

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2018 - July 31, 2019

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
WQOW Daybreak Anchor/MMJ Open Date: 6/29/2018 Hire Date: 8/27/2018	1, 3, 7-11, 13, 15-24, 26-46, 48-54	54
WXOW Daybreak Meteorologist Open Date: 7/10/2018 Hire Date: 11/5/2018	1-3, 8-11, 13, 15-24, 26-31, 33-54	2
WXOW WEEKEND MULTI MEDIA JOURNALIST Open Date: 7/31/2018 Hire Date: 1/11/2019	1, 3, 7-13, 15-24, 26-34, 36-46, 48-50, 52-54	54
WQOW Sports Director Open Date: 8/2/2018 Hire Date: 11/4/2018	1, 3, 8-13, 15-24, 26-34, 36-46, 48-50, 52-54	13
WXOW Account Executive Open Date: 10/2/2018 Hire Date: 11/1/2018	1, 3, 7-8, 10-11, 13, 15-24, 26-34, 36- 46, 48-50, 52-54	7
WQOW WEEKEND SPORTS ANCHOR-MMJ Open Date: 10/31/2018 Hire Date: 12/7/2018	1, 3, 7-8, 10-11, 13, 15-24, 26-34, 36- 46, 48-50, 52-54	11
Director/Production Assistant Open Date: 1/4/2019 Hire Date: 5/1/2019	1, 3, 8, 10-13, 15-24, 26-34, 36-46, 48- 50, 52-54	13
WQOW Multi Media Journalist Open Date: 1/4/2019 Hire Date: 7/10/2019	1, 3, 5, 7-8, 10-11, 13, 15-34, 36-46, 48 -50, 52-54	28
Account Executive Open Date: 1/8/2019 Hire Date: 4/29/2019	1, 3-4, 8, 10-11, 13, 15-24, 26-34, 36- 46, 48-50, 52-54	4
Account Executive Open Date: 1/8/2019 Hire Date: 4/22/2019	1, 3-4, 8, 10-11, 13, 15-24, 26-34, 36- 46, 48-50, 52-54	54
WXOW Weekend Meteorologist Open Date: 1/21/2019 Hire Date: 6/3/2019	1, 3, 7-8, 10-11, 13, 15-24, 26-34, 36- 46, 48-50, 52-54	7
WXOW – MULTI MEDIA JOURNALIST/PRODUCER Open Date: 1/29/2019 Hire Date: 5/7/2019	1, 3, 7-8, 10-11, 13, 15-24, 26-34, 36- 46, 48-50, 52-54	13
WXOW – MULTI MEDIA JOURNALIST/PRODUCER Open Date: 1/29/2019 Hire Date: 5/30/2019	1, 3, 7-8, 10-11, 13, 15-24, 26-34, 36- 46, 48-50, 52-54	7
WQOW Morning Anchor/MMJ Open Date: 1/29/2019 Hire Date: 5/5/2019	1-3, 8, 10-11, 13, 15-24, 26-34, 36-46, 48-50, 52-54	13

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WQOW DAYBREAK PRODUCER Open Date: 2/15/2019 Hire Date: 4/8/2019	1, 3, 7-8, 10-13, 15-24, 26-34, 36, 38-46, 48-50, 52-54	7
WQOW Executive Producer Open Date: 3/20/2019 Hire Date: 4/18/2019	1, 3, 8, 10-13, 15-24, 26-34, 36, 38-46, 48-50, 52-54	13
WQOW Weekend Anchor/Multi Media Journalist Open Date: 4/9/2019 Hire Date: 6/5/2019	1, 3, 7-8, 10-11, 13, 15-24, 26-34, 36, 38-46, 48-50, 52-54	7
WXOW WEEKEND ANCHOR/MMJ Open Date: 4/29/2019 Hire Date: 6/24/2019	1, 3, 8, 10-11, 13, 15-24, 26-34, 36, 38-46, 48-50, 52-54	11
WQOW Full Time Production Assistant Open Date: 5/13/2019 Hire Date: 5/19/2019	1, 3, 6, 8, 10-11, 13, 15-24, 26-34, 36, 38-46, 48-50, 52-54	13
WQOW Full Time Production Assistant Open Date: 5/13/2019 Hire Date: 7/8/2019	1, 3, 6, 8, 10-11, 13, 15-24, 26-34, 36, 38-46, 48-50, 52-54	54
WQOW DIRECTOR, MORNING NEWS Open Date: 5/15/2019 Hire Date: 5/19/2019	1, 3, 8, 10-11, 13, 15-24, 26-34, 36, 38-46, 48-50, 52-54	13
WQOW EVENING NEWS DIRECTOR Open Date: 5/24/2019 Hire Date: 6/30/2019	1, 3, 8, 10-11, 13, 15-16, 18-24, 26-34, 36, 38-46, 48-50, 52-54	13
WQOW EVENING NEWS DIRECTOR Open Date: 5/24/2019 Hire Date: 6/30/2019	1, 3, 8, 10-11, 13, 15-16, 18-24, 26-34, 36, 38-46, 48-50, 52-54	13
WQOW Weekend Meteorologist Open Date: 6/4/2019 Hire Date: 7/31/2019	1, 3, 8, 10-11, 13-24, 26-34, 36, 38-46, 48-50, 52-54	54

WQOW Television, WXOW Television**EEO PUBLIC FILE REPORT****August 1, 2018 - July 31, 2019****II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 4349 E. Colter Street Phoenix, Arizona 85018 Phone : 602 954-8373 Url : www.602communications.com Email : slizik@602communications.com Sandy Lizik	N	0
2	Agency Referral	N	2
3	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	Y	0
4	Consultant Referral	N	2
5	Corporate Recruiter	N	2
6	Current Intern	N	1
7	Employee Referral	N	11
8	Handshake-Distributes to approx. 40 colleges Online Jobs, multiple states including, Wisconsin Phone : 6085551212 Url : https://app.joinhandshake.com/login Online Job Postings Manual Posting	N	1
9	Illinois Institute of Art-closed Oct 2018 1000 Plaza Drive Schaumburg, Illinois 60173 Phone : 312-777-8561 Email : pahudson@aia.edu Pam Hudson	N	0
10	Illinois Media School-Replaced Illinois Center for Broadcasting 55 W. 22nd Street #240 Lombard, Illinois 60148 Phone : 630-916-1700 Email : cjackson@beonair.com Carl Jackson	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Indeed.com www.indeed.com Online, Wisconsin Url : www.indeed.com Web Based Job Postings Manual Posting	N	25
12	Internal Candidate	N	6
13	Internal Hire/Promotion PO Box 3119 La Crosse, Wisconsin 54602 Employee Referral or promotion Manual Posting	N	9
14	Job Bank - NATAS Online postings only Free Service, Wisconsin Url : https://jobbank.emmyonline.org/ Job Bank Manual Posting	N	0
15	Job Center of Wisconsin-(Only use when wages CAN be posted-added 09-23-14) 201 E. Washington Avenue Madison, Wisconsin 53703 Phone : 888-258-9966 Employer Services Manual Posting	N	0
16	KBJR 6 - Kayla Martin 246 South Lake Avenue Duluth, Minnesota 55802 Phone : 218-720-9642 Email : kmmartin@kbjr.com Kayla Martin	N	0
17	KTIV TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-226-5420 Email : kclayton@ktiv.com Fax : 1-712-239-2621 Kathy Clayton	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
18	KTTC TV 6301 Bandel Rd. NW Rochester, Minnesota 55901 Phone : 507-535-8904 Email : jneyens@kttc.com Fax : 1-507-288-6324 Jodi Neyens	N	0
19	KWWL TV 500 E. 4th St Waterloo, Iowa 50703 Phone : 319-291-1259 Email : syoungblut@kwwl.com Fax : 1-319-291-1233 Sandy Youngblut	N	0
20	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-387-1025 Email : career@luther.edu Fax : 1-563-387-2628 Career Service	Y	0
21	Madison Media Institute 2702 Agriculture Dr Madison, Wisconsin 53714 Phone : 608-237-8312 Email : Nbrost1@mediainstitute.edu Nathaniel Brost	N	0
22	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Email : medialine@medialine.com Fax : 1-834-648-5204 Mark Shilstone	N	0
23	Mississippi State University-MET Jobs only Box 9556 Mississippi State, Mississippi 39762 Phone : 662-325-3344 Career Service Center Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	New Jersey Herald Two Spring Street Newton, New Jersey Phone : 973-383-1170 Email : rfichter@njherald.com Fax : 1-973-383-2194 Robin Fichter	N	0
25	Other Source	N	1
26	Purple Briefcase fmr: WIPCCC (WI Private Colleges-20 colleges) Career Consortium https://app.purplebriefcase.com/pb/account/logout Wisconsin Career Services Manual Posting	N	0
27	Quincy Herald Whig 130 S. Fifth St. Quincy, Illinois 62301 Phone : 217-223-5100 Email : jschulz@qni.biz Fax : 1-217-223-9757 Jena Schulz	N	0
28	Quincy Media, Inc. 130 S. Fifth St. Quincy, Illinois 62301 Phone : 217-221-3418 Url : http://www.quincymediacaers.com/ Email : lvanness@quincymedia.com Lesley Van Ness	N	2
29	Rochester Community & Technical College 851 30th Ave SE Rochester, Minnesota 55904 Phone : 507-285-7260 Email : deb.vang@rctc.edu Career Services	N	0
30	Specs Howard School of Media Arts 23801 Industrial Park Dr Farmington Hills, Michigan 48335 Phone : 248-358-9000 Email : nshiner@specshoward.edu Nancy Shiner	N	0

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31	Sportscasters Talent Agency of America Online recruiting agency Pacific Coast, California Phone : 9496487822 Url : https://staatalent.com/ Email : jon@staatalent.com Jon Chelesnik	N	0
32	St. Mary's University 700 Terrace Heights, #6 Winona, Minnesota 55987 Phone : 507-457-1447 Email : careerservices@smumn.edu Career Service	N	0
33	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Email : markch@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	1
34	University of Dubuque 2000 University Ave Dubuque, Iowa 52001 Phone : 563-589-3132 Email : career@dbq.edu Fax : 1-563-589-3352 Career Service	N	0
35	University of North Dakota (MET Jobs Only) Listed on Handshake May 2018 Grand Forks, North Dakota Phone : 5551221555 Career Center Manual Posting	N	0
36	UW- Eau Claire Multicultural affairs 225 Schofield Hall Eau Claire, Wisconsin 54701 Phone : 715-836-3367 Email : vuecc@uwec.edu Fax : 1-715-836-3499 Career Service	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	UW-La Crosse Affirmative Action 1725 State St La Crosse, Wisconsin 54601 Phone : 608-785-8541 Email : aad@uwlax.edu Fax : 1-608-785-6907 Career Service	N	0
38	UW-La Crosse Multicultural Ctr 1725 State St La Crosse, Wisconsin 54601 Phone : 608-785-8225 Email : OMSS@uwlax.edu Fax : 1-608-785-8837 Career Service	N	0
39	WAOW TV/WYOW TV 1908 Grand Ave Wausau, Wisconsin 54403 Phone : 715-842-2251 Email : kfuller@waow.com Fax : 1-715-848-0195 Kelly Fuller	N	0
40	WBNG - Kate Garger 560 Columbia Drive Johnson City, New York 13790 Phone : 607-584-7223 Email : cgarger@wbngtv.com Kate Garger	N	0
41	WEEK - Teddi Stonesifer 2907 Springfield Road East Peoria, Illinois 61611 Phone : 309-698-3784 Email : tstonesifer@week.com Teddi Stonesifer	N	0
42	WGEM TV 513 Hampshire St. Quincy, Illinois 62301 Phone : 217-228-6617 Email : tstutheit@wgem.com Fax : 1-217-228-6617 Terri Stutheit	N	0

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43	WI Tech Connect (Sends to 16 Technical Colleges-Added Oct '15) 4622 University Avenue www.wisconsintechconnect.com Madison, Wisconsin 53705 Phone : 608-266-1207 Url : www.wisconsintechconnect.com Career Services Manual Posting	N	0
44	Winona State University-Warrior Jobs website 110 Gildemeiste Hall Winona, Minnesota 55987 Phone : 507-457-5878 Career Services Manual Posting	N	0
45	Wisconsin Broadcasters Association 44 E. Mifflin St., Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Career Service Manual Posting	N	0
46	WKOW TV 5727 Tokay Blvd. Madison, Wisconsin 53719 Phone : 608-661-2794 Email : bbeer@wkow.com Fax : 1-608-274-9514 Bonnie Beer	N	0
47	Word of Mouth Referral	N	1
48	Workforce Connections -- added 02/2016 2615 East Avenue South La Crosse, Wisconsin 54601 Email : workforceconnections@workforceconnections.org Carol Workforce Connections	N	0
49	WPTA - Cindy Bennett 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 260-407-0064 Url : www.21alive.com Email : cindyb@incnow.tv Cindy Bennett	N	0

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50	WREX TV 10322 Auburn Road Rockford, Illinois 61103 Phone : 815-335-7856 Email : twesseln@wrex.com Fax : 1-815-335-1002 Theresa Wesseln	N	0
51	WSJV TV 58096 County Road, #7 S. South Bend, Indiana 46624 Phone : 574-343-5310 Email : ttesch@fox28.com Fax : 1-574-294-1267 Teddi Tesch	N	0
52	WVVA TV 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : asluss@wvva.com Fax : 1-304-325-5586 Audrey Sluss	N	0
53	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
54	WXOW/WQOW Website 3705 CTH 25 La Crescent, Minnesota 55947 Phone : 507-895-9872 Email : twopat@wxow.com Fax : 1-507-895-8640 Theresa Wopat	N	16
TOTAL INTERVIEWS OVER REPORTING PERIOD:			80

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/15/2018	Provision of training to management	The station's parent company, Quincy Media, Inc., has made available (on a mandatory basis) to the station a series of workplace training courses (video modules) created by Kantola Training Solutions. These modules are intended to educate employees and managers about non-discrimination, harassment, and other workplace-related issues. All personnel at the station are required to participate and complete Kantola modules on a regular basis. Each module is followed by a quiz, which must be completed. Certificates of completion are maintained in personnel files of managers and non-managers alike. During the month of August all managers at the station were required to participate in a session entitled "Harassment and Diversity-Manager Version." In addition, all employees were required to participate in a session entitled "Harassment: Sex, Religion and Beyond-Employee Version." These courses require each employee to individually view an online presentation lasting approximately 20 minutes, followed by a 10 question quiz. The modules provide a different viewpoint depending on whether the individual is a manager or non-manager; in that way both managers and non-managers are provided with training appropriate to their relative position.	90	All staff All staff

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2	10/4/2018	Participation in Job Fairs	Roger Staffaroni represented WXOW News19 at a large career fair held at the La Crosse Center. The annual event is co-sponsored by Western Technical college and the Chamber of Commerce. Roger was at the event for the entire day. Over the course of the day Roger ran 8 separate sessions. The attendees were juniors in high school. Each session had an average of 8 to 10 students. The open forum allowed Roger to explain to students a typical day in the life of a reporter at News19. He explained the skills needed, skills taught, and the incredible experience of being a broadcast journalist. The most asked questions generated among the students included: What kind of degree do I need/what kind of classes should I take?, What are the hours like?, Will I work weekends?, What's the best part of being a journalist?, What other jobs are there in broadcasting?, and What does it pay? Roger says it was overall, a very positive experience, the 25-minute sessions allowed for a great exchange of information/taking questions and the students were enthusiastic about what he had to say.	1	Assignment Editor
3	10/6/2018	Participation in events or programs sponsored by educational institutions	On 10/06/18, Dave Solie, traveled to the University of Iowa to attend the University's Speed Networking event. It's a two hour process with a couple of goals. First, it's designed to help primarily juniors and seniors to hone their interview skills. Second, it's an opportunity for them to find internships and employment. It's become an opportunity to find new grads interested in broadcast journalism. On this trip, Dave met three students from whom we're expecting internship applications.	1	Content Manager

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4	3/8/2019	Establishment of an intern program designed to assist members of the community	WQOW and WXOW offer a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of Journalism, Broadcasting, Communication and related fields the opportunity to gain hands-on experience in broadcast television and digital platforms. Each Quintern is assigned a mentor and there is curriculum for each position. Our stations hosted 8 Quinterns over the course of this reporting period.	2	News Director News Director
5	6/12/2019	Participation in Job Fairs	WXOW/WQOW was represented by Theresa Wopat at the Job/Career Fair at WBA's Summer Conference in Elkhart Lake, WI on June 12, 2019. Theresa Wopat represented WXOW/WQOW at WBA's 2019 job fair for the summer conference. Job seekers were in attendance at the fair and job openings were discussed with participants looking for openings in the broadcasting industry.	1	Administration and Human Resources Manager
6	6/12/2019	Provision of training to management	On June 12, 2019 Teresa Wopat attended a seminar entitled "Keeping up with EEO at the FCC" which was held as part of the Wisconsin Broadcaster's Association Summer Conference held at the Ostoff Resort in Elkhart Lake, Wisconsin.	1	Administration and Human Resource Manager