



Letter To Public File

EEO Public File Report

Please see the attached spreadsheet listing all full-time positions, filled during the period of 8/1/05-7/25/06, 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 the address, contact person and telephone numbers.

Supplemental initiatives implemented during the timeframe of 8/1/05-7/25/06 included in the following:

- Participation in Wisconsin Broadcaster Association's Scholarship Menu Option by Maria Roswall, Program Director. Applications were reviewed, judged and sent back with feedback in November, 2005.
- Participation in Wisconsin Broadcaster Association Job/Career Fair on January 24, 2006 by Barb Pervisky, General Sales Manager and on June 14, 2006 by Barb Pervisky, General Sales Manager and Maria Roswall, Program Director.
- Have been a member since 2004 of the Broadcast compliance Service to expand job opening outreach.
- On February 24, 2006, Scott Chorski, Vice President/General Manager, Anne Paape, News Director, Dennis Mc Sorley, Chief Engineer and Marsha Olson, Business Manager from WKBT met with Thai Vue, Executive Director of the La Crosse Area Hmong Mutual Assistance Association and Alan Yang, Employment Coordinator to discuss WKBT employment opportunities and to familiarize them with the different job responsibilities at WKBT.
- The News and Sports departments hosted internships from the following schools: UW-La Crosse, UW- Oshkosh, Brown College and La Crosse Central High School.
- Attended part 1 and 2 of the "Non-Discrimination and Outreach in Hiring" workshops provided by the Wisconsin Broadcaster Association held during the winter and summer conferences. Cindy Taerud-Forkes, Local Sales Manager attended the winter conference and Scott Chorski, Vice President and General Manager and Maria Roswall, Program Director attended the summer conference.

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

Sincerely,

David S. Chorski
Vice President/General Manager

Enclosures

WKBT-TV

Employment Openings 8/1/05-7/25/06

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
Morning Newscast Producer	5/26/2005	7/26/2005	wkbt.com, WISC listing, WKBT listing, Broadcast Compliance Services, WBA, tvjobs.com, Internal Posting	Referral	wkbt.com, Referral, Internal Posting
Account Executive	6/24/2005	1/17/2005	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, WBA, Spots N Dots, Internal Posting	Referral	Employee Referral, Job Net, Referral-Client
Account Executive	6/24/2005	5/8/2006	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, WBA, Spots N Dots, Internal Posting	Employee Referral	wkbt.com, Employee Referral
Chief Engineer	7/22/2005	10/3/2005	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, tvjobs.com, Society of Broadcast Engineers website (SBE.org), National Association of Broadcasters, TV and Radio jobs.com, Emmyonline.com, Internal Posting	tvjobs.com	tvjobs.com, Internal Posting
Master Control Operator	7/28/2005	9/6/2005	wkbt.com, WKBT listing, WBA, La Crosse Tribune, Broadcast Compliance Services, Internal Posting	Internal Posting	La Crosse Tribune, wkbt.com, Internal Posting
Master Control Operator	9/14/2005	9/27/2005	wkbt.com, WISC listing, Broadcast Compliance Services, WBA, National Association of Broadcasters, Internal Posting	Internal Posting	Internal Posting
Newscast Producer	1/17/2005	3/27/2006	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, WBA, tvjobs.com, Internal Posting	internal Posting	tvjobs.com, Internal Posting

Job Title	Date Position Opened	Date Position Filled	Sources Used	Hire Source	Interviewee Referral Sources
TV Station Promotion/Commercial Production	12/1/2005	1/25/2006	wkbt.com, WKBT listing, WISC listing, La Crosse Tribune, Broadcast Compliance Services, WBA, National Association of Broadcasters, Internal Posting	La Crosse Tribune	La Crosse Tribune, Internal Posting
Videographer	2/14/2006	4/10/2006	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, tvjobs.com, National Photojournalists, WBA, Internal Posting	wkbt.com	tvjobs.com, wkbt.com, Employee Referral, Internal Posting.
Master Control Operator	2/27/2006	3/8/2006	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, WBA, Internal Posting	JobNet	wkbt.com, Work For You, Workforce Development, JobNet
Master Control Operator	3/20/2006	4/11/2006	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, WBA, Internal Posting	Job Spot	Referral, La Crosse Tribune, Job Spot
Master Control Operator	5/3/2006	5/24/2006	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, WBA, National Association of Broadcasters, Internal Posting	wkbt.com	wkbt.com, La Crosse Tribune, Employee Referral
Newscast Producer	5/5/2006	6/26/2006	wkbt.com, WKBT listing, WISC listing, Broadcast Compliance Services, WBA, tvjobs.com, National Association of Broadcasters, Internal Posting	wkbt.com	wkbt.com, tvjobs.com
Total # of persons interviewed for all above FT positions	49				

Referral Source	# of interviewees referred
La Crosse Tribune	4
WI State Council / SHRM Job Bank	0
Employee Referrals	6
Women / Minority / Schools list	0
Internal postings	11
TV Jobs	3
Unknown	1
Management Recruit	0
Walk-In	0
www.wkbt.com	14
Job Spot (on-air)	1
Job Service, Job Net	5
Work For You	1
Workforce Development	1
Intern	0
Referral	2
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	49
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WKBT-TV Participating Companies

WKBT Listing:

St. Cloud State University
Society of Professional Journalists
Attn: Jenna Wundrow – SPJ President
720 4th Ave. S. – SH14
St. Cloud, MN 56301
Ph: 320-308-4967
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: Wendy Toomey – Staffing Coord.
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: Adam Tolliver – Manager
2617 George St.
La Crosse, WI 54601
Ph: 608-779-4780
Fax: 608-779-4784

Western Wisconsin Technical College
Attn: Karol Parr – Student Employment
Services
304 6th St. N., P.O. Box C-908
La Crosse, WI 54602-0908
Ph: 608-785-9440
Fax: 608-789-4760
Email: parrk@wwtc.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: Renee Solberg – Career Services Dir.
700 Terrace Heights, Box 6
Winona, MN 55987
Ph: 507-457-1447
Fax: 507-457-6990
Email: rsolberg@smumn.edu

University of Wisconsin – Platteville
Attn: Sharon Becker – 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: Allen Yang – Employment Coord.
2613 George St.
La Crosse, WI 54603
Ph: 608-781-5744
Fax: 608-781-5011

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

Winona State University
Attn: Rita Banicki – Career Info. Specialist
P.O. Box 5838
Winona, MN 55987-5838
Ph: 507-457-5340
Fax: 507-457-5516
Email: career@winona.edu

Manpower
Attn: Ben Sadowski – Area Manager
1855 E. Main St.
Onalaska, WI 54650
Ph: 608-781-8899
Fax: 608-781-8897

Additional Resources:

Wisconsin Broadcasters Association (WBA)
44 E. Mifflin Street
Suite 900
Madison, WI 53703
Attn: Torrie Kennedy
Bus: (608) 255-2600
Fax: (608) 256-3986
E-mail: torrie@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: althea@tvb.org

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

Society of Broadcast Engineers (SBE.org)
E-mail: kjones@sbe.org
9102 North Meridian Street
Suite 150
Indianapolis, IN 46260
Bus: (317) 846-9000

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

Emmyonline.com
111 West 57th Street, Suite 600
New York, NY 10019
Bus: (212) 586-8424
Fax: (954) 568-1697
E-mail: JobBankHQ@aol.com

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

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

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

TVandRadioJobs.com
<http://tvandradijobs.com>

WISC-TV Recruitment Sources

<p>Access to Independence 2345 Atwood Ave Madison, WI 53704 Attn: Peter Kalscheur 242-8484 info@accesstoind.org</p>	<p>Apple Valley Broadcasting 1610 S. 24th Ave Yakima, WA 98909 Attn: Sharon Crawford (509) 453-0351 www.sharon@kapptv.com</p>	<p>Asian American Journalist Assoc. 1182 Market Street Suite 320 San Francisco, CA 94102 Attn: Karen Swing (415) 346-2051 www.aaia.org</p>	<p>Attic Correctional Services, Inc. 4117 Dwight Drive Madison, WI 53704 Attn: Greg Medema 244-1891 www.acs07@chorus.net</p>
<p>Atwood Community Center 2425 Atwood Ave Madison, WI 53704 Attn: Lisa Jacobs 241-1574 www.atwoodcc.com</p>	<p>Beloit College Office of Field & Career Services 700 College Street Beloit, WI 53511 Attn: Angela Davis 608-363-2673 www.facs@beloit.edu</p>	<p>Boys & Girls Club of Dane County 2001 Taft Street Madison, WI 53713 Attn: Tracey Pedersen 257-2606 www.traceyp@bgcdc.org</p>	<p>Bridge-Lake Point Waunona Neighborhood Center 1917 Lake Point Drive Madison, WI 53713 Attn: Tom Solyst 222-4431 www.blwcenter@yahoo.com</p>
<p>Brown College 1440 Northland Drive Mendota Heights, MN 55120 Attn: Jay Soule (651) 905-3465 www.jsoule@browncollege.edu</p>	<p>Centro Hispano 835 W/ Badger Road Madison, WI 53558 Attn: Morte Moroney 255-3018 www.chimarta2000@yahoo.com</p>	<p>Chicana / Latina Studies Program 312 Ingraham Hall 1155 Observatory Drive Madison, WI 53706 Attn: Tricia Price 263-4486 www.chicla@mailplus.wisc.edu</p>	<p>City of Madison Affirmative Action Dept 215 MLK Blvd # 130 Madison, WI 53703 Attn: Nancy Castillo 266-4082 www.ncastillo@ci.madison.wi.us</p>
<p>Columbia College – Chicago 600 S. Michigan Chicago, IL 60640 Attn: Matthew Green (312) 344-7280 www.mgreen@colum.edu</p>	<p>Craiglist.org http://madison.craigslislist.org/</p>	<p>CWA Local 4630 821 Williamson St Madison, WI 53703 Attn: Sharron St. John 256-4630</p>	<p>Edgewood College Career Services 1000 Edgewood College Dr Madison, WI 53711 Attn: Jennifer Bublitz 663-2281 www.careers@edgewood.edu</p>
<p>House of Hope 1017 Applegate Road Madison, WI 53713 Attn: Stuart Click 441-1500 www.stuart@hopectv.org</p>	<p>Journalism Jobs.com Berkeley, CA 510-653-1521 http://journalismjobs.com</p>	<p>JournalismNext.com Attn: Hedy Liu 703-629-0178</p>	<p>KXLY-TV 500 W. Boone Ave Spokane, W 99201 Attn: Wendy Peter (509) 324-4000 www.wendyp@kxlv.com</p>

WISC-TV Recruitment Sources

<p>LaComunidad Newspaper Inc. 1117 S. Park Street Madison, WI 53713 Attn: Dante Vicarra 255-2805 www.dante@latinocomunidad.com</p>	<p>Madison Advertising Federation 7185 Hickory Hill Road Verona, WI 53593 Attn: Lois 831-9242 http://www.madadfed.com</p>	<p>Madison Magazine 7025 Raymond Road Madison, WI 53719 Attn: Cindy Morris 270-3600 www.cmorris@madisonmagazine.com</p>	<p>Madison Media Institute 2702 Agriculture Drive Madison, WI 53718 Attn: Susan Miller 663-2000 www.smiller@madisonmedia.com</p>
<p>Madison Times 931 East Main Street Madison, WI 53703 Attn: Senmi Pascha 256-2122 www.sales@madtimes.com</p>	<p>MATC 3550 Andersen Street Madison, WI 53704 Attn: Advising & Career Resources 243-4271 www.placement@matcmadison.edu</p>	<p>Medialine.com PO Box 51909 Pacific Grove, CA 93950 (800) 237-8073 www.medialine.com</p>	<p>Miller, Annette Office of the Mayor City County Building, Rm 403 Madison, WI 53703-3345 (608) 266-4611 www.axmiller@cityofmadison.com</p>
<p>Missouri School of Journalism 76 Gannett Hall University of Missouri-Columbia Columbia, MO 65211 Attn: Phousavanh Sengsavanh (573) 882-0373 www.sengsavanh@missouri.edu</p>	<p>National Assoc. of Black Journalists 8701 A-Adelphi Road Adelphi, MD 20783-1716 (301) 446-7100 www.nabj.org</p>	<p>National Association of Broadcasters 1771N. Street NW Washington DC, 20036 Attn: Jobs 202-429-5300 http://www.nab.org/</p>	<p>Neighborhood House 29 South Mills Street Madison, WI 53715 Attn: Linda Weyenberg 255-5337 www.thehouse@chorus.net</p>
<p>Outreach Inc. 600 Williamson Street Madison, WI 53705 Attn: John Quimlan 255-8582 www.director@outreachinc.com</p>	<p>QueenB Radio Wisconsin 51 Means Drive Platteville, WI 53818 Attn: Judy Boldt (608) 723-7671 www.jboldt@queenbradio.com</p>	<p>Rick Gevers & Associates PO Box 577 Zionsville, IN 46077 Attn: Rick Gevers 317-769-7900 rick@rickgevers.com</p>	<p>RTNDA 1600 K Street, NW, Suite 700 Washington, DC 20006 Attn: Nicole S. Newsome 202-467-5208--direct line 800-80-RTNDA--toll free http://www.rtnnda.org</p>

WISC-TV Recruitment Sources

<p>South Asian Journalist Association Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027 Attn: Sreenath Sreenivasan 212-854-5979 www.saija.org</p>	<p>State of Wisconsin Job Service 1819 Aberg Ave Madison, WI 53704 Attn: Lori Grimh 242-4884 www.lois.grimh@dwd.state.wi.us</p>	<p>Sunoasis Publishing 491 Moraga Way Orinda, CA 94563 Attn: David Eide 925-258-9026 http://www.sunoasis.com</p>	<p>TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Attn: Mark Holloway (800) 374-8177 www.tvjobs.com</p>
<p>TVandRadio.Jobs.com http://tvandradiojobs.com</p>	<p>United Refugee Services 312 N. 3rd Street Madison, WI 53704 Attn: Kathy Khamphouy 256-6501 www.kkhamphouy@ids.net</p>	<p>Urban League of Greater Madison 151 East Gorham Street Madison, WI 53703 Attn: Alan K. Ferguson 251-8550 www.ulgm.org</p>	<p>UW-EauClaire Hibbard Hall 165 Eau Claire, WI 54701 Attn: Jack Kapfer (715) 836-2300 www.kapferja@uwec.edu</p>
<p>UW-Green Bay Career Services 2420 Nicolet Drive, SS1916 Green Bay, WI 54311-7001 Attn: Karla A. Miller (920) 465-2163 millerk@uwgb.edu</p>	<p>UW-La Crosse Career Services 1725 State Street, Wilder Hall La Crosse, WI 54601 Attn: Karla Stanek (608) 785-8514 www.career@uwlax.edu</p>	<p>UW-Madison Adult & Student Services Center 905 University Ave Madison, WI 53715 Attn: Sybil Pressprich 263-6960 www.acecc@dcs.wisc.edu</p>	<p>UW-Madison Dept of Communication Arts 821 University Ave Madison, WI 53706 Attn: Sandy Rizzo 262-2543 www.skritzo@wisc.edu</p>
<p>UW-Madison Equity & Diversity Resource Center 500 Lincoln Drive Room 179A Bascom Hall Madison, WI 53716 Attn: Kathee Judkins 263-2378</p>	<p>UW-Madison School of Journalism & Mass Com 821 University Ave 5134 Vilas Hall Madison, WI 53706 Attn: Erica Salkin 263-4858 www.salkin@wisc.edu</p>	<p>UW-Platteville Communications Technologies 1 University Plaza Platteville, WI 53818 Attn: Becky Troy (608) 342-1627 www.troy@uwplatt.edu</p>	<p>UW-Platteville University Placement Services University Plaza – Ullsvik Center Platteville, WI 53818 Attn: Paula Stauffacher (608) 342-1183 www.placement@uwplatt.edu</p>
<p>UW-River Falls Career Services 410 S. 3rd Street, Hathorn Hall River Falls, WI 54022 Attn: Nancy Pace (715) 425-3572 www.nancy.i.pace@uwrf.edu</p>	<p>UW-Steven's Point Career Services Office Room 134 Old Main Building Steven's Point WI 54481 Attn: Larry Walters (715) 346-3226 www.lwalters@uwsp.edu</p>	<p>UW-Whitewater Career Services Andersen Library – Room 2002 800 West Main St Whitewater, WI 53190 Attn: Margaret Pelischek (262) 472-1471 www.career@uww.edu</p>	<p>Wisconsin Broadcasters Assoc 44 E Mifflin St Suite 900 Madison, WI 53703 Attn: Torrie Kennedy 255-2600 www.torriw@wi-broadcasters.org</p>

WISC-TV Recruitment Sources

<p>Wisconsin Dept of Revenue 2135 Rimrock Road Madison, WI 53708-8931 Attn: Lisa Lathrop 266-9952 www.lathrop@dor.state.wi.us</p>	<p>Wisconsin NOW 122 State Street Suite 403 Madison, WI 53703 Attn: Tizzy Hyatt 255-3911 www.winow@execpc.com</p>	<p>Wisconsin Public Television 821 University Ave Madison, WI 53706 Attn: Nola Mills 263-2114 www.millsn@wpt.org</p>	<p>Wisconsin State Journal 1901 Fish Hatchery Road Madison, WI Attn: Peggy Elath 252-6310 www.pelath@capitalnewspapers.com</p>
<p>WKBTV 141 South 6th Street La Crosse, WI 54601 Attn: Marsha Olson (608) 782-4678 www.mkolson@wkbvt.com</p>	<p>Yahara House 802 East Gorham Street Madison, WI 53703 Attn: Peter Lunde 280-4700 www.peter.lunde@mail.mhcdc.org</p>	<p>YWCA Employment & Training 338 W. Lakeside Street Madison, WI 53715 Attn: Leslie Westerfelt 255-3098 www.lwesterfelt@ywcamadison.org</p>	