



WKBT LA CROSSE

July 31, 2018

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, 2017 to and including July 31, 2018.

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 8/1/17 - 7/31/18, 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 8/1/17 – 7/31/18 include:

- On August 1st, 2017, we had 15 people aged 11-13 with a few adults tour the building.
- On September 6th, 2017, Business Manager Kevin Knerzer recruited at the Part-Time Job Fair at UW-La Crosse from 10 AM – 3 PM. 771 students attended the job fair, 2/3 of which were freshmen or sophomores.
- On September 7th, 2017, Promotions Director John Schmidt spoke to a motion graphics class at Western Technical College in La Crosse, WI. He talked to the class about the projects he works on and what it takes to work at the news station.
- On September 20th, 2017, Business Manager Kevin Knerzer recruited at the Part-Time/Internship Job Fair at Western Technical College from 10 AM – 1 PM. He handed out current part-time job postings and received many applications and resumes.
- On October 9th, 2017, a student from UW-La Crosse job shadowed Anne Paape, News Director.
- On November 1st, 2017, a group of 5 from Riverfront, Inc. toured the station and watched the noon show.
- On November 7th, 2017, a group of homeschooled students up to age 12 toured the station.

- On November 10th, 2017, we had a homeschooled group tour the station. It was a group of 25 people, aged 8-12.
- On November 27th, 2017, we had 60 1st grade students tour the station.
- On November 28th, 2017, Business Manager Kevin Knerzer attended the “Workplace Stability” workshop held at Western Technical College in La Crosse, WI.
- On November 29th, 2017, we had homeschooled students tour the station. It was a group of 73, aged 3-12.
- On December 6th, 2017, Promotions Director John Schmidt evaluated student work at Western Technical College in La Crosse, WI. He evaluated 15 students’ commercials that they produced for The Parenting Place.
- On December 12th, 2017, Business Manager Kevin Knerzer participated in “Where Can You Find the Highest-Quality Candidates?” webinar.
- On January 16th, 2018, we had 21 8th grade students from St. Paul’s Onalaska have a weather-focused tour at the station.
- On January 22nd, 2018, News Anchor/Reporter Lisa Klein was an Emcee for the La Crosse Public Education Foundation Luncheon.
- On January 29th, 2018, News Anchor/Reporter Lisa Klein attended the Kinder Lunch. The lunch was with a group of kindergarteners who’ve been chosen as Citizens of the Month.
- On January 31st, 2018, 5 individuals from the Westby Snowflake Royalty toured our station during the noon show.
- On February 2nd, 2018, News Anchor/Reporter Lisa Klein was a career day presenter for Onalaska Middle School’s Career Day.
- On February 9th, 2018, we had 4 people from Aptiv’s CORE program attend the noon show.
- On February 16th, 2018, 5 kids and 1 adult from Pack 101’s Bear Den toured the station.
- On February 27th, 2018, we had 44 9th grade students from Royall High School tour the station.

- On February 28th, 2018, we had 29 students of the Sports Entertainment and Marketing Class from Holmen High School tour the station.
- On March 2nd, 2018, we had 35 students (3rd-5th grades and a few high schoolers) tour the station.
- On March 13th, 2018, News Anchor/Reporter Lisa Klein was an Emcee for the All City Strings Concert for the La Crosse School District.
- On March 19th, 2018, we had a tour for 7 people from the Prairie Home Assisted/Independent Senior Living.
- On March 27th, 2018, we had 11 8th grade students from Prairie Catholic School tour the station.
- On March 28th, 2018, Promotions Director John Schmidt gave a tour of the station to a Digital Media Production class from Western Technical College. As part of the class, the students came to see potential career paths they could take.
- On April 9th, 2018, we had a tour of 25 students (4th and 6th grade) tour the station.
- On April 18th, 2018, we had 30 students (kindergarten-2nd grade) from Mt. Calvary Lutheran School tour the station.
- On April 21st, 2018, News Anchor/Reporter Lisa Klein was a team participant in the “Are you Smarter Than a 5th Grader” contest held by Coulee Region RSVP.
- On May 8th, 2018, Business Manager Kevin Knerzer attended “Excelling as a Manager or Supervisor” held by SkillPath Seminars at the Radisson Hotel in La Crosse, WI.
- On May 9th, 2018, we had 7 students of the Media Studies course at the Academy on the Prairie (alternative program of Holmen High School) tour the station.
- On May 11th, 2018, we had 56 5th grade students from Bangor Elementary tour the station.
- On May 16th, 2018, Business Manager Kevin Knerzer attended “Winning the Talent War” symposium at Western Technical College in La Crosse, WI held by the La Crosse Area Society for Human Resource Management.

- On May 17th, 2018, Chief Photographer Chuck Oedsma participated in Careers on Wheels in the parking lot of Onalaska City Hall. Chuck talked with groups of 3rd graders about the live truck (how it is used), what education was needed to be a photographer/reporter, and the importance of a good driving record.
- On May 18th, 2018, we had 55 8th grade students from Longfellow Middle School tour the station. The tour was more weather-focused as the students were doing a weather unit.
- On May 21st, 2018, Tom Thibodeau, Distinguished Professor of Servant Leadership at Viterbo University, gave a presentation at the station about servant leadership.
- On May 22nd, 2018, we had 50 2nd grade students from G-E-T Elementary tour the station.
- On May 23rd, 2018, we had 34 4th grade students from Royall Intermediate School tour the station.
- On May 23rd, 2018, a student from La Crescent Monessori & STEM job shadowed the Weather Department. The student also shadowed on May 24th and 25th.
- On May 24th, 2018, we had 8 students of the Mass Communications class at Winona State University tour the station.
- On May 25th, 2018, we had 10 students (1st and 2nd grade) from St. John's Lutheran School tour the station.
- On May 30th, 2018, we had 15 adult students (English language learners) from Western Technical College tour the station. It was weather-focused as the students were learning about weather.
- On June 1st, 2018, we had 10 residents from Eagle Crest North Senior Living tour the station.
- On June 20th, 2018, General Manager Scott Chorski attended the Wisconsin Broadcasters Association Summer Conference Job/Career Fair at the Hilton City Center in Milwaukee, WI.
- On June 20th, 2018, General Manager Scott Chorski attended the Wisconsin Broadcasters Association's EEO Seminar: Bring Your Bias—Recognizing Overcoming Unconscious Decision-Making at the Hilton City Center in Milwaukee, WI.

- On June 27th, 2018, we had 40-50 kids (ages 8-13) from the Boys & Girls Club in Sparta, WI tour the station.
- On July 13th, 2018, we had 16 5th grade ESL students from Emerson Elementary tour the station.
- On July 17th, 2018, 2 high school students from the Upward Bound program at UW-La Crosse job shadowed with Anne Paape, News Director. Both students are interested in photography and media. They accompanied the crew on news stories and attended a live newscast.
- On July 18th, 2018, 6 students and 3 staff members from Aptiv toured the station.
- On July 20th, 2018, 3 people including a TV journalist student from sister-city Epinal, France, toured the station.
- On July 31st, 2018, we had 13 5th grade ESL students from Emerson Elementary tour the station.

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

Sincerely,

A handwritten signature in black ink that reads "Scott Chorski". The signature is written in a cursive, slightly slanted style.

Scott Chorski
General Manager

Enclosures

EEO Public File
August 1, 2017 - July 31, 2018

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number of Candidates Interviewed
TV Broadcast Engineer	5/3/2017	8/22/2017	News8000.com Internal Posting Channel3000.com Indeed Purple Briefcase WI Tech Connect WI Broadcasters TV Jobs	Indeed	Indeed	2
Creative Services Producer	6/14/2017	8/22/2017	News8000.com Internal Posting Job Center of WI Indeed Purple Briefcase WI Tech Connect WI Broadcasters Madison Media Institute	Employee Referral	Employee Referral News8000.com Indeed	2 1 1
Creative Services Supervisor	6/14/2017	8/22/2017	News8000.com Internal Posting Job Center of WI Indeed Purple Briefcase WI Tech Connect WI Broadcasters	Internal Posting	internal	1
News Photojournalist	9/19/2017	9/22/2017	News8000.com Internal Posting TV Jobs	News8000.com	News8000.com Employee Referral	2 1
News Reporter	6/30/2017	10/13/2017	News8000.com Internal Posting Job Center of WI Indeed Medialine Purple Briefcase TV Jobs WI Broadcasters Madison Media Institute	TV Jobs	Indeed News8000.com Employee Referral TV Jobs	1 2 1 2

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Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number of Candidates Interviewed
Multi-Media Sales Rep (2)	8/1/2017	12/1/17 & 12/17/2017	News8000.com Internal Posting Job Center of WI Indeed Purple Briefcase WI Tech Connect WI Broadcasters	News8000.com Indeed	News8000.com Indeed	4 9
News Reporter	10/14/2017	12/12/2017	News8000.com Internal Posting	News8000.com	News8000.com Employee Referral	3 1
Digital Marketing Coordinator	9/25/2017	2/5/2018	News8000.com Internal Posting Indeed Job Center of WI Purple Briefcase WI Broadcasters WI Tech Connect	News8000.com	News8000.com Indeed	2 8
Business Specialist	12/8/2017	3/8/2018	News8000.com Internal Posting Job Center of WI LinkedIn Indeed Purple Briefcase Handshake WI Tech Connect	WI Tech Connect	WI Tech Connect Indeed	3 5
Multi-Media Sales Rep	12/18/2017	3/25/2018	News8000.com Internal Posting Job Center of WI Indeed Purple Briefcase WI Tech Connect Channel3000.com	Indeed	Indeed	3

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Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number of Candidates Interviewed
News Photojournalist	4/11/2018	4/20/2018	News8000.com Internal Posting Job Center of WI LinkedIn Medialine Purple Briefcase TV Jobs WI Broadcasters WI Tech Connect	Internal Posting	internal	4
Digital Marketing Specialist (2)	6/28/2017	5/23/2018	News8000.com Internal Posting Job Center of WI Indeed Purple Briefcase MediaRecruiter.com WI Broadcasters LinkedIn	Employee Referral LinkedIn	Employee Referral LinkedIn Indeed News8000.com	2 2 6 1
News Reporter	1/29/2018	6/6/2018	News8000.com Internal Posting Job Center of WI Indeed Medialine Purple Briefcase TV Jobs WI Broadcasters LinkedIn	News8000.com	TV Jobs Employee Referral News8000.com	3 3 2
AM News Producer	6/11/2018	6/29/2018	News8000.com Internal Posting Job Center of WI Indeed TV Jobs WI Tech Connect WI Broadcasters Jora.com Medialine	Internal Posting	internal	3

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Multi-Media Sales Rep	3/26/2018	7/16/2018	News8000.com Internal Posting Job Center of WI Indeed Purple Briefcase WI Tech Connect Channel3000.com	Indeed	Indeed News8000.com	1 1
Master Control Operator	7/9/2018	7/16/2018	Internal Posting	Internal Posting	internal	1

Total Number of Persons Interviewed for all above positions (this is a raw number)	83
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Referral Source	# of Interviewees referred
Indeed.com	36
News8000.com	18
Employee Referral	10
Internal Posting	9
TV Jobs	5
WI Tech Connect	3
LinkedIn	2

Recruitment Sources

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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		10
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	Handshake https://joinhandshake.com/		
7	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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8	<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>		36
9	<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	
10	<p style="text-align: center;">Internal Posting WKBT-TV 141 S. 6th Street La Crosse, WI 54601 Attn: Kevin Knerzer</p>		9
11	Jora.com		
12	<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 = Denis Tucker denistucker@hmoobagency.org http://www.hmoobagency.org/</p>	Y	
13	<p style="text-align: center;">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 https://www.monster.com/</p>		
14	<p style="text-align: center;">LinkedIn 1000 W Maude Sunnyvale, CA 94085 302-636-5400 www.linkedin.com</p>		2
15	<p style="text-align: center;">Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 1-608-663-2000 https://mediainstitute.edu/</p>		

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16	<p>Media Recruiter.com 9457 So. University Blvd. #303 Highlands Ranch, CO 80126 303-400-5150 Attn: Art Scott, Vice President art@MediaRecruiter.com</p>		
17	<p>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	
18	<p>MediaLine 2515 Sparrow Crest Dr. Katy, TX 77494 Phone = 913-217-0685 Fax = 831-648-5204 info@reelmediagroup.com https://medialine.com/</p>		
19	<p>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>National Academy of Television Upper Midwest Chapter Phone = 612-455-1748 Contact = Whitney Mares wmares@psbpr.com http://midwestemmys.org</p>		
21	<p>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	

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22	<p>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	
23	<p>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>		
24	<p>Purple Briefcase 10 East Main Street Victor, NY 14564 1-585-678-9395 contact@purplebriefcase.com http://www.purplebriefcase.com/</p>		
25	<p>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	
26	<p>St. Mary's University of Minnesota 700 Terrace Heights #6 Winona, MN 55987 Phone = 800-635-5987 Contact = Michael Hagarty mhagarty@smumn.edu https://www.smumn.edu</p>	Y	
27	<p>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>		5

Recruitment Sources

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28	<p style="text-align: center;">UW-La Crosse Career Services 1140 Centennial Hall La Crosse, WI 54601 Phone = 608-785-8514 Contact = Rebecca Lee <u>rlee@uwlax.edu</u> <u>career@uwlax.edu</u> <u>https://www.uwlax.edu/career-services/</u></p>	Y	
29	<p style="text-align: center;">Wisconsin TechConnect 400 Seventh Street North La Crosse, WI 54601 Phone = 608-785-9440 <u>careerservices@westerntc.edu</u> <u>https://www.wisconsintechconnect.com</u></p>	Y	3
30	<p style="text-align: center;">Winona State University Career Services PO Box 5838 Winona, MN 55987 Phone = 507-457-5878 Fax = 507-457-5516 <u>career@winona.edu</u> <u>https://www.winona.edu/career/</u></p>	Y	
31	<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 <u>mendicott@wi-broadcasters.org</u> <u>https://www.wi-broadcasters.org/</u></p>		
32	<p style="text-align: center;">Wisconsin Job Center 2615 East Ave South La Crosse, WI 54601 608-789-5627 <u>jobcenterofwisconsin@dwd.wisconsin.gov</u> <u>http://www.wisconsinjobcenter.org/</u></p>		
33	<p style="text-align: center;">WISC-TV <u>www.Channel3000.com</u> 7025 Raymond Road Madison, WI 53719 Phone = 608-277-5142 Fax = 608-278-5568 Contact = Jeff VerVoort <u>jvervoort@wisctv.com</u></p>		

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34	<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@wkb.com</p>		18
35	<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 = Erika Deal deale@workforceconnections.org https://www.workforceconnections.org/lacrosse.html</p>	Y	
36	<p style="text-align: center;">YWCA La Crosse 3219 Commerce St. La Crosse, WI 54603 608-781-2783 info@ywcalax.org https://www.kintera.org/site/c.duLRK4OSLqK8E/b.8104143/k.BD81/Home.htm</p>	Y	