

July 29, 2014

Letter to Public File

EEO Public File Report

Please see the attached spreadsheet listing all full-time positions that were filled during the period of 8/1/13- 7/31/14, recruitment sources used to fill those vacancies, recruitment source for each hire, and recruitment source for each interview. Also attached is a listing of recruitment sources including address, contact person, and telephone number.

Supplemental initiative implemented between 8/1/13 – 7/31/14 include:

- On October 3, 2013 Kyle Deckelbaum and James Bushman spoke to the communications class about their jobs and careers in television broadcasting.
- Attendance at “The Fall 2013 Career Expo” held on October 9, 2013 at the University of La Crosse by Program Director, Maria Roswall. Maria answered questions about careers in television and accepted resumes for current positions that were open.
- October 29, 2013 – November 18, 2013 – Participation in Scholarship Menu Option of the WBA’s Assistance Action Plan for EEO Compliance by Program Director, Maria Roswall. Review judge and provide feedback for applicants for the WBA Foundation Scholarship.
- On November 3, 2013 Kyle Deckelbaum and James Bushman spoke to the communications class about their jobs and careers in television broadcasting.
- On November 12, 2013 Kyle Deckelbaum and James Bushman spoke to the communications class about their jobs and careers in television broadcasting.
- Attendance at the Wisconsin Broadcaster’s Association Winter Conference Job/Career Fair on January 22, 2014 by Program Director, Maria Roswall and Business Manager, Lisa Smith.
- Attendance at the “Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination” workshop at the Wisconsin Broadcaster’s Association Winter Conference on January 22, 2014.
- On January 22, 2014 Photographer Greg White addressed the Winona State College Media Literacy class. He presented what tasks he performs in the extent of his job as a photographer. This was followed by a question and answer session.
- On March 27, 2014 John Schmidt gave the Visual Communications class from Western Technical College a tour of the station. John, a photographer, and several others talked to the students about their specific jobs and answered questions.

- Chief Photographer, Chuck Oedsma participated in the Irving Pertsch Elementary School's Careers on Wheels event on May 30, 2014 by demonstrating the technology used and training required to operate the WKBT-TV Live Truck.
- Attendance at the Upper Midwest Regional Student Productions Awards Job/Career Fair on March 30th by Business Manager, Lisa Smith.
- Attendance at the Wisconsin Broadcaster's Association Summer Conference Job/Career Fair on June 18, 2014 by Business Manager, Lisa Smith.
- Attendance at the "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination during the Employment Relationship" workshop at the Wisconsin Broadcaster's Association Summer Conference on June 18, 2014.
- On June 27, 2014 General Manager Scott Chorski gave a station tour to a foreign exchange student who had interest in pursuing a broadcasting career. Student spoke directly to staff members about their job duties/qualifications needed for positions in broadcasting.
- On July 18, 2014 Lisa Klein participated in the G-E-T Girl Scouts "Unique You" Day Camp at the Elmaro Vineyard. She gave a presentation about local broadcast news.
- For the months of September 2013 – November 2013 Kyle Deckelbaum and James Bushman mentored ten students from the University of Wisconsin – La Crosse about working in broad television, what it take to get there, and how to succeed.
- On the following listed dates WKBT personnel participated in Job Shadowing Students regarding their specific jobs at WKBT:
 - 1) On August 3, 2013 Michelle Poedel showed a Saint Michael student her job as a meteorologist
 - 2) On November 11, 2013 Lisa Smith showed a Western Technical College Student her job as Business Manager.
 - 3) On December 18, 2013 James Bushman showed a University of Wisconsin-La Crosse student his job as a News Producer.
 - 4) On December 12, 2013 Cory Malles showed a Winona Middle School student his job as a meteorologist.
 - 5) On April 09, 2014 Nick Ragner showed a Riverfront, Inc. Client his job as a Floor Crew.

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

Sincerely,

A handwritten signature in blue ink that reads "Scott Chorski". The signature is written in a cursive style with a blue ink color.

Scott Chorski
General Manager

Enclosures

**EEO Public File
August 1, 2013 - July 31, 2014**

Job Title	Date Position Opened	Date Position Filled	Recruitment Sources Used	Hire Source	Referral Sources of Interviewees	Number Of Candidates Interviewed
Media Sales Representative	01/13/13	05/12/14	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - La Crosse Tribune - Craigslist.org - Channel3000.com 	WKBT-TV Job Spot	<ul style="list-style-type: none"> WKBT-TV Job Spot Employee Referral 	<ul style="list-style-type: none"> 2 1
Weekend Anchor	04/25/13	02/03/14	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - TV Jobs.com - Medialine.com - Job Center of Wisconsin - WKBT-TV Job Spot - Craigslist.org - Channel3000.com 	Internal Posting	<ul style="list-style-type: none"> TV Jobs.com WKBT-TV Job Spot Internal Posting 	<ul style="list-style-type: none"> 3 2 2
Newscaat Director	08/09/13	09/05/13	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Craigslist.org - Channel3000.com - La Crosse Tribune 	Internal Posting	<ul style="list-style-type: none"> WKBT-TV Job Spot Internal Posting 	<ul style="list-style-type: none"> 1 4
			<ul style="list-style-type: none"> - - - - 			

**EEO Public File
August 1, 2013 - July 31, 2014**

Multimedia Reporter	08/14/13	12/9/13	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - TVJobs.com - Medialine.com - Craigslist.org - Channel3000.com 	TVJobs.com	WKBT-TV Job Spot TVJobs.com	2 1
Master Control Operator	9/13/13	10/14/13	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Channel3000.com - LaCrosse Tribune 	WKBT-TV Job Spot	Unspecified WKBT-TV Job Spot	1 2
Master Control Operator	10/08/13	11/25/13	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - Channel3000.com - LaCrosse Tribune 	Internal Posting	Internal Posting WKBT-TV Job Spot	1 4
Multimedia Journalist	12/01/13	12/17/13	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - TVJobs.com - Medialine.com - Craigslist.org - Channel3000.com 	WKBT-TV Job Spot	TVJobs.com WKBT-TV Job Spot	2 1

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News Videographer	12/6/13	12/16/13	<ul style="list-style-type: none"> - Internal Posting - List of Local Orgs - List other Recruitment Sources - WBA.org - WKBT-TV Job Spot - TVJobs.com - Medialine.com - Craigslist.org - Channel3000.com 	WKBT-TV Job Spot	WKBT-TV Job Spot	4
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Total Number of Persons Interviewed for all above positions (this is a raw number)	33
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Referral Source	# of Interviewees referred
Employee Referral	1
Internal Posting	7
WKBT-TV Job Spot	18
TV Jobs.com	6
Unspecified	1

**Recruitment Sources
(08/01/2013 – 07/31/2014)**

Number	Information	Did Source Request Notification	No of interviewees referred by source
1	ABR Employment Services 1507 Losey Blvd S. La Crosse, WI 54601 Phone - 608-782-9700 Fax – 608784-7143 Contact = Shannon Murphy-Porter sporter@abrjobs.com	Y	
2	Craigslist http://lacrosse.craigslist.org/		
3	Division of Vocational Rehabilitation 333 Buchner Place Wing B La Crosse, WI 54603 Phone = 608-785-9500 Fax = 608-785-9494 Contact = Amy Grotzke amy.sudden@dwd.wisconsin.gov	Y	
4	Employee Referral		1
5	Family & Children's Center 1707 Main Street La Crosse, WI 54601 Phone = 608-785-0001 Contact = Amber Kaio akaio@fccnetwork.org	Y	
6	Globe University/Minnesota School of Business 2651 Midwest Dr. Onalaska, WI 54650 Phone = 608-779-2642 Fax = 608-779-2601 Contact = Carolyn Moe carolyn.moe@globeuniversity.edu	Y	
7	Ho-Chunk Nation Dept of Labor PO Box 667 Black River Falls, WI 54615 Phone = 715-284-5877 Fax = 715-284-1520 Contact = Nicholas Kedrowski nicholaskedrowski@ho-chunk.com	Y	
8	Internal Posting 141 S. 6 th Street La Crosse, WI 54601 Attn: Lisa Smith	Y	7
9	Job Service – La Crosse Division of Workforce Solutions 402 N. 8 th Street La Crosse, WI 54601 Phone = 608-789-5627 Fax = 608-785-9327	Y	

**Recruitment Sources
(08/01/2013 – 07/31/2014)**

Number	Information	Did Source Request Notification	No of interviewees referred by source
	Contact = Sharon Bliss bliss@workforceconnections.org		
10	La Crosse Area Hmong Mutual Assistance Assn 2613 George Street La Crosse, WI 54603 Phone = 608-781-5744 Fax = 608-781-5011 Contact = Cathy Lee cathylee@lacrossehmaa.org	Y	
11	La Crosse Tribune 401 Third Street North La Crosse, WI 54602 Phone = 608-785-7355 Fax = 608-791-8238 Contact = Becky Michaels Becky.Michaels@lee.net		
12	Labor Ready 2617 George Street La Crosse, WI 54601 Phone = 608-779-4780 Fax = 608-779-4784 Contact = Steve Ulbrich 1662-br@laborready.com	Y	
13	Manpower 1855 E. Main St Onalaska, WI 54650 Phone = 608-781-8899 Fax = 608-781-8897 Contact = Kristy Bronk kristyb@mpwr.com	Y	
14	Medialine.com PO Box 51909 Pacific Grove, CA 93950 Phone = 800-237-8073 Fax = 831-648-5204 Contact = Mark Shilstone mark@medialine.com www.medialine.com		
15	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	Y	

**Recruitment Sources
(08/01/2013 – 07/31/2014)**

Number	Information	Did Source Request Notification	No of interviewees referred by source
16	<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</p>	Y	
17	<p>St. Cloud State University Society of Professional Journalists 720 4th Ave S. – SH14 St. Cloud, MN 56301 Phone = 612-626-7752 Contact = Michael Vadnie Spj@stcloudstate.edu</p>	Y	
18	<p>St. Mary's University of Minnesota 700 Terrace Heights, Box 6 Winona, MN 55987 Phone = 507-457-6695 Fax = 507-457-6990 Contact = Vicki McDonald vmcdonal@smumn.edu</p>	Y	
19	<p>TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Phone = 800-374-8177 Fax = 760-754-2115 Contact = Mark Holloway www.tvjobs.com</p>		6
20	<p>UW-La Crosse Career Services 1725 State Street, Wilder Hall La Crosse, WI 54601 Phone = 608-785-8514 Fax = 608-785-8518 Contact = Rebecca Lee careers@uwlax.edu</p>	Y	
21	<p>UW-Platteville Communications Technologies 1 University Plaza Platteville, WI 53818 Phone = 608-342-1836 Fax = 608-342-1172 Contact = Diana Trendt careercenter@uwplatt.edu</p>	Y	

**Recruitment Sources
(08/01/2013 – 07/31/2014)**

Number	Information	Did Source Request Notification	No of interviewees referred by source
22	<p align="center">Viterbo University Career Planning & Placement 900 Viterbo Drive La Crosse, WI 54601 Phone = 608-796-3828 Fax = 608-796-3050 Contact = Anne Ellefson careers@viterbo.edu</p>	Y	
23	<p align="center">Western Technical College Student Employment Services 400 7th Street N. PO Box C-908 La Crosse, WI 54602 Contact: Karol Parr Phone - 608-785-9440 Fax – 608-789-4760 parrk@westerntc.edu</p>	Y	
24	<p align="center">Winona State University Career Info PO Box 5838 Winona, MN 55987 Phone = 507-457-5878 Fax = 507-457-5516 Contact = Toni Drier career@winona.edu</p>	Y	
25	<p 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 mendicott@wi-broadcasters.org</p>		
26	<p align="center">WISC-TV Channel3000.com 7025 Raymond Road Madison, WI 53719 Phone = 608-277-5142 Fax = 608-278-5568 Contact = Jeff VerVoort jvervoort@wisctv.com</p>	Y	
27	<p align="center">WKBT-TV Job Spot 141 S. 6th Street La Crosse, WI 54601 Phone = 608-793-4516 Fax = 608-782-4674 Contact = Lisa Smith lsmith@wkbt.com</p>	Y	18

Recruitment Sources
(08/01/2013 – 07/31/2014)

Number	Information	Did Source Request Notification	No of interviewees referred by source
28	Workforce Connections, Inc. PO Box 2908 La Crosse, WI 54601 Phone = 608-789-5620 Fax = 608-785-9939 Contact = Wanda Palmer Palmerw@workforceconnections.org	Y	
29	Z – Unspecified		1