



Letter to Public File

EEO Public File Report

Please see the attached spreadsheet listing all full-time positions filled during the period of 7/28/07-7/25/08, 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 7/28/07-7/25/08 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 2007.
- Participation in Wisconsin Broadcaster Association Job/Career Fair on Wednesday, January 23rd, 2008 by Maria Roswall, Program Director.
- Participation in Wisconsin Broadcaster Association Job/Career Fair on Wednesday, June 18th, 2008 by Marsha Olson, Business Manager and Maria Roswall, Program Director.
- Have been a member since 2004 of the Broadcast Compliance Service to expand job opening outreach.
- Adam Hatfield, Assignment Editor, spoke to a class at UW-La Crosse on June 17th, 2008 on the basics of electronic news gathering, journal ethics and how WKBT covers stories.
- Maria Roswall, Program Director, spoke to a Broadcast Media Management class at UW-La Crosse on February 26th, 2008 regarding television programming.
- Cindy Taerud-Forkes, Local Sales Manager, spoke to a tour group regarding a career in broadcast sales.
- Aired several employment opportunities on Job Spot commercials.

- Hosted internships from the University of Wisconsin-La Crosse and University of Wisconsin-Madison. We also hosted job shadows from Holmen High School, Luther High School, and Winona State University.
- Attended Wisconsin Broadcaster Association workshops held during the winter and summer conferences. Maria Roswall, Program Director attended the "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination" workshop on Wednesday, January 23rd, 2008. Marsha Olson, Business Manager, Maria Roswall, Program Director and Barb Pervisky, General Sales Manager attended the "Discrimination Law of Broadcasters: Legal Issues and Effective Strategies to Prevent Unlawful Discrimination –Part 2" workshop on Wednesday, June 18th, 2008.

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

Sincerely,



David S. Chorski
General Manager

Enclosures

WKBT-TV

Employment Openings 7/28/07-7/25/08

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
Advertising Sales	3/2/2007	9/5/2007	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, WISC listing, Television Bureau of Advertising, Spots 'n Dots, Internal Posting	La Crosse Tribune, Employee Referral	Employee Referral, La Crosse Tribune, Management Recruit, www.wkbt.com, Job Spot
News Reporter	8/7/2007	5/5/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, TV Jobs, Internal Posting	www.wkbt.com	Internal Posting, www.wkbt.com, www.tvjobs.com
Office Assistant	8/30/2007	12/5/2007	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, Internal Posting	La Crosse Tribune	La Crosse Tribune, Internal Posting, www.wkbt.com
Advertising Sales (2 positions)	8/30/2007	11/30/07 and 12/3/2007	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, WISC listing, Television Bureau of Advertising, Spots 'n Dots, Internal Posting	La Crosse Tribune, Internal Posting	Employee Referral, La Crosse Tribune, www.wkbt.com, Referral, Internal Posting
Master Control Operator	9/2/2007	9/18/2007	used prior list of candidates from July 2007	Referral	Referral
Commercial Producer	10/1/2007	11/9/2007	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, Internal Posting	www.wkbt.com	Internal Posting, www.wkbt.com
News Videographer	10/19/2007	10/29/2007	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, TV Jobs, National Photojournalists (NPPA), Internal Posting	Internal Posting	www.wkbt.com, Internal Posting

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
Marketing Consultant	10/19/2007	1/21/2008	www.wkbt.com, WKBT listing, La Crosse Tribune, Television Bureau of Advertising, Spots 'n Dots, Internal Posting	WKBT Job Spot	www.wkbt.com, Wisconsin Job Net, Employee Referral, WKBT Job Spot
Master Control Operator	10/23/2007	12/3/2007	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, Internal Posting	Internal Posting	Internal Posting, WI Jobnet, Employee Referrals
Director	10/23/2007	11/27/2007	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, TV Jobs, Internal Posting	Referral	Referral, Job Spot, www.wkbt.com
Floor Crew	12/4/2007	3/12/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, Internal Posting	Referral	Wisconsin JobNet, Job Spot, Referral, www.wkbt.com
Marketing Consultant	12/17/2007	2/28/2008	www.wkbt.com, WKBT listing, used prior pool of candidates from October 2007, Internal Posting	www.wkbt.com	Job Service, WKBT Job Spot, www.wkbt.com
Director	4/25/2008	7/1/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, Bethany Lutheran College, Internal Posting	Employee Referral	www.wkbt.com, Internal Posting, Employee Referral
News Videographer (2 positions)	5/2/2008	5/21/08 and 6/23/2008	www.wkbt.com, WKBT listing, used prior pool of candidates from October 2007 search, Internal Posting	www.wkbt.com (both positions)	www.wkbt.com, Internal Posting
Internet Content Coordinator (2 positions)	5/9/2008	7/15/08 and 7/22/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, Internal Posting	Referral, www.wkbt.com	La Crosse Tribune, www.wkbt.com, Internal Posting, Referral
Total # of persons interviewed for all above FT positions	69				

Referral Source	# of interviewees referred
La Crosse Tribune	9
WI State Council / SHRM Job Bank	0
Employee Referrals	7
Women / Minority / Schools list	0
Internal postings	13
TV Jobs	1
Unknown	0
Management Recruit	1
Walk-In	1
www.wkbt.com	22
Job Spot (on-air)	6
Job Service, Job Net	4
Work For You	0
Workforce Development	0
WI Tech Connect	0
Intern	0
Referral	5
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WKBT-TV
Participating Companies

Updated July 25, 2008

WKBT Listing:

St. Cloud State University
Society of Professional Journalists
Attn: Michael Vадnie – 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: 608-779-4784

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: park@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

Division of Work Force Solutions
Job Service – La Crosse
Attn: Betty Woodford – Job Service
402 N. 8th St.
La Crosse, WI 54601
Ph: 608-789-5627
Fax: 608-785-9327

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: Mandy Ludy
Bus: (608) 255-2600
Fax: (608) 256-3986
E-mail: mludy@wi-broadcasters.com

Broadcast Compliance Services
1700 Rockville Pike
Suite 400
Rockville, MD 20852
Attn: Robin Cooper
Bus: (301) 998-6136
Fax: (301) 770-3185
E-mail: robincooper@bcs-ok.com

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

Spots 'n' Dots
167 Oakdale Rd.
Johnson City, NY
Attn: Dai Korba
Bus: (888) 884-2630
Fax: (607) 729-7331
E-mail: selltv@aol.com

National Association of Broadcasters
(NAB)
1771 N. Street NW
Washington, DC 20036
Bus: (202) 429-5300
Fax: (202) 429-4199

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

National Press Photographers Assn(NPPA)
1801 Grand Ave
Des Moines, IA 50309
Attn: Mike Borland
Bus: (515) 254-0462
E-mail: micaelb@mchsi.com

WISC-TV Listing
(see separate attachment for outreach)
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

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