

July 31, 2019

Letter to Public File

EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080© (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of WKBT-TV, La Crosse, Wisconsin, and is required to be placed in the public inspection files of WKBT-TV and posted on its website, www.news8000.com The information contained in this report covers the time period beginning August 1, 2018 to and including July 31, 2019.

The FCC’s 2003 EEO Rule requires that this Report contain the following information.

1. A list of all full-time vacancies filled by WKBT-TV during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080© (1) (ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period.
4. 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
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080© (2) of the FCC Rules.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or via email.

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Please see the attached spreadsheet listing all full-time positions that were filled during the period of 8/1/2018 - 7/31/2019, recruitment sources used to fill those vacancies, recruitment source for each hire, and recruitment source for each interviewee. Also attached is a listing of recruitment sources including mailing address, website domain, and telephone number.

Supplemental initiatives implemented between 8/1/2018 – 7/31/2019 include:

- On August 22nd, 2018, Business Manager Kevin Knerzer attended the 2nd Annual UW-La Crosse Career Services Employer Meeting. Regional employers came together to discuss recruiting trends and what are the best practices for attracting university students.
- From August 29, 2018 to November 16th, 2018, the station trained and mentored an unpaid intern from Viterbo University for school credit.
- On September 5th, 2018, Business Manager Kevin Knerzer recruited at the Part-Time Job Fair at UW-La Crosse from 10 AM – 3PM. 628 students attended the job fair, 2/3 of which were freshmen or sophomores.
- From October 15th, 2018 to October 26th, 2018, retired volunteer Maria Roswell participated in the Scholarship Menu Option of the WBA's Assistance Action Plan for EEO Compliance and reviewed, judged, and provided feedback for applicants for the WBA Foundation Scholarship.
- On October 17th, 2018, 4 students and 2 staff members from Aptiv's C.O.R.E. class toured the station.
- On October 18th, 2018, Business Manager Kevin Knerzer attended a webinar called "Managing Employee Turnover".
- On October 24th, 2018, News Anchor/Reporter Lisa Klein presented at Northwoods International School in La Crosse for Career Day.
- On October 26th and November 20th of 2018, News Anchor/Reporter Lisa Klein presented at Onalaska Middle School for Career Day.

- On October 31st, 2018, Sean Backus of 7 Rivers Community High School job shadowed the News Department.
- On November 2nd, 2018, Carlie Huss of UW-La Crosse job shadowed Ashley Gebhart and Annie Zavoral of the Digital Marketing team.
- On November 8th, 2018, Business Manager Kevin Knerzer attended the HR Virtual Summit.
- On November 13th, 2018, 48 3rd grade students from Hintgen Elementary School in La Crosse toured the station. They were studying weather and climate at the time.
- On November 27th, 2018, News Director Anne Paape was presented a Certificate of Appreciation from Viterbo University in recognition of the valued participation in the Viterbo University Internship Program.
- On December 12th, 2018, 6 students from Seneca High School's Video Production Class toured the station.
- On December 12th, 2018, News/Station Promotions Director John Schmidt attended a review of final projects at Western Technical College's Digital Media Production class.
- On December 18th, 2018, 11 students and 3 adults from the 7th and 8th grade class of St. Martin's Lutheran School (Winona, MN) toured the station and watched the noon show.
- On January 16th, 2019, Business Manager Kevin Knerzer attended "Strategies to Encourage Employees to Live Healthier Lives" by Brian Udermann hosted by the La Crosse Area Society for Human Resource Management at the Western Technical College Lunda Center.
- On January 17th, 2019, Meteorologist Michelle Poedel talked to 50 6th-8th graders at Innovations STEM Academy in Sparta, WI about her career and forecasting.

- On February 5th, 2019, 38 6th-8th grade students from Coulee Montessori Adolescent Program (Lincoln Middle) toured the station. They were studying meteorology at the time.
- On February 13th, 2019, Accounting/Business Specialist Julie Downing attended “Being a Magnet: The Importance of Culture to Attract & Retain” hosted by the La Crosse Area Chamber of Commerce.
- On February 13th, 2019, 27 8th grade students and 5 adults from St. Paul’s in Onalaska toured the station. They were studying meteorology at the time.
- On February 13th, 2019, Business Manager Kevin Knerzer and Chief Newscast Director James Smizek recruited at the Summer & Part-Time Job Fair at UW-La Crosse from 10 AM – 3PM. 234 students attended the job fair, 2/3 of which were freshmen or sophomores.
- On February 21st, 2019, Business Manager Kevin Knerzer participated in a webinar called “HR Virtual Summit” held by BambooHR.
- On February 26th, 2019, Business Manager Kevin Knerzer participated in a webinar called “How to Build a Creative Total Rewards Strategy for Happy & Productive Employees” by PayScale Webinars.
- On February 27th, 2019, Richard Burns, General Counsel for Morgan Murphy Media, along with local attorney Brent Smith presented a mandatory legal seminar about news issues of specific interest.
- On March 5th, 2019, Sports Director Gregg Wavrunek trained a job shadow student from UW-La Crosse interested in sports broadcasting.
- On March 8th, 2019, Sales Manager Cindy Taerud attended the 2019 UW-La Crosse Eagle Sales Competition.
- On March 14th, 2019, Sales Manager Cindy Taerud attended “Strengths-Based Leadership” at Western Technical College.

- On March 20th, 2019, News Anchor/Reporter Martha Koloski met with the Winona State University Communications Dept. to speak with them to learn more about their students and program and shared with them our internship opportunities.
- On March 22nd, 2019, Creative Services Coordinator John Schmidt trained a job shadow student from Brookwood High School interested in creative design.
- On April 12th, 2019, News Anchor/Reporter Martha Koloski met with the UW-La Crosse Communications Dept. to build more awareness of our internship program.
- On April 16th, 2019, 40 4th-6th grade students from Sparta Montessori toured the station.
- From April 22nd-28th, 2019, Business Manager Kevin Knerzer streamed the “Power of Positive Summit” by Jon Gordon.
- On April 23rd, 2019, 5 students and 2 staff members from Aptiv’s C.O.R.E. job readiness class toured the station.
- On May 17th, 2019, 41 5th grade students from Bangor Elementary toured the station.
- On May 20th, 2019, University of Minnesota Journalism student Mackenzie Davis began a five-month part-time unpaid internship in the News Department.
- On May 20th, 2019, Business Manager Kevin Knerzer attended “First Friend: You Sell Your Company, We Sell the Community” held by the La Crosse Chamber of Commerce.
- On May 22nd, 2019, 46 2nd grade students and 9 adults from Galesville Elementary toured the station.

- On May 22nd, 2019, Business Manager Kevin Knerzer participated in a webinar called “Why Your Employees Are Quitting (And What to Do About it)” by PayScale Webinars.
- On May 31st, 2019, 25 5th grade students from Seneca School District toured the station.
- On June 4th, 2019, 55 1st grade students from Maplewood School in Sparta toured the station.
- On June 5th, 2019, 32 4th grade students from Royall School District toured the station.
- On June 7th, 2019, News Photojournalist Victoria Larson trained a job shadow individual interested in photography.
- On June 12th, 2019, News Director Anne Paape attended the EEO Seminar: KEEPING UP WITH EEO AT THE FCC which was part of the WBA’s 2019 Summer Conference.
- On June 12th, 2019, General Manager Scott Chorski attended the Job/Career Fair which was part of the WBA’s 2019 Summer Conference.
- On July 31st, 2019, Business Manager Kevin Knerzer attended an M3 Insurance “Compliance Update” webinar

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

Sincerely,


Scott Chorski
General Manager

Enclosures

EEO Public File
August 1, 2018 - July 31, 2019

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number of Candidates Interviewed
News Photojournalist	7/26/2018	10/1/2018	Internal Posting Job Center of WI Jora List of Local Organizations Medialine News8000.com NPPA.org Purple Briefcase TV Jobs WI Broadcasters WI Tech Connect	Internal Posting	News8000.com Internal Posting	2 2
Regional Sales Manager	10/22/2018	12/18/2018	Glassdoor Indeed Internal Posting Job Center of WI Jora LinkedIn List of Local Organizations Media Staffing Network MorganMurphyMedia.com News8000.com TV Jobs WI Broadcasters WI Tech Connect	Employee Referral	Employee Referral News8000.com	1 3
Weekend News Anchor/Reporter	12/11/2018	1/25/2019	Internal Posting List of Local Organizations Medialine MorganMurphyMedia.com News8000.com TV Jobs WI Broadcasters	Internal Posting	News8000.com Internal Posting	1 2
News Reporter	12/11/2018	2/4/2019	Internal Posting List of Local Organizations Medialine MorganMurphyMedia.com News8000.com TV Jobs WI Broadcasters	News8000.com	Internal Posting News8000.com	1 1
Creative Services Producer	2/8/2019	3/1/2019	Handshake Indeed Internal Posting Job Center of WI Jora List of Local Organizations MorganMurphyMedia.com News8000.com Purple Briefcase WI Broadcasters WI Tech Connect	Internal Posting	Internal Posting MorganMurphyMedia.com	3 1
Sports Director	3/1/2019	4/1/2019	Internal Posting List of Local Organizations Medialine MorganMurphyMedia.com News8000.com TV Jobs WI Broadcasters	TV Jobs	Internal Posting Employee Referral TV Jobs	2 1 1

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News Producer	3/1/2019	4/1/2019	Handshake Internal Posting List of Local Organizations Medialine MorganMurphyMedia.com News8000.com Purple Briefcase TV Jobs WI Broadcasters WI Tech Connect	Employee Referral	Employee Referral News8000.com TV Jobs	1 2 1
Master Control Operator	5/6/2019	5/6/2019	Handshake Indeed Internal Posting List of Local Organizations MorganMurphyMedia.com News8000.com Purple Briefcase WI Tech Connect	Internal Posting	Internal Posting	1
Digital Marketing Coordinator	4/24/2019	6/26/2019	Handshake Indeed Internal Posting Job Center of WI Jora List of Local Organizations MorganMurphyMedia.com News8000.com Purple Briefcase TV Jobs WI Broadcasters WI Tech Connect	MorganMurphyMedia.com	MorganMurphyMedia.com Indeed	4 1
Traffic Coordinator	5/6/2019	7/2/2019	Handshake Indeed Internal Posting Job Center of WI List of Local Organizations MorganMurphyMedia.com News8000.com Purple Briefcase WI Tech Connect	Job Center of WI	Job Center of WI Indeed	1 5
Multi-Media Sales Representative	10/3/2018	3/4/2019 7/25/2019	Handshake Indeed Internal Posting Job Center of WI Jora LinkedIn List of Local Organizations MorganMurphyMedia.com News8000.com Purple Briefcase WI Tech Connect	Employee Referral & MorganMurphyMedia.com	Employee Referral MorganMurphyMedia.com Indeed	3 2 2

Referral Source	# of Interviewees referred
Internal Posting	11
News8000.com	9
Indeed.com	8
MorganMurphyMedia.com	7
Employee Referral	6
TV Jobs	2
Job Center of WI	1

Total Number of Persons Interviewed for all above positions (this is a raw number)	44
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Recruitment Sources

August 1, 2018 - July 31, 2019

Number	Information	Did Source Request Notification	# of interviewees referred by source
1	ABR Employment Services 1806 State Road 16 La Crosse, WI 54601 Phone - 608-782-9700 Fax – 608-784-7143 Attn: Tina Severson lacrosse@abrjobs.com http://www.abrjobs.com/	Y	
2	African American Mutual Assistance Network, Inc. 317 South 4th Street, Suite 289 La Crosse, WI 54601 608-519-2367 Attn: Cecil Adams aamancfmlp@gmail.com https://aaman.online	Y	
3	Couleecap 700 N. 3rd Street, Suite 202B La Crosse, WI 54601 608-782-4877 contactus@couleecap.org http://couleecap.org/	Y	
4	Employee Referral		6
5	Family & Children's Center 1707 Main Street La Crosse, WI 54601 Phone = 608-785-0001 Contact = Jamie Korn jkorn@fccnetwork.org https://www.fcconline.org/	Y	
6	Glassdoor https://glassdoor.com/		
7	Handshake https://joinhandshake.com/		
8	Ho-Chunk Nation Dept of Labor W9814 Airport Road PO Box 667 Black River Falls, WI 54615 Phone = 715-284-5877 Fax = 715-284-1520 Contact = Nicholas Kedrowski employmentapp@ho-chunk.com http://ho-chunknation.com/	Y	

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Number	Information	Did Source Request Notification	# of interviewees referred by source
9	<p style="text-align: center;">Indeed, Inc. 6433 Champion Grandview Way, Bldg. 1 Austin, TX 78750 1-800-462-5842 sales@indeed.com https://www.indeed.com/</p>		8
10	<p style="text-align: center;">Independent Living Resources 4439 Mormon Coulee Rd. La Crosse, WI 54601 608-787-1111 advocacy@ilresources.org http://www.ilresources.org/</p>	Y	
11	<p style="text-align: center;">Internal Posting WKBT-TV 141 S. 6th Street La Crosse, WI 54601 Attn: Kevin Knerzer</p>		11
12	<p style="text-align: center;">Jora https://jora.com/</p>		
13	<p style="text-align: center;">La Crosse Area Hmong Mutual Assistance Assn 1815 Ward Avenue La Crosse, WI 54601 Phone = 608-781-5744 Fax = 608-781-5011 Contact = Shoua Thao shouathao@hmoobagency.org http://www.hmoobagency.org/</p>	Y	
14	<p style="text-align: center;">LinkedIn 1000 W Maude Sunnyvale, CA 94085 302-636-5400 https://www.linkedin.com</p>		
15	<p style="text-align: center;">Manpower 9348 State Hwy 16, Suite 106 Onalaska, WI 54650 Phone = 608-781-8899 Fax = 608-781-8897 lacrosse@mpwr.com https://www.manpower.com</p>	Y	
16	<p style="text-align: center;">MediaLine 2515 Sparrow Crest Dr. Katy, TX 77494 Phone = 913-217-0685 Fax = 831-648-5204 info@reelmediagroup.com https://medialine.com/</p>		

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Number	Information	Did Source Request Notification	# of interviewees referred by source
17	<p style="text-align: center;">Media Recruiter.com 9457 So. University Blvd. #303 Highlands Ranch, CO 80126 303-400-5150 Attn: Art Scott, Vice President art@MediaRecruiter.com</p>		
18	<p style="text-align: center;">Media Staffing Network Phone = 480-306-8930 https://www.mediastaffingnetwork.com/</p>		
19	<p style="text-align: center;">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 http://www.southeastmn.edu/</p>	Y	
20	<p style="text-align: center;">Morgan Murphy Media 7025 Raymond Road Madison, WI 53719 Phone = 608-277-5142 Fax = 608-278-5568 Contact = Jeff VerVoort jvervoort@wisctv.com https://morganmurphymedia.com/</p>		7
21	<p style="text-align: center;">National Press Photographers Association 120 Hooper Street Athens, GA 30602-3018 https://nppa.org/</p>		
22	<p style="text-align: center;">ORC Industries, Inc 2700 Commerce Street La Crosse, WI 54603 Phone = 608-781-7727 Fax = 608-781-1464 Contact = Liam Bailey lbailey@orcind.com https://www.orcind.com/</p>	Y	
23	<p style="text-align: center;">People Ready 1107 Liberty St. La Crosse, WI 54601 Phone = 608-782-0452 Fax = 608-779-4784 1662-br@peopleready.com https://www.peopleready.com/customer/locations/la-crosse-wi-1662</p>	Y	

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Number	Information	Did Source Request Notification	# of interviewees referred by source
24	<p style="text-align: center;">Pool of Prior Candidates 141 S. 6th Street La Crosse, WI 54601 Phone = 608-793-4516 Fax = 608-782-4674 Contact = Kevin Knerzer kknerzer@wkb.com</p>		
25	<p style="text-align: center;">Purple Briefcase 10 East Main Street Victor, NY 14564 1-585-678-9395 contact@purplebriefcase.com http://www.purplebriefcase.com/</p>		
26	<p style="text-align: center;">St. Cloud State University Society of Professional Journalists 720 4th Ave S. – SH14 St. Cloud, MN 56301 Phone = 320-308-4784 Derrick Silvestri dcsilvestri@stcloudstate.edu https://www.stcloudstate.edu</p>	Y	
27	<p style="text-align: center;">TV Jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Phone = 800-374-0119 Fax = 760-754-2115 info@tvjobs.com http://www.tvjobs.com/</p>		2
28	<p style="text-align: center;">Winona State University Career Services PO Box 5838 Winona, MN 55987 Phone = 507-457-5878 Fax = 507-457-5516 career@winona.edu https://www.winona.edu/career/</p>	Y	
29	<p style="text-align: center;">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 https://www.wi-broadcasters.org/</p>		

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Number	Information	Did Source Request Notification	# of interviewees referred by source
30	<p style="text-align: center;">Wisconsin Job Center 2615 East Ave South La Crosse, WI 54601 608-789-5627 jobcenterofwisconsin@dwd.wisconsin.gov http://www.wisconsinjobcenter.org/</p>		1
31	<p style="text-align: center;">Wisconsin TechConnect 400 Seventh Street North La Crosse, WI 54601 Phone = 608-785-9440 careerservices@westerntc.edu https://www.wisconsintechconnect.com</p>	Y	
32	<p style="text-align: center;">WISC-TV www.Channel3000.com 7025 Raymond Road Madison, WI 53719 Phone = 608-277-5142 Fax = 608-278-5568 Contact = Jeff VerVoort jvervoort@wisctv.com</p>		
33	<p style="text-align: center;">WKBT-TV www.news8000.com 141 S. 6th Street La Crosse, WI 54601 Phone = 608-793-4516 Fax = 608-782-4674 Contact = Kevin Knerzer kknerzer@wkbt.com</p>		9
34	<p style="text-align: center;">Workforce Connections, Inc. 2615 East Ave South, Suite 103 La Crosse, WI 54601 Phone = 608-789-5620 Fax = 608-785-9939 Contact = Taylor Schreier schreiert@workforceconnections.org https://www.workforceconnections.org/lacrosse.html</p>	Y	
35	<p style="text-align: center;">YWCA La Crosse 3219 Commerce St. La Crosse, WI 54603 608-781-2783 info@ywcax.org https://www.kintera.org/site/c.duLRK4OSLqK8E/b.8104143/k.BD81/Home.htm</p>	Y	