



August 1, 2023

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 July 30, 2022 to and including July 31, 2023.

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/contact information.
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, via email, over the phone, or through teleconferencing software.



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Please see the attached spreadsheet listing all full-time positions filled during the period of 7/30/2022 - 7/31/2023, recruitment sources used to fill those vacancies, recruitment source for each hire, and recruitment source for each interviewee. Also attached is a listing of all recruitment sources used.

Supplemental initiatives implemented between 7/30/2022 – 7/31/2023 include:

- On September 1st, 2022, Business Manager Kevin Knerzer attended the Western Wisconsin Virtual Career Fair put on by the Western Wisconsin Workforce Development Board. The Fair consisted of all industries hiring for part-time and full-time jobs in La Crosse County.
- On September 7th, 2022, Business Manager Kevin Knerzer attended the UW-La Crosse Part-Time Job Fair in search of students interested in Sports Photojournalist and Production Assistant positions. 405 college students attended.
- On October 4th, 2022, Chief Photographer Chuck Oedsma participated in our job shadow program with a UW-La Crosse student interested in learning about our part-time News Photojournalist position.
- On October 20th, 2022, Business Manager Kevin Knerzer participated in a webinar put on by the Wisconsin Broadcasters Association (WBA) entitled *“Creating a Station Environment No One Wants to Leave”* by Kevin Benz. The webinar focused on new ways of thinking about your newsrooms, how to contribute to making newsrooms better, and how to retain your best and recruit better.
- On December 15th, 2022, Business Manager Kevin Knerzer participated in a webinar put on by Verified First entitled *“Strategic Planning for a Dynamic Future of Work”*. The webinar focused on planning for new concepts and desires of the workforce, from remote and hybrid work arrangements, to generational differences and demands in the workforce.

- On January 18th, 2023, Chief Photographer Chuck Oedsma participated in the Interactive Career Fair put on by the Junior Achievement of Wisconsin and held at the Onalaska Middle School. Chuck spent the morning talking to middle school students about his job, education, and experiences.
- On February 22nd, 2023, Business Manager Kevin Knerzer attended the UW-La Crosse 2023 Spring Career & Internship Fair. The Fair connected WKBT with UW-La Crosse students seeking internships or employment related to their major. The Fair was promoted as an informational event and career exploration opportunity to encourage students at all academic levels to attend. 575 students attended.
- On February 17th, 2023, and February 28th, 2023, Meteorologist Derek Sibley conducted station tours with the Girl Scouts of Wisconsin–Badgerland and Christ – St. John’s Lutheran School.
- On February 28th, 2023, Business Manager Kevin Knerzer was a guest speaker for the Western Technical College Alumni Association’s Get That Job! Webinar series. Kevin was a panelist for the topic of “*The Secrets to Interviewing Success!*” and discussed tips and tricks to stand out during the interview process.
- On March 7th, 2023, Meteorologist Derek Sibley did weather presentations to the Red Balloon Early Learning Centers in both their La Crosse and Onalaska locations.
- On March 13th, 2023, General Sales Manager Scott Kellum hosted Digital Media Production students from Western Technical College. A total of 20 students attended the two sessions that were held at WKBT and included discussions about careers in Digital Media and opportunities in our Creative Services department.
- On March 16th, 2023, Business Manager Kevin Knerzer attended a Future Center Fair at La Crosse Logan High School put on by the La Crosse Promise Future Center. More than 40 employers, educational facilities, and military representatives were on hand to promote opportunities available to over 250 high school students upon graduation.
- On March 23rd, 2023, Business Manager Kevin Knerzer attended a Future Center Fair at La Crosse Central High School put on by the La Crosse Promise Future Center. More than 40 employers, educational facilities, and military representatives were on hand to promote opportunities available to over 250 high school students upon graduation.
- On May 10th, 2023, Business Manager Kevin Knerzer attended a webinar put on by the La Crosse Area Society for Human Resource Management (LaSHRM) entitled “*What HR Needs to Know About Mental Health.*” The webinar featured local LaSHRM members from area businesses discussing new trends in workplace wellness.

- On June 3rd, 2023, Meteorologist Derek Sibley was a guest speaker at Merrick State Park Nature Center near Fountain City, WI. He spoke about the process of making a weather forecast, the science of weather, and answered questions from the group in attendance.
- On July 20th, 2023, Business Manager Kevin Knerzer participated in a webinar put on by the Wisconsin Broadcasters Association (WBA) entitled “*Leading in the Post-Pandemic Newsroom*” by Kevin Benz. The webinar focused on specific ways newsroom leaders can help to develop a more positive, supportive work environment, and help journalists overcome this very real medical crisis.

Please contact Kate Doty, Director of Talent and Team Development – Morgan Murphy Media, or Kevin Knerzer, Business Manager – QueenB Television (WKBT-TV) if you have any further questions about this information.

Sincerely,

Christopher Palmer
Vice President - General Manager

Enclosures

EEO Public File
July 30, 2022 - July 31, 2023

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number of Candidates Interviewed
Master Control Operator	7/29/2022	8/7/2022	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting MorganMurphyMedia.com ZipRecruiter	Internal	Internal	1
Master Control Operator	8/22/2022	9/4/2022	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting MorganMurphyMedia.com ZipRecruiter	Internal	Internal MorganMurphyMedia.com	1 1
Creative Services Producer	5/19/2022	11/1/2022	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting LinkedIn MorganMurphyMedia.com ZipRecruiter	Never Filled	Indeed	1
News Photojournalist	2/25/2022	11/22/2022	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting Job Center of WI LinkedIn MorganMurphyMedia.com WI Broadcasters.org ZipRecruiter	Indeed	Handshake Indeed LinkedIn MorganMurphyMedia.com	1 14 1 1
Marketing Consultant	1/1/2022	12/1/2022	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting LinkedIn MorganMurphyMedia.com ZipRecruiter	LinkedIn	Employee Referral Indeed LinkedIn	1 4 2

EEO Public File
July 30, 2022 - July 31, 2023

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News Director	8/12/2022	12/7/2022	BreezyHR sites Glassdoor Indeed Internal Posting JournalismJobs.com LinkedIn MorganMurphyMedia.com Rick Gevers Newsletter TVJobs.com TV NewsCheck Ty Carver Talent WI Broadcasters.org ZipRecruiter	Employee Referral	Employee Referral Internal TV NewsCheck Ty Carver Talent ZipRecruiter	1 1 1 3 1
Assistant News Director	3/8/2022	1/17/2023	BreezyHR sites Glassdoor Google Jobs Indeed Internal Posting JournalismJobs.com LinkedIn MorganMurphyMedia.com TV NewsCheck Ty Carver Talent ZipRecruiter	Never Filled	Employee Referral Indeed JournalismJobs.com MorganMurphyMedia.com Ty Carver Talent ZipRecruiter	1 1 1 1 2 1
WKBT Morning Anchor	3/17/2022	1/26/2023	BreezyHR sites Glassdoor Google Jobs Indeed Internal Posting JournalismJobs.com LinkedIn LornaDave Agency MorganMurphyMedia.com Talent Dynamics TVJobs.com TV NewsCheck WI Broadcasters.org ZipRecruiter	Talent Dynamics	Employee Referral Indeed LinkedIn LornaDave Agency Talent Dynamics	1 2 3 1 1
Creative Services Producer	12/14/2022	4/26/2023	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting Job Center of WI MorganMurphyMedia.com ZipRecruiter	Indeed	Google Jobs Indeed Internal	1 4 3
J365 Producer	10/27/2022	6/12/2023	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting LinkedIn MorganMurphyMedia.com ZipRecruiter	Google Jobs Indeed (2) Internal MMM Site	Google Jobs Handshake Indeed Internal LinkedIn MorganMurphyMedia.com	1 2 3 1 1 2

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Master Control Operator/Director	5/12/2023	6/16/2023	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting Job Center of WI LinkedIn MorganMurphyMedia.com ZipRecruiter	LinkedIn	Indeed LinkedIn	2 1
Marketing Consultant	12/2/2022	6/16/2023	BreezyHR sites Job Spot Glassdoor Google Jobs Handshake Indeed Internal Posting Job Center of WI Job Spot MorganMurphyMedia.com ZipRecruiter	Indeed MMM Site	Handshake Indeed Job Spot MorganMurphyMedia.com ZipRecruiter	1 3 3 2 1
News Photojournalist	2/3/2023	7/3/2023	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting MorganMurphyMedia.com ZipRecruiter	Indeed MMM Site	Indeed Internal MorganMurphyMedia.com	8 2 2
Weekend Anchor/Senior MMJ	1/31/2023	7/16/2023	BreezyHR sites Glassdoor Google Jobs Indeed Internal Posting MorganMurphyMedia.com WI Broadcasters.org ZipRecruiter	Internal	Internal MorganMurphyMedia.com ZipRecruiter	1 2 1
Multimedia Journalist	4/28/2022	7/31/2023	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting LinkedIn MorganMurphyMedia.com TV NewsCheck WI Broadcasters.org ZipRecruiter	Indeed (2) LinkedIn MMM Site	Employee Referral Google Jobs Handshake Indeed LinkedIn MorganMurphyMedia.com	3 1 1 7 2 1
Assignment Desk Manager	2/14/2023	7/31/2023	BreezyHR sites Glassdoor Google Jobs Indeed Internal Posting MorganMurphyMedia.com ZipRecruiter	Indeed	Indeed ZipRecruiter	3 1

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Digital Marketing Coordinator	6/22/2023	7/31/2023	BreezyHR sites Glassdoor Google Jobs Handshake Indeed Internal Posting MorganMurphyMedia.com ZipRecruiter	Indeed	Indeed ZipRecruiter	7 2
Operations Supervisor	7/24/2023	7/31/2023	BreezyHR sites Glassdoor Google Jobs Indeed Internal Posting MorganMurphyMedia.com ZipRecruiter	Employee Referral	Employee Referral Internal	1 3

Total Number of Persons Interviewed for all above positions (this is a raw number)	129
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Referral Source	# of Interviewees referred
Employee Referral	8
Google Jobs	3
Handshake	5
Indeed	59
Internal	13
Job Spot	3
JournalismJobs.com	1
LinkedIn	10
LornaDave Agency	1
MorganMurphyMedia.com	12
Talent Dynamics	1
TVNewsCheck.com	1
Ty Carver Talent	5
ZipRecruiter	7
TOTAL	129

Recruitment Sources

July 30, 2022 - July 31, 2023

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 lacrosse@abrijobs.com http://www.abrijobs.com/	Y	
2	African American Mutual Assistance Network, Inc. 317 South 4th Street, Suite 289 La Crosse, WI 54601 608-519-2367 aamancfmlp@gmail.com https://aaman.online	Y	
3	Breezy HR 1534 Oak St #301 Jacksonville, FL 32204 support@breezyhr.com https://breezy.hr/		
4	Couleecap 700 N. 3rd Street, Suite 202B La Crosse, WI 54601 608-782-4877 contactus@couleecap.org http://couleecap.org/	Y	
5	Employee Referral		8
6	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	
7	Glassdoor 50 Beale Street San Francisco, CA https://glassdoor.com/		
8	Google Jobs 1600 Amphitheatre Parkway Mountain View, CA 94043, USA https://careers.google.com/		3

Recruitment Sources
July 30, 2022 - July 31, 2023

Number	Information	Did Source Request Notification	# of interviewees referred by source
9	<p style="text-align: center;">Handshake press@joinhandshake.com https://joinhandshake.com/</p>		5
10	<p style="text-align: center;">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/</p>	Y	
11	<p style="text-align: center;">Indeed, Inc. 7501 N. Capital of Texas Hwy, Bldg B Austin, TX 78731 1-800-462-5842 sales@indeed.com https://www.indeed.com/</p>		59
12	<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	
13	<p style="text-align: center;">Internal Posting WKBTV 141 S. 6th Street La Crosse, WI 54601 Attn: Kevin Knerzer</p>		13
14	<p style="text-align: center;">Job Spot News 8 https://jobs.news8000.com/</p>		3
15	<p style="text-align: center;">JournalismJobs.com (510) 508-7386 https://www.journalismjobs.com/</p>		1

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Number	Information	Did Source Request Notification	# of interviewees referred by source
16	<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	
17	<p style="text-align: center;">LinkedIn 2029 Stierlin Court Mountain View, CA 94043 302-636-5400 https://www.linkedin.com</p>		10
18	<p style="text-align: center;">LornaDave Agency Attn: John Derr john@lornadave.com 610-248-1317 https://lornadave.com/agentbios/</p>		1
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>		12
21	<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@wkbt.com</p>		

Recruitment Sources

July 30, 2022 - July 31, 2023

Number	Information	Did Source Request Notification	# of interviewees referred by source
22	<p style="text-align: center;">Rick Gevers & Associates PO Box 577 Zionsville, IN 46077 317-769-7900 rick@rickgevers.com</p>		
23	<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	
24	<p style="text-align: center;">Talent Dynamics 600 Las Colinas Blvd E #100 Irving, TX 75039 Phone = 214-630-9590 info@talentdynamics.com https://www.talentdynamics.com/</p>		1
25	<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>		
26	<p style="text-align: center;">TV NewsCheck 817-578-6324 https://tvnewscheck.com</p>		1
27	<p style="text-align: center;">Ty Carver Talent 5319 Loon Nest Ct Apollo Beach, FL 33572 813-625-2130 https://carvertalent.com/</p>		5
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	

Recruitment Sources

July 30, 2022 - July 31, 2023

Number	Information	Did Source Request Notification	# of interviewees referred by source
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: Kyle Geissler kgeissler@wi-broadcasters.org https://www.wi-broadcasters.org/</p>		
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>		
31	<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>		
32	<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 workforceconnections@workforceconnections.org https://www.workforceconnections.org/lacrosse.html</p>	Y	
33	<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	
34	<p style="text-align: center;">Zip Recruiter https://www.ziprecruiter.com</p>		7