

I. VACANCY LIST

[illegible]

WJFW-TV
EEO PUBLIC FILE REPORT
August 1, 2025-July 31, 2026

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	Wisconsin Broadcasters Association Linda Baun 44 E Mifflin St Madison, WI 53703 (608)255-2600 wi-broadcasters.org	N	
2	Station Website www.wjfw.com	N	5
3	BES/TV Jobs Mark Hollaway PO Box 4116 Oceanside, CA www.tvjobs.com	N	
4	Linked In www.linkedin.com	N	
5	Nicolet Area Tech College Karen brown PO Box 518 Rhineland, WI 54501 (715) 365-4410	N	
6	Station On-Air Announcements	N	
7	St. Norbert College 100 Grant Street De Pere, WI 54115 920-337-3181 Anna.antos@snc.edu	N	
8	Word-of-Mouth	N	2
9	Youtube and websearch www.youtube.com	N	7
10	Illinois News Broadcasters Association www.inba.net	N	
11	Former Employee/Intern	N	2

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	University of Wisconsin, Eau Claire Jack Kapfer 105 Garfield Ave Eau Claire, WI 54701 715-836-4636 kapferja@uwec.edu uwec.edu	N	
13	University of Wisconsin, Stevens Point Alex Ingersoll 2100 Main St. Stevens Point, WI 54481 715-346-0123 aingerso@uwsp.edu uwsp.edu	N	
14	University of Wisconsin, Milwaukee 2200 E Kenwood Blvd Milwaukee, WI 53211 414-229-1122 uwm.edu	N	
15	University of Wisconsin, LaCrosse 1725 State St. LaCrosse, WI 54601 608-785-8000 uwlax.edu	N	
16	University of Wisconsin, Madison Pat Hastings 500 Lincoln Drive Madison, WI 53706 608-263-2400 hastings@wisc.edu wisc.edu	N	
17	University of Wisconsin, Oshkosh Randall Davidson 800 Algoma Blvd Oshkosh, WI 54901 920-424-1234 davidson@uwosh.edu uwosh.edu	N	
18	Facebook Group Search/Facebook posting Facebook.com	N	

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19	University of Wisconsin, Whitewater Jim Mead 800 W. Main Street Whitewater, WI 53190 262-472-1234 jmead@uww.edu uww.edu	N	
20	Marquette University Mark Zoromski 1250 W. Wisconsin Ave Milwaukee, WI 53233 414-288-7250 mark.zoromski@marquette.edu marquette.edu	N	
21	Lac Du Flambeau Tribe nfo@ldftribe.com P.O. Box 67 Lac Du Flambeau, WI 54538 715-588-33303	N	
22	Northwestern University 633 Clark St. Evanston, IL 60208 847-491-3741 northwestern.edu	N	
23	UW River Falls 410 S. 3 rd Street River Falls, WI 54022 715-425-3911 Andris.straumanis@uwrf.edu	N	
24	Western Illinois University 1 University Circle Macomb, IL 61455	N	
25	DePaul University Rick Brown 2400 N. Sheffield Ave Chicago, IL 60614 312-362-8000 Rbrown55@depaul.edu depaul.edu	N	
26	Carthage College 2001 Alford Park Drive Kenosha, WI 53140 jbruning@carthage.edu	N	
27	Indeed indeed.com	N	48

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	Job Center of Wisconsin wisconsinjobcenter.org	N	
29	Internal promotion candidate	N	
30	Mosinee Chamber of Commerce email blast/job board	N	
31	Wausau Chamber of Commerce job board	N	
32	Handshake.com www.handshake.com	N	
33	Lawrence University 711 E. Boldt Way Appleton, WI 54911 920-832-7000 Anne Haydock Anne.v.haydock@lawrence.edu	N	
34	St. Germain Chamber of Commerce Job Board	N	
35	Rhineland Chamber of Commerce Job Board	N	
36	Wausau Business Expo and Job Fair	N	
37	Rhineland Business Expo and Job Fair	N	1
38	Sportscasters Talent Agency	N	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			65

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Station Tours/School Talks	WJFW does many station tours and school talks throughout the reporting period. Each tour of the station includes a tour of the whole building and how each department is a critical part of the stations function. On 9/24/2025 the News Director/Chief Meteorologist gave a station tour to 4 fans on the news programs. The group toured the studio and the station, and lasted approximately 45 minutes. On 10/15/2025 the News Director/Chief Meteorologist presented a weather lesson to 50 Third grade students from Wabeno Elementary School. The presentation lasted about 50 minutes and included weather experiments and time for questions and answers. On 10/17/2025 the News Director/Chief Meteorologist presented a weather lesson to students from Pelican Elementary School at CAVOC in Rhinelander. There were approximately 25 students participating, and the lesson lasted 40 minutes. On 11/13/2025 the News Director/Chief Meteorologist hosted a group of third grade students from MHLT in Minocqua. The group participated in a weather discussion and weather experiments. The presentation lasted about an hour and a half, with 50 students and teachers in attendance.

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		On 12/4/2025 a group of 56 kindergarten students toured the station and participated in a guided discussion about weather and conducted a series of weather experiments. The presentation lasted about 1 hour. On 12/9/2025 a group of 17 kindergarten students toured the station and participated in a weather lesson. The presentation lasted about an hour with time at the end for questions and answers. On 12/11/2025 a group of 17 Oneida County Leaders toured the station. The 17 are participating in the Oneida County Leadership Program through the Rhinelander Chamber of Commerce. The group toured the station, had a guided discussion on business leadership in the Northwoods, and talked about the television operations. The tour lasted about 45 minutes with time for questions and answers at the end. On 12/13/2025 The News Director/Chief Meteorologist presented a meteorology lecture to the Northwoods chapter of the EEA at the Merrill High School. About 25 students who are interested in aviation careers participated. The focus of this discussion was meteorology and the news director/chief meteorologist's experiences as a CFI. The presentation lasted about 45 minutes with time for questions and answers at the end. On 1/12/2026 the News Director/Chief Meteorologist presented a weather lesson to 4th-8th grade students at Lakeland North School. The presentations lasted about 3 hours with approximately 50 students participating. On 1/20/2026 the News Director/Chief Meteorologist presented 2 one hour weather

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		lessons to students at Butternut School. Approximately 100 students participated. On 3/2/2026 the morning Meteorologist participated in a virtual meeting with teachers and students from Zion Lutheran School in Lincoln, Il. The presentation was about the meteorology and the job responsibilities. The virtual career and hobby day was for students in 1st-8th grade and about 20 students participated. On 3/31/2026 two groups of home schooled students from Oneida and Vilas County visited the station for a tour and weather lesson. Approximately 80 people participated. Each session lasted about 1 hour with time for questions and answers at the end. On 4/8/2026 the News Director/Chief Meteorologist presented a weather lesson for 45 kindergarten students at MHLT School in Minocqua. The presentation lasted about 45 minutes with 15 minutes for questions and answers. On 4/15/2026 the News Director/Chief Meteorologist presented a weather lesson the 45 3rd grade students and teachers at Crescent Elementary School in Rhinelander. The presentation lasted about 45 minutes with time for questions and answers at the end. On 4/21/2026 the News Director/Chief Meteorologist lead a guided discussion with 90 fifth grade students at Eagle River Elementary School. The group participated in weather experiments and a 1 hour weather discussion. On 4/25/2026 the News Director/Chief

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		Meteorologist presented an aviation meteorology seminar to students from Nicolet College. The multimedia presentation lasted about 2 hours with 20 students attending. On 5/4/2026 the morning meteorologist went to CAVOC in Rhinelander and spoke to 5th grade students from Crescent Elementary in Rhinelander. Approximately 50 students were in attendance. They learned about severe weather, severe weather safety, how the weather is forecasted and what the studio looks like.
2	Public Appearance/Community Outreach	On 9/13/2025 two WJFW reporters served as celebrity judges at Chalkfest in downtown Rhinelander. The arts and culture event brings in local artists to chalk the sidewalks with art. The event lasted 6 hours with approximately 1000 people attending. On 9/27/2025 the News Director/Chief Meteorologist participated as lead judge in the

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		60th annual Beef-A-Rama in Minocqua. This is the 7th year being a judge in the beef roast competition. Duties of Lead Judge include, keeping all judges on schedule, judging entries, and announcing awards. The event went from 8am-4:30pm with approximately 15,000 people in attendance. On 10/16/2025 WJFW team members participated in the YMCA of the Northwoods 'Not So Scary Halloween Trail' This yearly event allows WJFW to set up a 'campsite' along a wooded trail to hand out candy to kids. The kids can stop at the campsite for a brief presentation. Roughly 2000 kids participate in the 5 hour event. On 11/12/2025 the News Director/Chief Meteorologist presented a guided discussion to a group of Emergency Managers from Vilas and Oneida Counties. The presentation walked participants through how emergency information is distributed through the media landscape. The presentation lasted about 2 hours with about 50 people in attendance. On 2/4/2026 the News Director/Chief Meteorologist presented a guided discussion on journalism, meteorology and WJFW to members of the St. Germain Prime Timers. The presentation lasted about 45 minutes with roughly 50 people in attendance. On 4/1/2026 Two WJFW reporters participated in Rhinelander High School's 'Mad Money' simulation. From 7:30-3:30 the two WJFW employees showed students how to budget for utilities, like TV and internet. Later in the afternoon, they held mock interviews with several students, giving them some helpful feedback and tips on how to look presentable

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		and appear to be the best candidate. Roughly 200 students attended along with several other local businesses. On 4/11/2026 the morning meteorologist participated in the Phelps Maple Syrup Festival as a celebrity judge. Along with two other celebrity judges, around 40 different types of syrup were sampled. The event is very well attended, with different presentations and tours. On 4/12/2026 The evening anchor and Chief Meteorologist emceed the YMCA of the Northwoods Teen Character Awards. The yearly event recognizes teens going great things in our community. This year, 34 teens were recognized during the 3 hour ceremony. About 300 people attended the event. On 4/18/2026 the News Director/Chief Meteorologist emceed the NAMI Northern Lakes Gala. During the event, he kept the show moving, announcing winners, and auctioning off items. The event lasted about 4 hours and nearly 300 people attended. On 5/1/2026 the News Director/Chief Meteorologist served as a celebrity judge for the YMCA of the Northwoods Food Fest Fundraiser. Food from local restaurants was judged and the judges decided on a winner. The event lasted about 3 hours and about 300 people attended. On 5/19/2026 the News Director/Chief Meteorologist emceed the Vilas County Awards. This yearly event brings in business and community member to celebrate their impact on the community. While emceeing the event, he also announced the awards. The

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		event lasted about 3 hours with 300 people in attendance. On 7/13/2026 a weather discussion was held with the members of the Minocqua Prime Timers in Minocqua. The discussion covered weather in the Northwoods as well as the news operations of WJFW. The event lasted an hour with about 30 people in attendance.
3	Job Fairs/Business Expo	On 9/18/2025 WJFW participated in the University of Wisconsin Steven's Point career fair. The two employees who ran the table are both UWSP grads. They talked to students about careers in journalism and job opportunities at WJFW. The event lasted about 5 hours. On 2/10/2026 WJFW participated in the University of Wisconsin Steven's Point career fair. During the event, WJFW employees talked to students about jobs in television journalism and job opportunities at WJFW. The event lasted 5 hours with about 1200 students in attendance. On 2/25/2026 WJFW participated in the Crandon Career Fair. Multiple school districts attended the career fair for middle and high school students. During the career fair, WJFW employees informed participants of what is involved in a career in journalism, as well as other departments at the TV station. Approximately 100 local

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		businesses participated in the event. On 3/5/2026 WJFW participated in and was the media sponsor for the Up North Community Expo at the Hodag Dome in Rhinelander. WJFW set up a booth, interacted with the community members, answered questions about the station and talked about job opportunities at WJFW. The event lasted 5 hours, and WJFW broadcast the Up North at 4 news program live during the expo. On 4/16/2026 WJFW participated in the Central Wisconsin Business Expo. During the event, WJFW set up a table and interacted with the community members. WJFW also spoke about job opportunities, and mingled with the thousands of people who attended. On 4/24/2026 WJFW participated in the Elcho School Career fair. During the career fair, WJFW spoke about the many careers here at WJFW and the best practices to achieve their goals. About 200 students attended the event. On 4/29/2026 WJFW participated in the Rhinelander High School Career Fair. During the career fair, WJFW spoke about careers in journalism and media to over 100 high school students. The event lasted about 3 hours.

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4	Internships/Job Shadows	WJFW hosted 2 interns during the reporting period. The following interns are all perusing degrees in journalism, and meteorology. The Meteorology intern is from Iowa State University studying to get a degree in Meteorology. The intern helped gather weather information, create forecasts, and present the weather forecast on air to viewers. The multimedia journalist intern is from the University of Wisconsin Steven's Point studying for a degree in journalism. The intern helped gather news stories, edit, and present them on air to viewers. On 11/13/2025 WJFW hosted a job shadow student from Tomahawk High School. The student was a senior who is interested in a career in meteorology. The Meteorology team mentored the student and set up a schedule to have the student job shadow again during the school's winter break. On 3/26/2026 WJFW hosted a job shadow student from Tomahawk High School. The student is interested in a career in meteorology. The job shadow lasted about 5 hours with plenty of time for questions and answers. WJFW has an internship availably listing on the WBA website under the 'Student' section. The internship information is listed for any student who is pursuing a career in television to apply for the internship program.

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5	Management training	On 9/17/205 the HR/Business manager participated in the EEO Session: Hiring for smart Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination. This was a session put on through the Wisconsin Broadcasters Association. WJFW Managers are consistently reviewing EEO compliance and hiring procedures. WJFW managers work closely together to teach each other any information that is learned during training.
6	Donations/Promotions	WJFW promoted the WBA Scholarship program over the air and on the website. The on-air ad directed interested individuals to the website where there was a link that led the individual to the WBA scholarship information. WJFW Participated in the judging on the WBA scholarship entries. The entries were judged on GPA, Post High School Employment, Extracurricular activities, Awards and Honors, Broadcasting Experience and Essay writing.

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		WJFW runs an on-air promotion that any business who would like a list of our job openings to contact the Business office. The ad also states that all job postings are listed on our website www.wjfw.com.