



WKBT LA CROSSE

Letter to Public File

EEO Public File Report

Please see the attached spreadsheet listing all full-time positions filled during the period of 7/28/10-7/27/11, recruitment sources used to fill those vacancies, recruitment sources for each hire and recruitment source for each interviewee. Also attached is a listing of recruitment sources including address, contact person, and telephone number.


Supplemental initiatives implemented during the timeframe of 7/28/10-7/27/11 included the following:

- Participation in the Wisconsin Broadcaster Association's Scholarship Menu Option by Maria Roswall, Program Director. Applications were reviewed, judged, and sent back with feedback in November 2010.
- Made a \$300.00 donation to Wisconsin Broadcasters Association for scholarships on October 20, 2010.
- Participation in Wisconsin Broadcaster Association Job/Career Fair on Wednesday, January 26th, 2011 by Scott Chorski, General Manager.
- Participation in Wisconsin Broadcaster Association Job/Career Fair on Wednesday, June 23rd, 2011 by Maria Roswall, Program Director.
- Maria Roswall, Program Director, spoke to a Communications class at UW-La Crosse on February 22nd, 2011 regarding television programming.
- Hosted internships from University of Wisconsin-Green Bay and University of Wisconsin-La Crosse.
- Attended Wisconsin Broadcaster Association workshops held during the winter and summer conferences. Scott Chorski, General Manager, attended the "Avoiding Discrimination in Employment Terminations" workshop on Wednesday, January 26th, 2011. Jeff VerVoort, Human Resource Manager, attended the "Compliance with the FCC's EEO Non-Discrimination and Outreach Regulation, part 4" on Wednesday, June 22nd, 2011.

- Lisa Klein, Anchor, spoke at the La Crosse and Onalaska Middle Schools Career Day Fair on January 6, 2011 about a career in broadcasting.
- Gregg Wavrunek, Sports Director, spoke to UW-La Crosse students in October 2010 and March 2011 about a career in broadcasting.

Please contact Marsha Everson, Business Manager, if you have any further questions on this information.

Sincerely,

A handwritten signature in black ink that reads "David S. Chorski". The signature is written in a cursive style with a large initial "D" and "C".

David S. Chorski
General Manager

Enclosures

WKBT-TV

Employment Openings 7/28/10-7/27/11

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
News Reporter/Anchor	7/16/2010	11/22/2010	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, TV Jobs, Medialine, WISC-TV, Internal Posting	Employee Referral	WISC-TV referral, wkbt.com, Internal Posting, Employee Referral
Marketing Consultant	9/14/2010	10/11/2010	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, La Crosse Tribune, TV Jobs, WISC-TV, Internal Posting	Internal Posting	wkbt.com, Internal Posting
Marketing Consultant	9/14/2010	11/8/2010	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, La Crosse Tribune, TV Jobs, WISC-TV, Internal Posting	wkbt.com	wkbt.com, Internal Posting
Weather Anchor/Reporter	9/29/2010	12/3/2010	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, TV Jobs, Medialine, WISC-TV, Internal Posting	TV Jobs	TV Jobs, Agent Referral, wkbt.com
News Reporter	1/16/2011	6/6/2011	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, TV Jobs, Medialine, WISC-TV, Internal Posting	wkbt.com	wkbt.com, TV Jobs, Internal Posting
Marketing Consultant	3/31/2011	6/1/2011	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, La Crosse Tribune, TV Jobs, WISC-TV, Internal Posting	Employee Referral	La Crosse Tribune, Employee Referral
Director	3/29/2011	5/1/2011	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, TV Jobs, WISC-TV, Internal Posting	Internal Posting	Internal Posting

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
Director	3/29/2011	7/4/2011	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, TV Jobs, WISC-TV, Internal Posting	Internal Posting	Internal Posting
News Reporter	6/15/2011	7/7/2011	www.wkbt.com, WKBT listing, Wisconsin Broadcasters Association, TV Jobs, WISC-TV, Internal Posting	TV Jobs	wkbt.com, TV Jobs
Total # of persons interviewed for all above FT positions	28				

Referral Source	# of interviewees referred
La Crosse Tribune	1
WI State Council / SHRM Job Bank	0
Employee Referrals	3
Women / Minority / Schools list	0
Internal postings	5
TV Jobs	9
Unknown	0
Management Recruit	0
Walk-In	0
www.wkbt.com	8
Job Spot (on-air)	0
Job Service, Job Net	0
Work For You	0
Workforce Development	0
WI Tech Connect	0
Intern	0
Wisconsin Broadcasters Assn	0
WBA Job Fair	0
Referral	2
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	28
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WKBT-TV
Participating Companies

July 27, 2011

WKBT Listing:

St. Cloud State University
Society of Professional Journalists
Attn: Michael Vadnie – Faculty Advisor
720 4th Ave. S. – SH14
St. Cloud, MN 56301
Ph: 320-308-3293
Email: spj@stcloudstate.edu

Minnesota State College Southeast Tech.
Attn: Cindy Kottke – Placement Services
1250 Homer Rd, P.O. Box 409
Winona, MN 55987
Ph: 1-877-853-8324
Fax: 507-453-2715

Division of Vocational Rehabilitation
Attn: Amy Grotzke – Director
333 Buchner Place, Wing B
La Crosse, WI 54603
Ph: 608-785-9500
Fax: 608-785-9494

ABR Employment Services
Attn: Tara Manske – Staffing Specialist
1507 Losey Blvd. S.
La Crosse, WI 54601
Ph: 608-782-9700
Fax: 608-784-7143

University of Wisconsin – La Crosse
Attn: Bob Kramer – Career Services Dept.
1725 State St.
La Crosse, WI 54601
Ph: 608-785-8514
Fax: 608-785-8518

Labor Ready
Attn: Steve Ulbrich – Manager
2617 George St.
La Crosse, WI 54601
Ph: 608-779-4780
Fax: 608-782-1485

Western Technical College
Attn: Karol Parr – Student Employment
Services
400 7th St. N., P.O. Box C-908
La Crosse, WI 54602-0908
Ph: 608-785-9440
Fax: 608-789-4760
Email: parrk@westerntc.edu

Ho-Chunk Nation Dept. of Labor
Attn: TERO Case Manager
P.O. Box 667
Black River Falls, WI 54615
Ph: 715-284-5877
Fax: 715-284-1520

Job Center of Wisconsin
Division of Work Force Solutions
Attn: Betty Woodford – Job Service
402 N. 8th St.
La Crosse, WI 54601
Ph: 608-789-5627
Fax: 888-720-5627

St. Mary's University of Minnesota
Attn: Jackie Baker – Career Services Dir.
700 Terrace Heights, Box 6
Winona, MN 55987
Ph: 507-457-1447
Fax: 507-457-6990
Email: jbaker@smumn.edu

University of Wisconsin – Platteville
Attn: Diana Trendt – Career Center
1 University Plaza
Platteville, WI 53818
Ph: 608-342-1183
Fax: 608-342-1172
Email: careercenter@uwplatt.edu

ORC Industries, Inc.
Attn: Mr. Liam Bailey – Rehabilitation Mgr.
2700 Commerce St.
La Crosse, WI 54603
Ph: 608-781-7727
Fax: 608-781-1464
Email: voc@orcind.com

La Crosse Area Hmong Mutual Assistance
Assn.
Attn: Thai Vue – Executive Director
1815 Ward Ave.
La Crosse, WI 54601
Ph: 608-781-5744
Fax: 608-781-5011

Viterbo University
Attn: Career Planning & Placement
Anne Ellefson – Director
900 Viterbo Drive
La Crosse, WI 54601
Ph: 608-796-3828
Fax: 608-796-3050
Email: careers@viterbo.edu

Winona State University
Attn: Toni Drier – Technology Manager
P.O. Box 5838
Winona, MN 55987-5838
Ph: 507-457-2765
Fax: 507-457-5516
Email: career@winona.edu

Manpower
Attn: Ben Sadowski – Area Manager
9360 Hwy. 16
Onalaska, WI 54650
Ph: 608-781-8899
Fax: 608-781-8897

Workforce Connections, Inc.
Attn: Wanda Palmer – WIA Program Mgr.
P.O. Box 2908
La Crosse, WI 54601
Ph: 608-789-5620
Fax: 608-785-9939
Email: palmerw@workforceconnections.org

Brown College
Attn: Amber Luckie-Parks
1440 Northland Dr.
Mendota Heights, MN 55120
Ph: 651-905-3465
Fax: 651-905-3555
Email: aluckie-parks@browncollege.edu

Additional Resources:

Wisconsin Broadcasters Association (WBA)
44 E. Mifflin Street
Suite 900
Madison, WI 53703
Attn: Kristen Bergmann
Bus: (608) 255-2600
Fax: (608) 256-3986
E-mail: kbergmann@wi-broadcasters.com

Television Bureau of Advertising
3 E. 54th Street
New York, NY 10022-3108
Bus: (212) 486-1111
Fax: (212) 935-5631
E-mail: arleen@tvb.org

Bethany Lutheran College
700 Luther Drive
Mankato, MN 56001
Attn: Mary Jo Starkson
Bus: (507) 344-7321
Fax: (507) 344-7376
E-mail: mstarkson@blc.edu

Illinois Center of Broadcasting
455 Eisenhower Lane S., #200
Lombard, IL 60148
Attn: Bob Hillman, Placement Director
Bus: (847) 962-1586
E-mail: bhillman@beonair.com

TVJobs Employment Board
P.O. Box 4116
Oceanside, CA 92052
Bus: (800) 374-0119
(760) 754-8177
Fax: (760) 754-2115
E-mail: jobs@tvjobs.com

MediaLine
PO Box 51909
Pacific Grove, CA 93950
Attn: Mark Shilstone
Bus: (800) 237-8073
Fax: (831) 648-5204
E-mail: mark@medialine.com

WISC-TV
7025 Raymond Road
Madison, WI 53719
Attn: Jeff Ver Voort
Bus: (608) 271-4321
Fax: (608) 278-5568
E-mail: jvervoort@wisctv.com

La Crosse Tribune
401 Third Street North
P.O. Box 865
La Crosse, WI 54602-0865
Attn: Classifieds
Bus: (608) 785-7355
Fax: (608) 791-8238