

2018 EEO PUBLIC FILE REPORT

A. Employment Unit Covered

Mississippi Valley Broadcasters, LLC
(Including White Eagle Broadcasting Inc. a wholly owned subsidiary)

WLXR-FM La Crosse, WI
WLFN-AM La Crosse, WI
WQCC-FM La Crosse, WI
WKBH-FM West Salem, WI
KQEG-FM LaCrescent, MN

B. Reporting Period

August, 1 2017 to July 31, 2018

C. Full-time Vacancies Filled During Reporting Period

1. Job Title: Account Executive	Date Filled: 11/17/2017
2. Job Title: Creative Director/On-Air Talent	Date Filled: 11/30/2017
3. Job Title: Account Executive	Date Filled: 07/23/2018
4. Job Title: Account Executive	Date Filled: not filled yet

D. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title: Account Executive	Date Filled: 11/17/2017
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Referral Sources used:

La Crosse Media Group - Website

La Crosse Media Group - Radio Ads

La Crosse Media Group - Employee Referrals Position #1 filled with this source

1407 2nd Avenue N.

La Crosse, WI 54601

Contact: Erik Sjolander <http://www.lacrosseradiogroup.net/contact.html>

Phone: 608-782-8335 Fax: 608-782-8340

Zip Recruiter

Help Desk: (877)252-1062

www.ziprecruiter.com

Wisconsin Broadcasters Association

44 E. Mifflin Street Suite 900

Madison, WI 53703

Contact: Kristen Bergmann www.wi-broadcasters.org/wba/index.php

Phone: 608-255-2600 Fax: 608-256-3986

Illinois Media School – Chicago

Attn: Don Clark (331)215-4733

dclark@beonair.com

Total number of interviewees from all sources for this position: 2

2. Job Title: Creative Director/On-Air Talent **Date Filled:** 11/30/2017

Referral Sources used:

La Crosse Media Group - Website

La Crosse Media Group - Radio Ads

La Crosse Media Group - Employee Referrals Position #2 filled with this source

1407 2nd Avenue N.

La Crosse, WI 54601

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Zip Recruiter

Help Desk: (877)252-1062

www.ziprecruiter.com

Viterbo/Purple Briefcase

Career Services: (608)796-3827

900 Viterbo Drive

La Crosse, WI 54601

www.viterbo.edu/career-services/purple-briefcase

TechConnect

Western Technical College

Career Services: (608)785-9440

400 7th Street North

La Crosse, WI 54601

www.wisconsintechconnect.com/employers/jobs

Winona State University

Career Services: (507)457-5878

314 Maxwell Hall

Winona, MN 55987

<https://wsucareerservicezlink.experience.com>

St. Mary's University
Career Services: (800)635-5987
700 Terrace Heights
Winona, MN 55987
www.myinterfase.com/smumn

Illinois Media School – Chicago
Attn: Don Clark (331)215-4733
dclark@beonair.com

Total number of interviewees from all sources for this position: 6

3. Job Title: Account Executive	Date Filled: 07/23/2018
4. Job Title: Account Executive	Date Filled: not filled yet

Referral Sources used:

La Crosse Media Group - Website Position #3 filled with this source
La Crosse Media Group - Radio Ads
La Crosse Media Group - Employee Referrals
Position #3 filled with this source
1407 2nd Avenue N.
La Crosse, WI 54601
Contact: Ron Revere <http://www.lacrosseradiogroup.net/contact.html>
Phone: 608-782-8335 Fax: 608-782-8340

Zip Recruiter
Help Desk: (877)252-1062
www.ziprecruiter.com

InDeed
Help Desk: (800)475-4361
www.indeed.com/hire?h!=en&cc=US

Minnesota State College Southeast Technical
Career Services: (507)453-2700
1250 Homer Road
Winona, MN 55987
www.southeastmn.edu/

UW-La Crosse
Career Services: (608)785-8514
1140 Centennial Hall
La Crosse, WI 54601
www.myinterfase.com/uwlax

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Winona, MN 55987

<https://wsucareerservicezlink.experience.com>

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Total number of interviewees from all sources for this position: 11

E. Total Number of Persons Interviewed for all Full-Time Vacancies Filled During the Reporting Period: 19

F. Total Number of Interviewees for all Full-Time Vacancies Filled During the Reporting Period per Recruitment/Referral Source:

Referral Sources used:

Interviews per referral source:

La Crosse Media Group - Website 2

La Crosse Media Group - Radio Ads 4

La Crosse Media Group - Employee Referrals 3

1407 2nd Avenue N.

La Crosse, WI 54601

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InDeed 2
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Organizations requesting notifications of job vacancies pursuant to Section 73.2080(c)(1)(ii)

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