0	Account Executive (6) Accounts Payable/ HR Coordinator
D	Career and Technical Education Team Attn: Courtney Jenkins PO Box 7841 Madison, WI 53711 Phone: 608-266-3551	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
E	CareerBuilder Attn: Allison Weitzman 8401 Greensboro Dr, Ste 250 McLean, VA 22102 Phone: 410-998-9740 Contact Updated: 08/07/08	6 0	Account Executive (6) Accounts Payable/ HR Coordinator
F	Center on Education and Work Attn: Wendy Way 646 Odell Street Madison, WI 53711 Phone: 608-263-5451	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
G	Centro Hispano of Dane County Attn: Jesse Sanchez 835 W. Badger Road Madison, WI 53713	0 0	Account Executive (6) Accounts Payable/ HR Coordinator

	Phone: 608-255-3018		
H	City of Madison Affirmative Action Attn: Robin Bloom 215 Martin Luther King Blvd #130 Madison, WI 53703 Phone: 608-266-4082	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
I	Commercial/Announcement On-Air Promo Attn: Sheryl Nelson 7847 Big Sky Drive Madison, WI 53719 Phone: 608-833-0047	1 0	Account Executive (6) Accounts Payable/ HR Coordinator
J	Common Cause in Wisconsin Attn: Jay Heck 152 W. Johnson, Suite 212 Madison, WI 53701 Phone: 608-256-2686	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
K	Dane County Job Center Attn: Lois Grimh 1819 Aberg Avenue C Madison, WI 53704 Phone: 608-242-4884	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
L	Dane County Mental Health Center Attn: Bob Boyd 625 W. Washington Avenue Madison, WI 53703 Phone: 608-280-2700	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
M	Dane County Program of Assertive Community Treatment Attn: Jana Lane Frey 108 South Webster Madison, WI 53703 Phone: 608-266-5623	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
N	Dane County Veterans Administration Community Support Attn: John Radke 306 North Brooks Street Madison, WI 53715 Phone: 608-280-7195	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
O	Exchange Center Attn: Jane Nemke 2120 Fordem Avenue Madison, WI 53704 Phone: 608-241-3434	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
P	Focuscorp, Inc. Attn: Karen Reibetanz 3201 Latham Drive Madison, WI 53713 Phone: 608-277-9140	0 0	Account Executive (6) Accounts Payable/ HR Coordinator

Q	Fox 47 Website www.fox47.com Attn: Sheryl Nelson 7847 Big Sky Drive Madison, WI 53719 Phone: 608-833-0047	1 0	Account Executive (6) Accounts Payable/ HR Coordinator
R	Indian Graduate Student Assoc Attn: Lakshmikant Shrinivas 2110 University Avenue # 310 Madison, WI 53726 Phone: 608-628-2871	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
S	Internal Candidate www.fox47.com Attn: Sheryl Nelson 7847 Big Sky Drive Madison, WI 53719 Phone: 608-833-0047	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
T	Kennedy Heights Community Ctr Attn: Alyssa Kenney 199 Kennedy Heights Madison, WI 53703 Phone: 608-244-0767	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
U	Madison Area Rehabilitation Center Attn: Richard Berling 901 Post Road Madison, WI 53713 Phone: 608-223-9110	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
V	Madison Community Foundation Attn: Ann Casey 2 Science Court PO Box 5010 Madison, WI 53703 Phone: 608-232-1763	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
W	Madison Equal Opportunities Commission Attn: Ariel Ford 210 Martin Luther King Bld Ste 500 Madison, WI 53703 Phone: 608-266-4910	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
X	MARC West Attn: Randy Klein 805 Forward Drive Madison, WI 53711 Phone: 608-273-3630 Ext: 11	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
Y	McBurney Resource Center Attn: Barbara Lafferty 905 University Avenue Madison, WI 53715 Phone: 608-263-2741	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
Z	NAACP- Madison Branch Attn: Linda Hoskins P.O. Box 45 Madison, WI 53701 Phone: 608-256-1942	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
AA	National Organization for Women	0	Account Executive (6)

	Attn: Madeleine Para 122 State Street Madison, WI 53703 Phone: 608-255-3911	0	Accounts Payable/ HR Coordinator
BB	Off the Square Club – Lutheran Social Services Attn: Karma Wangchuck 408 W. Gorham Street Madison, WI 53703 Phone: 608-251-6901	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
CC	Ohio Center for Broadcasting Attn: Mark Lillie 131 Wadsworth Blvd, Suite 100 Lakewood, CO 80214 Phone: 303-937-7070	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
DD	Pathways of Wisconsin Attn: Deborah Rogan 22 North Hancock Street Madison, WI 53703 Phone: 608-255-5011	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
EE	Referral	5 0	Account Executive (6) Accounts Payable/ HR Coordinator
FF	Salvation Army Attn: Major Sue Moore 630 East Washington Avenue Madison, WI 53703 Phone: 608-256-2321	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
GG	SBG Website www.sbg.net Attn: Sharon Pickeral 10706 Beaver Dam Rd Hunt Valley, MD 21030 Phone: 410-568-1500	1 0	Account Executive (6) Accounts Payable/ HR Coordinator
HH	Tvjobs.com Attn: Mark Holloway - President P.O. Box 4116 Oceanside, CA 92052 Phone: 760-754-8177	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
II	United Refugees Services of Wisconsin Attn: Kathy Kahmphovy 312 N. 3 rd Avenue Madison, WI 53713 Phone: 608-256-6400	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
JJ	University of Wisconsin Adult and Student Services Attn: Sybil Pressprich 905 University Ave Madison, WI 53715 Phone: 608-263-6960	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
KK	University of Wisconsin- Madison Chicano/ Latinola Studies Attn: Alta Johnson 1155 Observatory Drive Madison, WI 53706	0 0	Account Executive (6) Accounts Payable/ HR Coordinator

	Phone: 608-265-4766		
LL	University of Wisconsin- Student Job Center Attn: Tim Putzier 432 N. Murray Street, Suite B8 Madison, WI 53706 Phone: 608-262-6313	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
MM	UW Dept. of Mass Communications Attn: Sandy Rizzo 821 University Avenue Madison, WI 53706 Phone: 608-262-2543	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
NN	Vocational Rehabilitation Attn: Oscar Avides 1819 Aberg Avenue, #E Madison, WI 53703 Phone: 608-242-4800	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
OO	Wisconsin Coalition Against Domestic Violence Attn: Colleen Cox 307 South Paterson, Suite 1 Madison, WI 53703 Phone: 608-255-0539	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
PP	Wisconsin Broadcasters Association c/o Mandy Ludy 44 East Mifflin Street Suite 900 Madison, WI 53704 Phone: 608-255-2600	1 0	Account Executive (6) Accounts Payable/ HR Coordinator
QQ	Wisconsin State Journal c/o Capital Newspapers Attn: Shannon McGinley 1901 Fish Hatchery Road Madison, WI 53713 Phone: 608-250-5638	1	Accounts Payable/ HR Coordinator
RR	Wisconsin Women's Council Attn: Katie Munk 14 West Mifflin Street Suite 212 Madison, WI 53703 Phone: 608-266-2219	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
SS	Women of Color Attn: Phyllis Holman Weisbard Women's Studies Consortium 430 Memorial Library 728 State Street Madison, WI 53706 Phone: 608-263-5754	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
TT	Workforce Development Board of South Central Wisconsin TEC Center Attn: Dale Hopkins 3591 Anderson St. Suite 203 Madison, WI 53704 Phone: 608-249-9001 Ext: 223	0 0	Account Executive (6) Accounts Payable/ HR Coordinator

UU	Working Partnerships, LLC Attn: Wayne Engelbert 6333 Odana Road Madison, WI 53719 Phone: 608-278-8400	0 0	Account Executive (6) Accounts Payable/ HR Coordinator
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* indicates community groups that have requested notification of job openings at WMSN.

ATTACHMENT C

Appendix 3 to

Sample Annual EEO Public File Report Form

Covering the Period from August 1, 2008 to July 31, 2009

WMSN

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WMSN

1. Job Fair

Career Fair

Date of Station Participation: January 28, 2009

Participating Employees: David Ford, Group Manager

Host/Sponsor of Activity: Wisconsin Broadcasters Association

This job fair was held as a part of the Wisconsin Broadcasters Association's 2009 Winter Conference. It was held from 8:30am to 10:30am at the Monona Terrace in Madison, WI. It is believed there were 111 broadcasting job seekers in attendance that day.

Career Fair

Date of Station Participation: June 17, 2009

Participating Employees: David Ford, Group Manager

Host/Sponsor of Activity: Wisconsin Broadcasters Association

This job fair was held as a part of the Wisconsin Broadcasters Association's 2009 Summer Conference. It was held from 2:00pm to 4:00pm at the Ostoff Resort in Elkhart Lake, WI. The Wisconsin Broadcasters Association reported that over 50 job seekers were in attendance.

2. Scholarship Program

Wisconsin Broadcasters Association Foundation

The Wisconsin Broadcasters Association Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis. WMSN donated \$300.00 to the Wisconsin Broadcasters Association toward this Scholarship fund. The Wisconsin Broadcasters Association then sent WMSN copies of the scholarship applications handed in. WMSN reviewed the applications, giving input based on the students grade point average, post high school employment, extracurricular activities, awards, honors, broadcasting experience and response to an essay question, before they were sent on to the Education Committee and the WBA Foundation for judging.

3. Alternative Internet Program

Broadcast Compliance Services

Dates of Station Participation: August 1, 2008 thru July 31, 2009

WMSN has subscribed to Broadcast Compliance Services. BCS is an online based job referral program that dramatically broadens the scope of your recruitment, sending all of our job posting to hundreds of organizations that accept job postings, including the sources listed in Appendix 2. BCS also provides instant on-line documentation that the station has done everything possible to conduct an effective EEO outreach effort, and provides comprehensive on-demand reports as needed.

4. Training Program

“Avoiding Discrimination & Employment Terminations” Seminar

Date of Station Participation: January 28, 2009

Participating Employee: David Ford, Group Manager

Host/Sponsor of Activity: Wisconsin Broadcasters Association

Brief Description of Activity: David Ford attended the “Avoiding Discrimination & Employment Terminations” Seminar put on by the Wisconsin Broadcasters Association as part of their Winter Conference. In this seminar attendees were taught how to ensure Equal Employment Opportunity and how to prevent unlawful discrimination

“Compliance With The FCC’s Nondiscrimination and Outreach Regulations- Part 4” Seminar

Date of Station Participation: June 17, 2009

Participating Employee: David Ford, Group Manager

Host/Sponsor of Activity: Wisconsin Broadcasters Association

Brief Description of Activity: David Ford attended the “Compliance With The FCC’s Nondiscrimination and Outreach Regulations- Part 4” Seminar put on by the Wisconsin Broadcasters Association as part of their Summer Conference. In this seminar attendees were taught how to ensure Equal Employment Opportunity and how to prevent unlawful discrimination

Managers Hiring Training

Date of Station Participation: October 22, 2008

Participating Employees: Sheryl Nelson, Regional Controller and David Ford, Group Manager

Host/Sponsor of Activity: Sharon Pickeral, Recruitment Manager, Sinclair Broadcast Group Inc.

Brief Description of Activity: Sharon Pickeral, Sinclair Broadcast Group, Inc.'s Recruitment Manager held a training session for WMSN-TV Hiring Managers. The training consisted of Federal guidelines; ADA guidelines; EEOC Guidelines for interviewing and hiring, the importance of such and other general 'Dos and Don'ts' of interviewing.

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.