



2022 EEO PUBLIC FILE REPORT

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

WKOW(TV), Madison, WI

MADISON TV LICENSE COMPANY, LLC

* The Licensee acquired WKOW(TV) on August 2, 2021, as authorized in FCC File No. 0000145331. 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 (including recruitment for vacancies), is provided for informational purposes only.

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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
Photojournalist Open Date: 6/24/2021 Hire Date: 8/23/2021	1-2, 5-7, 13, 16-19, 22-26, 28-32, 34, 37, 39-43, 45-46, 48-50, 52-62	55
Producer / Reporter Open Date: 7/9/2021 Hire Date: 9/20/2021	1-2, 5-8, 11, 13, 15-19, 22-26, 28-32, 34, 37, 39-43, 45-46, 48-62	40
Weekend Morning Anchor / Producer / MMJ Open Date: 7/9/2021 Hire Date: 8/30/2021	1-2, 5-9, 11, 13, 15-19, 22-26, 28-32, 34-37, 39-62	35
Weekend Morning Anchor / Producer / MMJ Open Date: 7/9/2021 Hire Date: 9/20/2021	1-2, 5-9, 11, 13, 15-19, 22-26, 28-32, 34-37, 39-62	40
Digital Sales Manager Open Date: 10/27/2021 Hire Date: 12/13/2021	1-2, 5-7, 13, 16-20, 25-26, 28-32, 34, 39-43, 45-46, 48, 53-55, 57-58, 60-62	20
IT Administrator Open Date: 10/27/2021 Hire Date: 11/29/2021	1-2, 5-7, 13, 16-20, 25-26, 28-32, 34, 39-43, 45-46, 48, 53-55, 57-58, 60-62	20
Programming & Sales Coordinator Open Date: 11/5/2021 Hire Date: 11/29/2021	1-2, 5-7, 13, 16, 18-20, 25-26, 28-32, 34, 39-43, 45-46, 48-49, 53-55, 57-58, 60-62	20
Chief Engineer Open Date: 1/6/2022 Hire Date: 5/2/2022	1-2, 5-7, 11, 13, 16-19, 25-26, 28, 30- 32, 34, 39-43, 45-46, 48-49, 53-55, 57- 58, 60-62	11
Newscast Director Open Date: 1/12/2022 Hire Date: 2/6/2022	1-2, 5-7, 10, 12-13, 15-19, 25-26, 28, 30-32, 34, 39-43, 45-46, 48-49, 53-55, 57-58, 60-62	12
Newscast Director Open Date: 3/30/2022 Hire Date: 6/27/2022	1-2, 5-7, 13, 16-20, 25-26, 28, 30-31, 34, 39-40, 42-43, 45-49, 53-55, 57-58, 60-62	55
Multi-Media Sales Open Date: 4/13/2022 Hire Date: 6/20/2022	17, 19, 27-28, 31, 60	17
Multi-Media Sales Open Date: 4/13/2022 Hire Date: 7/5/2022	17, 19, 27-28, 31, 60	27
Social Content Producer / Desk Editor Open Date: 4/27/2022 Hire Date: 5/15/2022	1-2, 5-8, 12-13, 16-19, 25-26, 28, 30- 31, 34, 39-40, 42-43, 45-49, 53-55, 57- 58, 60-62	12
Programming & Sales Coordinator Open Date: 5/5/2022	1-2, 5-7, 13, 16-19, 25-28, 30-31, 34, 39-40, 42-43, 45-46, 48-49, 53-55, 57-	27

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Morning Show Newscast Director Open Date: 5/17/2022 Hire Date: 5/31/2022	1-2, 5-8, 13, 16-20, 25-26, 28, 30-31, 34, 39-40, 42-43, 45-49, 53-55, 57-58, 60-62	20
Evening Newscast Producer Open Date: 5/25/2022 Hire Date: 7/11/2022	1-2, 5-8, 10, 13, 16-20, 25-26, 28, 30- 31, 34, 39-40, 42-43, 45-49, 53-55, 57- 58, 60-62	17
Multimedia Journalist Open Date: 6/3/2022 Hire Date: 6/6/2022	1-8, 13-21, 25-28, 30-34, 38-40, 42-43, 45-49, 53-55, 57-58, 60-62	15
Multimedia Journalist Open Date: 6/3/2022 Hire Date: 5/9/2022	1-8, 13-21, 25-28, 30-34, 38-40, 42-43, 45-49, 53-55, 57-58, 60-62	27
Multimedia Journalist Open Date: 6/3/2022 Hire Date: 7/11/2022	1-8, 13-21, 25-28, 30-34, 38-40, 42-43, 45-49, 53-55, 57-58, 60-62	33
Photojournalist Open Date: 6/28/2022 Hire Date: 7/17/2022	1-2, 5-8, 12-13, 16-19, 25, 28, 30-31, 34, 39-40, 42-43, 45-49, 53-55, 57-58, 60-62	12

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Affirmative Action Division City of Madison 210 Martin Luther King Jr. Blvd. Room 523 Madison, Wisconsin 53703 Phone : (608) 266-4910 Url : www.cityofmadison.com Email : CThiele@cityofmadison.com Fax : 1-608-266-6514 Chrissy Thiele	N	0
2	Blackhawk Technical College P.O. Box 5009 Janesville, Wisconsin 53547 Phone : 608-758-6900 Email : careercenter@blackhawk.edu Career Service	N	0
3	Call In	N	1
4	Career Fair	N	1
5	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.michaelsmedia.com Email : bille@michaelsmedia.com Michael Bille	N	0
6	Columbia University Graduate School of Journalism 207 Journalism 2950 Broadway New York, New York 10027 Phone : 212-854-4422 Url : http://www.journalism.columbia.edu/page/13-career- Email : ir2273@columbia.edu Izabela Rutkowski	N	0
7	Columbia College Chicago 618 S Michigan Avenue First Floor Chicago, Illinois 60605 Phone : 312-369-8994 Url : www.colum.edu Email : jhalperin@colum.edu Jennifer Halperin	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
8	Columbia Journalism School 2950 Broadway (at 116th Street) New York, New York 10027 Phone : 212-854-8608 Url : www.columbia.edu Career Services Manual Posting	N	0
9	Corporate Recruiter	N	1
10	Current Employee	N	6
11	Current Employee - Transfer/Promotion	N	3
12	Current Employee/Internal Promotion	N	3
13	Drake University Meredith Hall 118 Des Moines, Iowa 50311 Phone : 515-271-2295 Url : http://sjmc.drake.edu/ Email : Kathleen.Richardson@drake.edu Kathleen Richardson	N	0
14	E-mail Inquiry	N	1
15	Employee Referral	N	6
16	Franklin College 101 Branigin Blvd Franklin, Indiana 46131 Phone : 317-738-8208 Url : www.franklincollege.edu Email : abarton@franklincollege.edu Ann Barton	N	0
17	Handshake Online Online, Wisconsin 53719 Url : https://app.joinhandshake.com/ Online Online Manual Posting	N	2
18	IBEW Local Union 715 633 S. Hawley Rd St 107 Milwaukee, Wisconsin 53214 Phone : 262-252-2552 Url : www.wbewlocal2150.org Email : meichstaedt@ibewlocal2150.com Fax : 1 - - - Michael P. Meichstaedt	N	0

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19	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Url : www.beonair.com Email : cjackson@beonair.com Carl Jackson	Y	0
20	Indeed.com	N	15
21	Interoffice Job Posting	N	2
22	KBJR-TV 246 S Lake Avenue Duluth, Minnesota 55802 Phone : 2187209642 Email : kmmartin@kbjr.com Kayla Martin	N	0
23	KTIV-TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712 239-4100 Url : www.ktiv.com Email : kclayton@ktiv.com Kathy Clayton	N	0
24	KTTC-TV 6301 Bandel Road NW Rochester, Minnesota 55901 Phone : 507 288-4444 Url : www.kttc.com Email : jneyens@kttc.com Jodi Neyens	N	0
25	KVOA-TV PO Box 5188 Tucson, Arizona 85703 Phone : 520-884-4601 Url : www.kvoa.com Email : abetzhald@kvoa.com Fax : 1-520-620-1309 Angela Betzhald	N	0

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26	KWWL-TV 500 East Fourth Street Waterloo, Iowa 50703 Phone : 319 291-1259 Url : www.kwwl.com Email : syoungblut@kwwl.com Sandy Youngblut	N	0
27	Linked In	N	3
28	LSU School of Mass Communication Journalism Building Baton Rouge, Louisiana 70803 Phone : 225-578-0416 Url : www.manship.lsu.edu Email : masscomm@lsu.edu Fax : 1-225-578-2125 Mary Ann Sternberg	Y	0
29	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800 237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
30	Midwestern State University B 110 Fain Fine Arts Center 3410 Taft Blvd Wichita Falls, Texas 76308 Phone : 940-397-4391 Url : http://finearts.mwsu.edu/masscomm/ Email : jim.sernoe@mwsu.edu Dr. Jim Sernoe	N	0
31	NAACP Beloit Branch #3251 PO Box 414 Beloit, Wisconsin 53512 Phone : 608-365-1881 Email : drthyharrell@gmail.com Dorothy Harrell	Y	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
32	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Phone : 202-588-9888 Url : www.nlgia.org Email : jobboard@nlgia.org Fax : 1-202-588-1818 Career Service	N	0
33	Non-Employee Referral	N	1
34	Ohio/Illinois Centers for Broadcasting 9000 Sweet Valley Drive Cleveland, Ohio 44125 Phone : 216 447-9117 Url : www.beonair.com Email : dclark@beonair.com Don Clark	N	0
35	Other Source	N	1
36	Quincy Herald Whig 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Url : www.whig.com Email : cbwilson@whig.com Christina Wilson	N	0
37	Quincy Newspapers, Inc. 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Url : www.quincyinc.com Email : lvanness@quincymedia.com Lesley Van Ness	N	0
38	Recruiter	N	1
39	Something Media LLC 459 W Gilman St #105 Madison, Wisconsin 53703 Phone : 608-347-7100 Url : www.somethingmedia.com Email : smediallc@gmail.com Shia Fisher	N	0

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40	TVJobs.com TV Jobs P.O. Box 4116 Oceanside, California 92052 Phone : 760 754-8177 Url : www.tvjobs.com Mark Holloway Manual Posting	N	3
41	University of Colorado Boulder 1511 University Avenue UCB 478 Boulder, Colorado 80309 Phone : 303-492-5480 Url : www.colorado.edu Email : Christine.Mahoney@Colorado.edu Christine Mahoney	N	0
42	University of Connecticut Oak Hall, Rm. 468B Storrs, Connecticut 06269 Phone : 203-927-7921 Url : http://www.journalism.uconn.edu/about.html Email : steven.kalb@uconn.edu Steven Kalb	N	0
43	University of Iowa School of Journalism & Mass Communication Adler Journalism Building University of Iowa Iowa City, Iowa 52242 Phone : 319-335-3486 Email : paul-w-jensen@uiowa.edu Paul Jensen	N	2
44	University of Missouri-Columbia School of Journalism 200 Neff Hall School of Journalism Columbia, Missouri 65211 Phone : 573-882-1957 Url : WWW.JOURNALISM.MISSOURI.EDU Email : collinsks@missouri.edu Kent Collins	N	0
45	University of Oregon ERB Memorial Union Rm 112 Eugene, Oregon 97403 Phone : 541-446-4091 Url : www.uoregon.edu Email : cnisser@uoregon.edu Charlotte Nisser	N	0

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46	University of Southern Indiana 8600 University Blvd. Evansville, Indiana 47714 Phone : (812) 464-1865 Url : www.usi.edu/careersv Email : psdoerte@usi.edu Pam Doerter	N	0
47	University of Wisconsin-Madison School of Journalism and Mass Communication 821 University Ave Vilas 5115 Madison, Wisconsin 53706 Phone : 6082628877 Url : www.wisc.edu Pamela Garcia-rivera Manual Posting	N	0
48	UW-Oshkosh / Television Services 5727 Tokay Blvd Oshkosh, Wisconsin 54901 Phone : 920-424-3133 Email : stokesj@uwosh.edu Justine Stokes	N	0
49	WAOW-TV 1908 Grand Ave Wausau, Wisconsin 54403 Phone : 715 843-9236 Url : www.waow.com Email : ecrikelair@waow.com Liz Crikelair	N	0
50	WBNG-TV 560 Columbia Drive Johnson City, New York 13790 Phone : 6075847262 Email : cgarger@wbngtv.com Kate Garger	N	0
51	WEEK-TV 2907 Springfield Road East Peoria, Illinois 61611 Phone : 3096983784 Email : mshawgo@week.com Mary Shawgo	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
52	WGEM-TV P.O Box 80 Quincy, Illinois 62306 Phone : 217 228-6600 Url : www.wgem.com Email : tstutheit@wgem.com Terri Stutheit	N	0
53	Wisconsin Broadcasters Association 44 E. Mifflin St Ste 900 Madison, Wisconsin 53703 Phone : 608 255-2600 Url : www.wi-broadcasters.org Mandy Endicott Manual Posting	N	2
54	WKOW Bulletin Boards 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608 274-1234 Url : www.wkow.com Fax : 1-608-274-9514 Bonnie Beer	N	0
55	WKOW.com WKOW-TV 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-274-1234 Url : www.wkow.com Email : bbeer@wkow.com Bonnie Beer	N	4
56	WPTA-TV 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 2604070064 Url : www.21alive.com Email : cindyb@incnow.tv Cindy Bennett	N	0
57	WREX-TV 10322 Auburn Rd Rockford, Illinois 61103 Phone : 815 335-2213 Url : www.wrex.com Email : twessel@wrex.com Theresa Wessel	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
58	WSIL-TV 1416 Country Aire Drive Carterville, Illinois 62918 Phone : 618-956-9184 Url : www.wsiltv.com Email : btanner@wsiltv.com Fax : 1-618-985-3709 Bethany Tanner	N	0
59	WVVA-TV 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-327-5586 Url : www.wvva.com Email : asluss@wvva.com Audrey Sluss	N	0
60	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
61	WXOW/WQOW PO Box 3119 La Crosse, Wisconsin 54602 Phone : 507 895-9969 Url : www.wxow.com Email : twopat@wxow.com Theresa Wopat	N	0
62	YWCA Job Placement 3101 Latham Drive Madison, Wisconsin 53713 Phone : 608 257-1436 Email : programassistantywca@gmail.com Fax : 1-608-255-3378 Aneesha Mitchell	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			58

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/25/2021	Provision of training to management	On August 25, 2021, Anna Engelhart attended a seminar entitled: Developing Signature Traits of an Inclusive Leader, which was held as part of the Wisconsin Broadcasters Association Summer Conference in Sheboygan, Wisconsin.	1	Anna Engelhart VP/General Manager	1.00
2	10/26/2021	Provision of training to management	On October 26, 2021, Bonnie Beer attended a webinar entitled: Navigating Constant Change: Employment Law in 2021 which was presented by Johns, Flaherty & Collins, SC in LaCrosse, Wisconsin.	1	Bonnie Beer HR Manager	1.00
3	12/15/2021	Provision of training to management	On December 15, 2021, Bonnie Beer attended a webinar entitled: Holiday EEO: EEOC and WHD Address Potential Holiday Workplace Issues presented by the Wisconsin Department of Workforce Development.	1	Bonnie Beer HR Manager	1.00
4	Ongoing Event	Participation in events or programs sponsored by educational institutions	Our Meteorologists regularly are called upon to speak at local schools. Their topics vary, examples are: Career as a Meteorologist; How to Stay Safe in Storms; Meteorological Forecasting Techniques; etc. They also discuss careers in broadcasting and meteorology and take questions from students during the presentations. Over the course of the reporting period, they virtually participated in at least 5 such activities.	1	Max Tsaparis Meteorologist	0.25
5	3/5/2022	Participation in Job Fairs	On March 5, 2022 Bonnie Beer and Dani Maxwell manned a booth at the Wisconsin Broadcasters Association Job/Career Fair which was held as part of the WBA's Student Seminar at the Madison Marriott West in Middleton, Wisconsin.	2	Bonnie Beer HR Manager Dani Maxwell News Director	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	4/19/2022	Establishment of training programs for station personnel	<p>April 19-22, 2022 Bonnie Beer and Dani Maxwell attended The Walker Broadcast Management Institute presented by the University of Wisconsin-Madison's School of business. The Institute, the first of its kind sponsored by a State Broadcasters Association, was held on the campus of the University of Wisconsin-Madison in conjunction with the UW School of Business.</p> <p>This year's 3-day Management Institute spent full days on the following topics: Leadership Styles, Customer Service and Customer Satisfaction, and Financial Management.</p>	2	Bonnie Beer HR Manager Dani Maxwell News Director	1.00
7	5/19/2022	Provision of training to management	On May 19, 2022 Bonnie Beer attended a webinar entitled 'Understanding and Mitigating Unconscious Bias in Our Everyday Lives' presented by the Michigan Association of Broadcasters. The speaker was Binu Palta Hill, MBA University of Wisconsin-Madison.	1	Bonnie Beer HR Manager	1.00
8	6/22/2022	Provision of training to management	On June 22, 2022 Bonnie Beer and Dani Maxwell attended an EEO Session from the WBA Diversity Committee that presented 'Practical Steps to Diversify Your Station'. This presentation was held as part of the Wisconsin Broadcasters Summer Conference that was held and the La Crosse Radisson in La Crosse, Wisconsin.	2	Bonnie Beer HR Manager Dani Maxwell News Director	1.00
9	6/22/2022	Participation in Job Fairs	On June 22, 2022 Bonnie Beer and Dani Maxwell manned a booth at the Wisconsin Broadcasters Association Job/Career Fair which was held as part of the WBA's 2022 Summer conference held at the La Crosse Radisson in La Crosse, Wisconsin.	2	Bonnie Beer HR Manager Dani Maxwell News Director	0.25
TOTAL POINTS OVER REPORTING PERIOD:						6.75