

July 29, 2016

Letter to Public File

EEO Public File Report

Please see the attached spreadsheet listing all full-time positions that were filled during the period of 8/1/15- 7/31/16, recruitment sources used to fill those vacancies, recruitment source for each hire, and recruitment source for each interview. Also attached is a listing of recruitment sources including address, contact person, and telephone number.

Supplemental initiative implemented between 8/1/15 – 7/31/16 include:

- Attendance at “The Fall 2015 Part-time Job Fair” held on September 9, 2015 at the University of La Crosse by Business Manager, Lisa Smith. Lisa answered questions about careers in television and accepted resumes for current positions that were open. Over 500 students attended the fair.
- On September 15, 2015, Kyle Dimke gave a presentation to the La Crosse Design Institute on the “Art of Interviewing”. There were 65 6th through 8th grade students present for the presentation.
- On October 13, 2015, a student from Viterbo University job shadowed Gregg Wavrunek in the Sports area. He was interested in a career in sports broadcasting. He later became a part-time sports photography for WKBT.
- On October 14, 2015, Business Manager Lisa Smith participated in the WBA hosted webinar Navigating the FCC’s EEO Rules & Public file requirements webinar with David Oxenford.
- On Business Manager Lisa Smith attended The Changing Times Means Changing Workplaces seminar hosted by Johns, Flaherty & Collins. The seminar addressed Religious accommodations and transgender issues in the workplace along with restrictive covenants & pregnancy discrimination.
- From October 22, 2015 – November 16, 2015 – Participation in Scholarship Menu Option of the WBA’s Assistance Action Plan for EEO Compliance by Maria Roswall, former program director at WKBT and Lisa Smith, Business Manager. Review, judge and provide feedback for applicants for the WBA Foundation Scholarship.
- On October 13, 2015, a student from Viterbo University job shadowed Gregg Wavrunek in the Sports area. He was interested in a career in sports broadcasting. The student is now working part-time for WKBT.
- On December 3, 2015 a group of 12 Visual Communications students and their teacher came to the station for a tour and learning opportunity. They were given presentations in the Production, Master Control, Newsroom, Studio , Photography & Live truck areas. Each department described what they do on a daily basis and answered questions from the students.

- January 15, 2016 we had a group of 30 middle school students from Coulee Montessori School tour the station.
- Attendance at the Wisconsin Broadcaster's Association Winter Conference Job/Career Fair on January 27, 2016 by General Manager, Scott Chorski.
- Attendance at the "Hiring Smart for Broadcasters: Legal Issues in hiring and effective strategies to promote equal employment opportunity and preventing unlawful discrimination" workshop at the Wisconsin Broadcaster's Association Winter Conference on January 27, 2016 by General Manager, Scott Chorski.
- On February 11, 2016 Michelle Poedel spoke to a group of middle school students that are part of Meadowview School's STEM Academy. She spoke to them about what schooling goes into being a Meteorologist and what a TV Meteorologist does on a daily basis. They also discussed some popular weather topics.
- On February 15, 2016, Bill Graul spoke to a 5th grade class at Southern Bluffs Elementary. Bill talked to them about his job, education requirements for a meteorologist and did a show and tell of some of the tools and websites he uses daily.
- On February 24, 2016, a student from UWL – LA Crosse job shadowed Gregg Wavrunek in the Sports area. He was interested in a career in sports broadcasting.
- On March 11, 2016 we had a group of students from Westby Middle School tour the station. They toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.
- On March 21, 2016 Winona High School students toured the stations. They toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.
- On March 22, 2016 15 students from the Prairie Catholic School 8th grade class toured the station. They toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.
- On April 1, 2016 Mariam Ejaz, a UWL Student from Pakistan, toured the station with General Manager Scott Chorski. She wanted to learn how United States Media differs from media in her country.
- On April 7, 2016 Digital Media Content Specialist, Casey Kulinski, spoke to a class at Viterbo University. She discussed her job and the tools she uses for social media and the web. There were 30 students present.

- On April 12, 2016 a group of 30 high school students from the FBLA conference visited the station. They toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.
- On April 4, 2016 a group of 40 5th grade students from Southern Bluffs elementary visited the station. They toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.
- Chief Photographer, Chuck Oedsma and reporter Lisa Klein participated in UWL's Kids College on May 6, 2016. At the event area 5th grade students get to a taste of college life & are introduced to careers they may choose to work in. Lisa & chuck presented 2 hour long sessions on broadcasting & photography. They also let them look at the live truck.
- On May 10, 2016, a group of 55 students from Longfellow Middle School toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.
- On May 24, 2016 the Winona Senior High School Communications class came to watch the noon news & then tour the station. They also toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.
- Chief Photographer, Chuck Oedsma participated in the Irving Pertsch Elementary and Saint Patrick's School, Careers on Wheels event on May 26, 2016 by demonstrating the technology used and training required to operate the WKBT-TV Live Truck. They also got to interview each other some of which was on the news that evening.
- Meteorologist Bill Graul and photographer John Schmidt played "Paparazzi" to give students who attend the charter school of technology and Arts the red carpet feeling as they attended the premier of a movie they had made. They interviewed the students as they came in and asked them about their role in the film. This event helped student see first hand what a broadcasting job would be like
- Attendance at the Wisconsin Broadcaster's Association webinar "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship" July 15, 2016 by Business Manager, Lisa Smith.
- Attendance at the Wisconsin Broadcaster's Association Summer Conference Job/Career Fair on June 22, 2016 by Business Manager, Lisa Smith.
- On July 12th a group of 26 French students from our sister city in Epinal toured the different departments asking questions about their jobs and the weather department gave them a presentation on meteorology.

- Reporter Lisa Klein met with a 5th grade student on 7/16/16, 7/13/16 and on 7/20/16 for two hours each session. She gave her an overview of journalism and discussed what it takes to be a reporter.

Please contact Jeff Ver Voort, Director of Human Resources – Morgan Murphy Media, or Lisa Smith, Business Manager – Queen B Television (WKBT-TV) if you have any further questions on this information.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Chorski". The signature is written in a cursive, flowing style.

Scott Chorski
General Manager

Enclosures

EEO Public File
August 1, 2015 - July 31, 2016

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviews	Number Of Candidates Interviewed
Digital Media Content Specialist	06/06/15	08/01/15	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - La Crosse Tribune - Monster.com - Craigslist.org - Channel3000.com - TV Jobs - WIPCCC 	WKBT-TV Job Spot	WKBT-TV Job Spot Internal Posting La Crosse Tribune	1 1 1
Multimedia Reporter	02/26/15	10/15/15	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - TV Jobs.com - Medialine.com - WKBT-TV Job Spot - Craigslist.org - Channel3000.com 	Internal Posting	Channel3000.com Internal Posting Employee Referral	1 1 1
News Anchor /Reporter	05/21/15	02/08/16	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Craigslist.org - Channel3000.com - TV Jobs - Medialine.com - WIPCCC 	WKBT-TV Job Spot	WKBT-TV Job Spot Internal Posting Employee Referral	1 1 2

EEO Public File
August 1, 2015 - July 31, 2016

Engineer - IT	07/05/15	11/1/15	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WKBT-TV Job Spot - TVJobs.com - Medialine.com - Channel3000.com - Medialine.com - Craigslist - WIPCCC - Wisconsin Tech Colleges - La Crosse Tribune 	Employee Referral	<p>Employee referral</p> <p>WKBT-TV Job Spot</p> <p>Craigslist</p> <p>La Crosse Tribune</p>	<p>3</p> <p>1</p> <p>2</p> <p>1</p>
Engineer-Broadcast	07/08/15	02/05/16	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Channel3000.com - TV Jobs - Medialine.com - Craigslist - WIPCCC - Wisconsin Tech Colleges - Indeed.com 	Internal Posting	<p>Internal Posting</p> <p>Employee Referral</p> <p>Indeed</p>	<p>2</p> <p>1</p> <p>5</p>
Master Control Operator	02/06/16	03/18/16	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Channel3000.com - LaCrosse Tribune - Monster.com - Craigslist - WIPCCC - Midwest Emmy Job Bank - Indeed.com - Wisconsin Tech Colleges 	Internal Posting	<p>Internal Posting</p> <p>WKBT-TV Job Spot</p> <p>Craigslist</p> <p>La Crosse Tribune</p>	<p>1</p> <p>1</p> <p>1</p> <p>2</p>

EEO Public File
August 1, 2015 - July 31, 2016

Master Control Operator	04/22/16	05/26/16	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Channel3000.com - LaCrosse Tribune - Monster.com - Craigslist - WIPCCC - Midwest Emmy Job Bank - indeed.com - Wisconsin Tech Colleges 	Indeed	La Crosse Tribune Indeed	1 2
Master Control Operator	04/07/16	04/22/16	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Craigslist.org - Channel3000.com - WIPCCC - Wisconsin Tech Colleges - Midwest Emmy Job Bank - Indeed.com 	Internal Posting	WKBT-TV Job Spot Craigslist Internal Posting Google Search	2 1 2 1

News Anchor/Reporter	5/16/16	7/21/16	<ul style="list-style-type: none"> - Internal Posting - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - TV Jobs.com - Medialine.com - Craigslist.org - Channel3000.com - WIPCCC - National Academy of TV Arts & Science - Media Institute - Indeed.com 	WKBT-TV Job Spot	Employee Referral WKBT-TV Job Spot Internal Posting	1 1 1
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EEO Public File
August 1, 2015 - July 31, 2016

			<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Craigslist.org - WIPCCC - Channel3000.com - On air - Indeed.com 	Employee Referral	WKBT-TV Job Spot Employee Referral Indeed.com	1 2 2
Sales Rep	2/14/15	1/26/16				
Sales Rep	2/14/16	7/18/16	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Craigslist.org - WIPCCC - Channel3000.com - On air - Indeed.com 	Western Technical School (On recruitment sources)	Indeed.com Western Technical School	2 1

Total Number of Persons Interviewed for all above positions (this is a raw number)	50
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Referral Source	# of Interviewees referred
Indeed.com	11
Craigslist	4
Employee Referral	10
La Crosse Tribune/Monster.com	5
Internal Posting	9
WKBT-TV Job Spot	8
Channel 3000.com	1
Local Org List	1
Google Search	1

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
1	ABR Employment Services 1507 Losey Blvd S. La Crosse, WI 54601 Phone - 608-782-9700 Fax - 608-784-7143 Contact = Shannon Murphy-Porter sporter@abrjobs.com	Y	
2	Craigslist http://lacrosse.craigslist.org/		4
3	Division of Vocational Rehabilitation 333 Buchner Place Wing B La Crosse, WI 54603 Phone = 608-785-9500 Fax = 608-785-9494 Contact = Amy Grotzke amy.sudden@dwd.wisconsin.gov	Y	
4	Employee Referral		10
5	Family & Children's Center 1707 Main Street La Crosse, WI 54601 Phone = 608-785-0001 Contact = Amber Kaio akaio@fccnetwork.org	Y	
6	Globe University/Minnesota School of Business 2651 Midwest Dr. Onalaska, WI 54650 Phone = 608-779-2642 Fax = 608-779-2601 Contact = Faith Bergin fbergin@globeuniversity.edu	Y	
7	Ho-Chunk Nation Dept of Labor PO Box 667 Black River Falls, WI 54615 Phone = 715-284-5877 Fax = 715-284-1520 Contact = Nicholas Kedrowski nicholaskedrowski@ho-chunk.com	Y	
8	Internal Posting 141 S. 6 th Street La Crosse, WI 54601 Attn: Lisa Smith	Y	9
9	Job Service – La Crosse Division of Workforce Solutions 402 N. 8 th Street La Crosse, WI 54601 Phone = 608-789-5627 Fax = 608-785-9327 Contact = Sharon Bliss	Y	

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
	blisss@workforceconnections.org		
10	Alverno College Career Education Center 3400 S. 43 rd Street Milwaukee, WI 53234 Phone = 414-382-6011 Fax = 414-382-6009 Contact = Joanna Patterson www.WIPCCC.com		
11	Bellin College of Nursing Student Services 3201 Eaton Road Green Bay, WI 54911 Phone = 920-433-6663 Fax = 920-433-1922 Contact = Janelle Maricque www.WIPCCC.com		
12	Beloit College 700 College Street Beloit, WI 53511 Phone = 608-363-2647 Fax = 608-363-2109 Contact = Jessica Fox-Wilson japc@beloit.edu www.WIPCCC.com		
13	Cardinal Stritch University 6801 North Yates Road - Box 441 Milwaukee, WI 53217 Phone = 414-410-4157 Fax = 414-410-4160 Contact = Tom Kipp www.WIPCCC.com		
14	Carroll University 100 North East Ave. Waukesha, WI 53186 Phone = 262-524-7624 Fax = 262-524-7377 Contact = Torrie Boduch www.WIPCCC.com		
15	Carthage College 2001 Alford Park Drive Kenosha, WI 53140 Phone = 262-551-5959 Fax = 262-551-5375 Contact = Jean Frederick www.WIPCCC.com		
16	Concordia University Wisconsin 12800 N. Lake Shore Drive Mequon, WI 553097 Phone = 262-243-4401 Fax = 262-243-4478 Contact = Ben Rohde www.WIPCCC.com		

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
17	Edgewood College 1000 Edgewood College Drive Madison, WI 53711 Phone = 608-663-2311 Fax = 608-663-2278 Contact = Sarah Hanson sarahanson@edgewood.edu www.WIPCCC.com		
18	Lakeland College PO Box 359 Sheboygan, WI 53082 Phone = 920-565-1388 Fax = 920-565-1311 Contact = Jessica Lambrecht www.WIPCCC.com		
19	Lawrence University 711 East Boldt Way, SPC 21 Appleton, WI 54911 Phone = 920-832-6561 Fax = 920-832-7368 Contact = Mary Meany careerservices@lawrence.edu www.WIPCCC.com		
20	Marian University 45 South National Avenue Fond du Lac, WI 54935 Phone = 920-923-7161 Fax = 920-926-2113 Contact = Mary Hatlen www.WIPCCC.com		
21	Marquette University PO Box 1881 Milwaukee, WI 53201 Phone = 414-288-7424 Fax = 414-288-5302 Contact = Laura Kestner-Ricketts laura.kestner@marquette.edu www.WIPCCC.com		
22	Milwaukee Institute of Art & Design 273 East Erie Street Milwaukee, WI 53202 Phone = 414-847-3274 Fax 414-291-8077 Contact = Christina Wick-Heiser christinaheiser@miad.edu www.WIPCCC.com		
23	Milwaukee School of Engineering 1025 North Broadway Milwaukee, WI 53202 Phone = 414-277-4517 Fax = 414-277-7122 Contact = Mary Spencer Career-services@msoe.edu www.WIPCCC.com		

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
24	Mount Mary University 2900 N. Menomonee River Parkway Milwaukee, WI 53222 Phone = 414-258-4810 Fax = 414-256-0181 Contact = Jena Mohne mahnej@mtmary.edu www.WIPCCC.com		
25	Northland College 1411 Ellis Avenue Ashland, WI 54806 Phone = 715-682-1230 Fax = 715-682-1692 Contact = Kristy Liphart kliphart@northland.edu www.WIPCCC.com		
26	Ripon College 300 Seward Street Ripon, WI 54971 Phone = 920-748-8353 Fax = 920-748-7243 Contact = Lindsay Blumer blumerl@ripon.edu www.WIPCCC.com		
27	St. Norbert College 100 Grant Street De Pere, WI 54115 Phone = 920-403-3040 Fax = 920-403-4052 Contact = Mary Ellen Olson careers@snc.edu www.WIPCCC.com		
28	Silver Lake College 2406 South Alverno Road Manitowoc, WI 54220 Phone = 920-686-6192 Fax = 920-684-7082 Contact = Janis Algozine Jan.algozine@sl.edu www.WIPCCC.com		
29	Wisconsin Lutheran College 8800 West Bluemound Road Milwaukee, WI 53226 Phone = 414-443-8949 Fax = 414-443-8505 Contact = Thad Jahns Thad.jahns@wlc.edu www.WIPCCC.com		
30	La Crosse Area Hmong Mutual Assistance Assn 2613 George Street La Crosse, WI 54603 Phone = 608-781-5744 Fax = 608-781-5011	Y	

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
	Contact = Cathy Lee cathylee@lacrossehmmaa.org		
31	La Crosse Tribune/Monster.com 401 Third Street North La Crosse, WI 54602 Phone = 608-785-7355 Fax = 608-791-8238 Contact = Becky Michaels Becky.Michaels@lee.net		5
32	Labor Ready 2617 George Street La Crosse, WI 54601 Phone = 608-779-4780 Fax = 608-779-4784 Contact = Steve Ulbrich 1662-br@laborready.com	Y	
33	Manpower 1855 E. Main St Onalaska, WI 54650 Phone = 608-781-8899 Fax = 608-781-8897 Contact = Kristy Bronk kristyb@mpwr.com	Y	
34	Medialine.com PO Box 51909 Pacific Grove, CA 93950 Phone = 800-237-8073 Fax = 831-648-5204 Contact = Mark Shilstone mark@medialine.com www.medialine.com		
35	Minnesota State College Southeast Tech 1250 Homer Road PO Box 409 Winona, MN 55987 Phone = 507-453-2736 Fax = 507-453-2715 Contact = Cindy Kottke ckottke@southeastmn.edu	Y	
36	ORC Industries, Inc 2700 Commerce Street La Crosse, WI 54603 Phone = 608-781-7727 Fax = 608-781-1464 Contact = Liam Bailey lbailey@orcind.com	Y	

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
37	St. Cloud State University Society of Professional Journalists 720 4 th Ave S. -- SH14 St. Cloud, MN 56301 Phone = 612-626-7752 Contact = Michael Vadnie Spi@stcloudstate.edu	Y	
38	St. Mary's University of Minnesota 700 Terrace Heights, Box 6 Winona, MN 55987 Phone = 507-457-6695 Fax = 507-457-6990 Contact = Michelle Prigge mprigge@smumn.edu	Y	
39	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Phone = 800-374-8177 Fax = 760-754-2115 Contact = Mark Holloway www.tvjobs.com		
40	UW-La Crosse Career Services 1725 State Street, Wilder Hall La Crosse, WI 54601 Phone = 608-785-8514 Fax = 608-785-8518 Contact = Rebecca Lee careers@uwlax.edu	Y	
41	UW-Platteville Communications Technologies 1 University Plaza Platteville, WI 53818 Phone = 608-342-1836 Fax = 608-342-1172 Contact = Diana Trendt careercenter@uwplatt.edu	Y	
42	Viterbo University Career Planning & Placement 900 Viterbo Drive La Crosse, WI 54601 Phone = 608-796-3828 Fax = 608-796-3050 Contact = Anne Ellefson careers@viterbo.edu	Y	

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
43	Winona State University Career Info PO Box 5838 Winona, MN 55987 Phone = 507-457-5878 Fax = 507-457-5516 Contact = Toni Drier career@winona.edu	Y	
44	Wisconsin Broadcasters Assoc 44 E Mifflin St Suite 900 Madison, WI 53703 Phone = 608-255-2600 Fax = 608-256-3986 Contact: Mandy Endicott mendicott@wi-broadcasters.org		
45	WISC-TV Channel3000.com 7025 Raymond Road Madison, WI 53719 Phone = 608-277-5142 Fax = 608-278-5568 Contact = Jeff VerVoort jvervoort@wisctv.com	Y	1
46	WKBT-TV Job Spot 141 S. 6 th Street La Crosse, WI 54601 Phone = 608-793-4516 Fax = 608-782-4674 Contact = Lisa Smith lsmith@wkbt.com	Y	8
47	Workforce Connections, Inc. PO Box 2908 La Crosse, WI 54601 Phone = 608-789-5620 Fax = 608-785-9939 Contact = Sharon Bliss bliss@workforceconnections.org	Y	
48	Western Technical College 400 Seventh Street North La Crosse, WI 54601 Phone = 608-785-9200 Contact = Karol Parr park@westerntc.edu	Y	1
49	Indeed.com 177 Broad Street, 6 th Floor Stamford, CT 0690 1-800-462-5842		11

Recruitment Sources
(08/01/2015 – 07/31/2016)

Number	Information	Did Source Request Notification	No of interviewees referred by source
	sales@indeed.com		
50	Z – Unspecified		1