



**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 7/26/08-7/24/09, 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 7/26/08-7/24/09 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 2008.
- Participation in Wisconsin Broadcaster Association Job/Career Fair on Wednesday, January 28<sup>th</sup>, 2009 by Marsha Olson, Business Manager.
- Participation in Wisconsin Broadcaster Association Job/Career Fair on Wednesday, June 17<sup>th</sup>, 2009 by Barb Pervisky, Regional Sales Manager and Maria Roswall, Program Director.
- Have been a member since 2004 of the Broadcast Compliance Service to expand job opening outreach.
- Bart Winkler, Reporter, spoke to a Telecommunications Club at UW-La Crosse on March 31<sup>st</sup>, 2009 on the television industry.
- Maria Roswall, Program Director, spoke to a Communications class at UW-La Crosse on February 24<sup>th</sup>, 2009 regarding television programming.
- Barb Pervisky, General Sales Manager, spoke to a Holmen High School Marketing 2 class on December 16<sup>th</sup>, 2008 regarding employment opportunities in sales department.
- Aired several employment opportunities on Job Spot commercials.

- Hosted internships from Winona State University and University of Wisconsin-La Crosse. We also hosted job shadows from G-E-T High School and St. Patrick's High School.
- Attended Wisconsin Broadcaster Association workshops held during the winter and summer conferences. Marsha Olson, Business Manager, attended the "Avoiding Discrimination & Employment Terminations" workshop on Wednesday, January 28<sup>th</sup>, 2009. Maria Roswall, Program Director and Scott Chorski, General Manager attended the "Compliance with the FCC'S Nondiscrimination and Outreach Regulations-Part 4" workshop on Wednesday, June 17<sup>th</sup>, 2009.

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 7/26/08-7/24/09

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
Marketing Consultant (2 positions)	4/29/2008	9/2/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, Television Bureau of Advertising, Spots 'n' Dots, Television Wisconsin, Job Spot, Internal Posting	Internal Posting (both positions)	Internal Posting, Job Spot, Wisconsin Job Net,
Weekend Director	7/17/2008	9/10/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, TV Jobs, Bethany Lutheran College, Internal Posting	Referral	Employee Referral, Internal Posting, www.wkbt.com, Wisconsin Broadcasters Association, walk-in, Referral
Sports Internet Producer/Reporter	7/18/2008	8/18/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, TV Jobs, MediaLine, Internal Posting	www.wkbt.com	Internal Posting, www.wkbt.com
News Producer	8/22/2008	8/31/2008	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, TV Jobs, MediaLine, Internal Posting	Internal Posting	Internal Posting, WBA Job Fair
Marketing Consultant	11/13/2008	3/2/2009	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, Job Spot, Internal Posting	Referral	Referral, Job Spot

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
Production Coordinator	12/18/2008	7/20/2009	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, La Crosse Tribune, Internal Posting	Internal Posting	Internal Posting, Job Spot
Weekend Sports Anchor/Weekday Reporter	4/21/2009	7/13/2009	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, TV Jobs, Internal Posting	tvjobs.com	Internal Posting, tvjobs.com, www.wkbt.com
Director	5/11/2009	6/1/2009	www.wkbt.com, WKBT listing, Broadcast Compliance Services, Wisconsin Broadcasters Association, Internal Posting	Internal Posting	Internal Posting
<b>Total # of persons interviewed for all above FT positions</b>	<b>36</b>				

Referral Source	# of interviewees referred
La Crosse Tribune	0
WI State Council / SHRM Job Bank	0
Employee Referrals	1
Women / Minority / Schools list	0
Internal postings	12
TV Jobs	4
Unknown	0
Management Recruit	0
Walk-In	1
<a href="http://www.wkbt.com">www.wkbt.com</a>	3
Job Spot (on-air)	8
Job Service, Job Net	3
Work For You	0
Workforce Development	0
WI Tech Connect	0
Intern	0
Wisconsin Broadcasters Assn	1
WBA Job Fair	1
Referral	2
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	36
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**WKBT-TV**  
**Participating Companies**

July 29, 2009

**WKBT Listing:**

St. Cloud State University  
Society of Professional Journalists  
Attn: Michael Vadnie – Faculty Advisor  
720 4<sup>th</sup> Ave. S. – SH14  
St. Cloud, MN 56301  
Ph: 320-308-3293  
Email: [spi@stcloudstate.edu](mailto:spi@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 7<sup>th</sup> St. N., P.O. Box C-908  
La Crosse, WI 54602-0908  
Ph: 608-785-9440  
Fax: 608-789-4760  
Email: [parrk@westerntc.edu](mailto: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

Division of Work Force Solutions  
Job Service – La Crosse  
Attn: Betty Woodford – Job Service  
402 N. 8<sup>th</sup> 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:kbergmann@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](mailto: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@bic.edu](mailto:mstarkson@bic.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](mailto:selltv@aol.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](mailto: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](mailto: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](mailto: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: [arleen@tvb.org](mailto:arleen@tvb.org)