



WAOW WAUSAU WYOW EAGLE RIVER WMOW CRANDON

## 2022 EEO PUBLIC FILE REPORT

For the 1-Year Period Ending July 31, 2022\*

WAOW(TV), Wausau, WI  
WMOW(TV), Crandon, WI

WAUSAU TV LICENSE COMPANY, LLC

\* The Licensee acquired WAOW(TV) and WMOW(TV) on August 2, 2021, as authorized in FCC File No. 0000145330. The Licensee is responsible for reporting herein information encompassing only EEO efforts undertaken by the Licensee since its acquisition of the station. See *Commission's Broadcast and Cable EEO Rules and Policies*, FCC 02-303 (2002), ¶ 144. Information relating to EEO efforts undertaken by the former licensee of the station prior to August 2, 2021, is provided for informational purposes only.

**WAOW Television, WMOW Television**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2021 - July 31, 2022**

**I. VACANCY LIST**

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Evening Anchor Open Date: 7/9/2021 Hire Date: 8/8/2021	1, 6, 8-9, 11-16, 18-19, 22-24, 26-28, 30-41	11
Morning News Anchor Open Date: 7/27/2021 Hire Date: 8/23/2021	1, 6, 8-9, 11-16, 18-19, 22-24, 26-28, 30-41	11
IT Administrator Open Date: 8/5/2021 Hire Date: 10/25/2021	1, 6, 8-16, 18-19, 22-24, 26-28, 30-41	11
Multi Media Journalist Open Date: 8/9/2021 Hire Date: 9/26/2021	1, 6, 8-9, 12-19, 22-24, 26-28, 30-42	42
Director Open Date: 8/9/2021 Hire Date: 9/20/2021	1, 6, 8-9, 12-19, 22-24, 26-28, 30-41	17
Multi Media Journalist Open Date: 8/9/2021 Hire Date: 9/20/2021	1, 6, 8-9, 12-19, 22-24, 26-28, 30-42	42
Account Executive Open Date: 8/10/2021 Hire Date: 10/4/2021	1, 3, 6, 8-9, 12-16, 18-20, 22-28, 30-41	25
Business Administrator Open Date: 8/27/2021 Hire Date: 9/27/2021	1, 3, 6, 8-9, 12-19, 22-28, 30-41	3
Digital Sales Assistant - WAOW Open Date: 10/14/2021 Hire Date: 1/10/2022	1, 6, 8-10, 15-16, 18-19, 24, 26-28, 30, 33-35, 37-38, 40-41	10
News Director Open Date: 11/11/2021 Hire Date: 1/3/2022	1, 7-9, 15-17, 19, 24, 26, 28-30, 34-35, 37-38, 41	29
Multi Media Journalist Open Date: 1/28/2022 Hire Date: 6/27/2022	1, 5, 7-9, 15-19, 24, 26, 28, 30, 34-35, 37-38, 40-42	5
Multi Media Journalist Open Date: 1/28/2022 Hire Date: 6/1/2022	1, 5, 7-9, 15-19, 24, 26, 28, 30, 34-35, 37-38, 40-42	42
Traffic Assistant/Programming Coordinator Open Date: 2/15/2022 Hire Date: 3/28/2022	1, 7-10, 15-19, 24, 26, 28, 30, 34-35, 37 -38, 40-41	10
Chief Engineer Open Date: 2/23/2022 Hire Date: 4/4/2022	1-2, 7-10, 15-16, 19, 24, 26, 28, 30, 34- 35, 37-38, 40-41	10

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Account Executive Open Date: 5/6/2022 Hire Date: 6/27/2022	1, 7-10, 15-16, 19, 24, 26, 28, 30, 34-35, 37-38, 40-41	10
IT Administrator Open Date: 5/13/2022 Hire Date: 7/25/2022	1, 3, 7-10, 15-17, 19, 21, 24, 26, 28, 30, 34-35, 37-38, 40-41	3
Multimedia Journalist Open Date: 5/18/2022 Hire Date: 6/27/2022	1, 7-10, 15-16, 19, 24, 26, 28, 30, 34-35, 37-38, 40-42	42
Multimedia Journalist Open Date: 5/18/2022 Hire Date: 7/25/2022	1, 7-10, 15-16, 19, 24, 26, 28, 30, 34-35, 37-38, 40-42	10
News Producer Open Date: 5/18/2022 Hire Date: 7/5/2022	1-2, 4, 7-9, 15-17, 19, 24, 26, 28, 30, 34-35, 37-38, 40-41	4
Digital Content Manager Open Date: 6/20/2022 Hire Date: 7/18/2022	1, 7-10, 15, 17, 19, 24, 26, 28, 30, 34-35, 37-38, 40-41	17

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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	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
2	Current Employee	N	2
3	Employee Referral	N	3
4	Former Employee	N	1
5	Former Intern	N	1
6	Handshake-deleted Oct/21-duplicate 600 4th Street #113 San Francisco, California 94107 Phone : 7158439236 Url : https://app.joinhandshake.com/ Kimmy Her Manual Posting	N	0
7	Handshake-Distributes to over 40 colleges Online Jobs, multiple states including, Wisconsin Phone : 6085551212 Url : https://app.joinhandshake.com/login Online Job Postings Manual Posting  Prong 2 Start Date: 1/1/2022	Y	1
8	Illinois Media School 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Email : cjackson@beonair.com Carl Jackson	N	0
9	Indeed 6433 Champion Grandview Way Austin, Texas 78750 Phone : 800-462-5842 Url : www.indeed.com Robert Faulkner Manual Posting	N	0
10	Indeed.com	N	28

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Internal Hire	N	3
12	KBJR 6 - Kayla Martin-Removed Aug. 2021 due to sale of company 246 South Lake Avenue Duluth, Minnesota 55802 Phone : 218-720-9642 Email : kmmartin@kbjr.com Kayla Martin	N	0
13	KTIV- Kathy Clayton-Removed Aug. 2021 due to sale of company 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-226-5420 Email : kclayton@ktiv.com Kathy Clayton	N	0
14	KTTC- Jodi Neyens-Removed Aug. 2021 due to sale of company 6301 Bandel Rd NW Rochester, Minnesota 55901 Phone : (507) 535-8904 Email : jneyens@kttc.com Jodi Neyens	N	0
15	KVOA - Angela Betzhold P.O. Box 5188 Tucson , Arizona 85703 Phone : 520-884-4601 Email : abetzhold@kvoa.com Angela Betzhold	N	0
16	KWWL- Sandy Youngblut 500 East 4th St Waterloo, Iowa 50703 Phone : 319-291-1259 Email : syoungblut@kwwl.com Sandy Youngblut	N	0
17	Linked In	N	15
18	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shillstone	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
19	Missouri School of Journalism 215 A Reynolds Journalism Institute Columbia, Missouri 65211 Phone : 573-884-1909 Email : career@missouri.edu Laura Redfield-Jacobs	N	0
20	Non-Employee Referral	N	1
21	Other Source	N	1
22	QHW - Christina Wilson-Removed Aug. 2021 due to sale of company 130 S 5th St Quincy, Illinois 62306 Phone : 217-221-3307 Email : cbwilson@qni.biz Christina Wilson	N	0
23	QMI- Lesley Van Ness-Removed Aug. 2021 due to sale of company 130 S 5th St Quincy, Illinois 62306 Phone : 217-221-3418 Email : lvanness@quincymedia.com Lesley Van Ness	N	0
24	Rick Gevers & Associates 355 East Ohio Street #303 Indianapolis , Indiana 46204 Phone : 317-635-7912 Url : www.rickgevers.com Email : rick@rickgevers.com Rick Gevers	N	0
25	Television Ad	N	3
26	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Mark Halloway Manual Posting	N	0

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27	<p>UW Stevens Point-deleted Oct/21- school listed in handshake            134 Old Main Building            Stevens Point, Wisconsin 54481            Phone : 715-346-3226            Url : career@uwsp.edu            Email : Jim.Haney@uwsp.edu            Jim Haney</p>	N	0
28	<p>WAOW Bulletin Board            1908 Grand Ave            Wausau, WI, Wisconsin 54403            Phone : 7158422251            Url : www.waow.com            Email : ecrikelair@waow.com            Elizabeth Crikelair</p>	N	0
29	<p>WAOW Station Website            1908 Grand Ave            Wausau, WI, , Wisconsin 54403            Phone : 7158422251            Url : www.waow.com            Email : ecrikelair@waow.com            Elizabeth Crikelair</p>	N	1
30	<p>WBA            44 E Mifflin St Ste 900            Madison, Wisconsin 53703            Phone : 608-255-2600            Url : www.wi-broadcasters.org            Michelle Vetterkind            Manual Posting</p>	N	0
31	<p>WBNG - Kate Garger-Removed as of Aug. 2021 due to sale of company            560 Columbia Drive            Johnson City, New York 13790            Phone : 607-584-7223            Email : cgarger@wbngtv.com            Kate Garger</p>	N	0
32	<p>WGEM- Terri Stutheit-Removed as of Aug. 2021 due to sale of company            513 Hampshire St, PO Box 80            Quincy, Illinois 62306            Phone : 217-228-6621            Email : tstutheit@wgem.com            Terri Stutheit</p>	N	0

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33	WI Technical College System-in Handshake Oct/21 345 W Washington Ave Madison, Wisconsin 53705 Url : www.wisconsintechconnect.com Career Services Office Manual Posting	N	0
34	Winona State University 110 Gildemeiste Hall Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Career Services	N	0
35	WKOW- Bonnie Beer 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-661-2767 Email : Bbeer@wkow.com Bonnie Beer	N	0
36	WPTA - Cindy Bennett-Removed as of Aug. 2021 due to sale of company 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 260-407-0064 Url : www.21alive.com Email : cbennett@wpta21.com Cindy Bennett	N	0
37	WREX - Theresa Wesseln PO Box 530 Rockford, Illinois 61105 Phone : 815-335-7856 Email : Twesseln@wrex.com Theresa Wesseln	N	0
38	WSIL - Bethany Tanner 1416 Country Aire Drive Carterville, Illinois 62918 Phone : 618-956-9184 Email : btanner@wsilv.com Bethany Tanner	N	0



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39	WVVA- Audrey Sluss-Removed Aug. 2021 due to sale of company 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : Asluss@wvva.com Audrey Sluss	N	0
40	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
41	WXOW/WQOW- Theresa Wopat PO Box 3119 LaCrosse, Wisconsin 54602 Phone : 5078959872 Email : twopat@wxow.com Theresa Wopat	N	0
42	YouTube - Not Directly Contacted by SEU	N	9
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>69</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>	<b>Points</b>
1	4/21/2022	Establishment of training programs for station personnel	Elizabeth Crikelair attended 5 Content Creation Tips That Capture Attention, Increase Interaction and Convert Engagement To Lasting Loyalty Webinar on 4/21/2022 from 12p-1p which was presented by Lori Lewis in coordinaton with the Wisconsin Broadcasters Association	1	Elizabeth Crikelair HR Manager/ Business Admin	1.00
2	5/11/2022	Establishment of training programs for station personnel	Elizabeth Crikelair HR Manager & Business Admin participated in the Workplace Culture Workshop through Greater Wausau Chamber of Commerce during Small Business Expo week. 5/11/22 Workplace Culture Workshop.	1	Elizabeth Crikelair HR Manager/ Business Admin	1.00
3	5/19/2022	Provision of training to management	Elizabeth Crikelair- HR Manager & Business Admin attended a webinar entitled" Understanding and Mitigating Unconscious Bias in our Everyday Lives "which was presented by Binu Palta Hill University of Wisconsin- Madison. in coordination with the Michigan Association of Broadcasters and WBA. May 19th 2022 12p-1p	1	Elizabeth Crikelair HR Manager/ Business Admin	1.00
4	5/20/2022	Establishment of training programs for station personnel	On 5/20/2022 from 1p-2p Elizabeth Crikelair -HR Manager/ Business Admin participated in the Webinar " What Does Hiring in a Post-Pandemic Job Market look like?" presented by SHRM	1	Elizabeth Crikelair HR Manager/ Business Admin	1.00
5	6/6/2022	Establishment of an intern program designed to assist members of the community	WAOW offers a paid internship program. The purpose behind the Paid Internship Program is to offer students in the field of journalism, broadcasting, communication, and related fields the opportunity to gain hands-on experience in broadcast television, radio, and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of interns. Each intern is assigned a mentor and there is curriculum for each position. The station hosted one student internship during the summer of 2022.	2	Courtney Terlecki News Director Mason Dowling Assistant News Director	1.00

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6	6/7/2022	Provision of training to management	Elizabeth Crikelair - HR Manager participated in a Webinar through CIRCA. Mentorship and Allyship :Recruiting and Retaining Diverse Talent May 7, 2022	1	Elizabeth Crikelair HR Manager/ Business Admin	1.00
7	6/22/2022	Participation in Job Fairs	Elizabeth Crikelair HR Manager attend a job fair at the WBA Summer Conference in La Crosse, WI on June 22, 2022	1	Elizabeth Crikelair HR Manager/ Business Admin	0.25
8	6/22/2022	Provision of training to management	Elizabeth Crikelair HR Manager attended EEO Session: Practical Steps to Diversify your station at the WBA Summer Conference on June 22, 2022 in La Crosse Wi	1	Elizabeth Crikelair HR Manager/ Business Admin	1.00
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>7.25</b>