ANNUAL EEO PUBLIC FILE REPORT

WLAX/WEUX-TV

July 31, 2015 through July 31, 2016

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WLAX/WEAU

The information contained in this Report covers the time period beginning July 29, 2014 to and including July 31, 2015 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

- A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
- For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
- The recruitment source that referred the hired for each full-time vacancy during the Applicable Period;
- 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
- A list and brief description of the initiatives undertaken pursuant to Section 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 alphabet letters listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hired began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from July 31, 2015 through July 31, 2016

Station(s) Comprising the Station Employment Unit: WLAX/WEUX

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Promotions Assistant	8/24/15	F	2	A-J, Q- S, U, W, Y
2	IT/Engineer	8/10/15	U	3	A-J, Q-S, U, W, Y-Z
3	Account Executive (4)	10/19/15 10/28/15 7/25/16 3/14/16	Z, K, F, F	19	A-K, R-U,W-Z
4	Local Sales Manager	10/08/15	F	7	A-J, M, Q-S, U-W, Y-Z
6	Digital Marketing Sales Account Executive	1/13/16	U	2	A-J, M, Q-S,U-W, Y-Z
7	Creative Services Producer	3/21/16	F	6	A-J, M, Q-S, U-W, Y-Z
8	Creative Services Producer	6/6/16	M	5	A-J, M, Q-S, U-W, Y-Z
9	HR Administrator/Payroll	7/18/16	Z	5	A-J, M, Q-S, U-W, Y-Z

Total Number of Persons Interviewed During Applicable Period: 49

Appendix 2 to Annual EEO Public File Report

Covering the Period from July 31, 2015 through July 31, 2016

Station(s) Comprising the Station Employment Unit: WLAX/WEUX

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Women's Resource Center	Diana Miller	wrc@wrcofwinona.org	507-452-4440	N	
B	Broadcast Employment Services	Mark Holloway	admin@tvjobs.com	800-374-0119	N	
C	Family Support Center	Geri Segal	geri@fsccf.org	715-723-1138	N	
D	Career Transitions for Women	Angela Wilson	awilson@Resource-MN.org	612-752-8501	N	
E	Winona State International Services	Kemale Pinar	kpinar@winona.edu	507-457-5303	N	
F	Nexstar Broadcasting	Terri Bush	545 E John Carpenter Parkway, Irving, TX	972-373-8800	Y	10
G	Hmong Mutual Assistance Association	Pa Thao	eauclairehmaa@ecahmaa.org	715-832-8420	N	

H	La Crosse Hmong Cultural and Community Agency	Cathy Lee	cathylee@hmoobagency.org	608-781-5744	N	
I	Ho-Chunk Nation	Lynda Baxter	lynda.baxter@ho-chunk.com	715-284-9343	N	
J	Globe University	Carolyn Moe	carolynmoe@globeuniversity.edu	608-779-2600	N	
K	Job Center of Wisconsin	None	https://jobcenterofwisconsin.com	608-789-5627	N	2
L						
M	Wisconsin Broadcaster's Association	Linda	http://www.wi-broadcasters.org/careers/job-bank/job-available-types/	800-236-1922	N	2
N						
O						
P						
Q	Viterbo University	Career Services	900 Viterbo Drive, La Crosse, WI 54601	608-796-3828	N	
R	La Crosse Tribune	Dianne Hauser	401 N. Third St., La Crosse, WI 54601	608-782-9710	N	
S	Leader Telegram	Kari Rowley	701 S Farwell St Eau Claire, WI 54701	715-833-9200	N	
T	Craig's List	None	http://lacrosse.craigslist.org	None	N	
U	Indeed	None	http://www.indeed.com/jobs	None	N	19
V						
W	Wisconsin Technical System	None	http://www.wisconsintechconnect.com/	None	N	6
X	University of Wisconsin System	None	https://www.myinterfase.com/wisconsin/	None	N	2
Y	WLAX/WEUX	None	http://www.wiproud.com/	None	Y	
Z	Employee Referral	None		None	N	8

Appendix 3 to Annual EEO Public File Report

Covering the Period from July 31, 2015 through July 31, 2016

Station(s) Comprising the Station Employment Unit: WLAX/WEUX

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WLAX/WEUX

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Wisconsin Broadcasters Association Job Fair (January 27, 2016) Job Center of Wisconsin Mini Job Fair (January 21, 2016) UW-L Summer and Part-time Job Fair (February 17, 2016) Wisconsin Broadcasters Association Job Fair (June 22, 2016)
2	Participation in events relating to career opportunities in broadcasting sponsored by educational institutions	School District of LaCrosse 8th Grade Career Day Summit-1/20 Bangor Schools. Looking specifically at sales, promotions, news and production, I made a 25 minute presentation on the business of broadcasting and answered questions for a full segment that was approx. 45 minutes School District of LaCrosse 8th Grade Career Day Summit-LaCrescent. Made a 25 minute presentation 1/20 on the specific jobs in news, sales, production and engineering and answered questions for a full segment that was approx. 45 minutes 1/20 School District of LaCrosse 8th Grade Career Day Summit-Lincoln Schools. Made a 25 minute presentation specifically on sales, news, engineering, promotions and production and answered questions for a full segment that was approx. 45 minutes School District of LaCrosse 1/20 8th Grade Career Day Summit-Logan Schools. Made a 25 minute presentation on jobs in news, programming, production, sales, engineering and answered questions for a full segment that was approx. 45 minutes

3	Providing training to management level personnel as to methods of ensuring equal employment opportunity	The station's Vice President/General Manager and HR Manager attended the Wisconsin Broadcasters Association EEO compliance seminar on January 27, 2016.
4	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	Recruited, advertised and listed promotions/journalism position for summer internship.
5	The establishment of training and mentoring programs to allow station personnel to acquire skills that could qualify them for higher level positions	Promoted a Production Assistant to Master Control Operator working specifically in programming and managing our program listings and filing for FCC purposes. Promoted a part-time Master Control Operator into Production Assistant role after he was trained on the various skills required for the higher position. Promoted an Account Executive to Local Sales Manager after he completed training for the position. This employee also was trained and mentored by the General Manager in issues outside of sales so that he can assume leadership of station during absence of the GM due to vacation or other business needs. Promoted the IDS Sales Representative to Digital Media Manager position following completing of training program. Training was provided with station and corporate personnel and he attended training seminars hosted by corporate on two occasions.