

Mississippi Valley Broadcasters search for sales manager (radio and digital) Late May and June 2019

In May and June of 2019 the La Crosse Media Group lost its human relations consultant and its business manager. Advertising for a Sales Manager for radio and digital sales was underway. Because of the confusion created by losing these two resources the records of actual posting and where candidates discovered the open position were not kept.

The position was posted in the same publications and locations as other open positions were placed. Those are listed below:

- University of St. Mary's, Winona, MN
- Winona State University, Winona, MN
- University of Wisconsin-La Crosse, La Crosse, WI
- Viterbo University, La Crosse, WI
- Radio + Television Business Report
- Wisconsin Tech Connect – Job Board for all technical colleges in Wisconsin
- La Crosse Tribune
- National Broadcasters Association
- Wisconsin Broadcasters Association
- LinkedIn
- Illinois Media School – Chicago
- Radio station websites and group website
- Ads aired on La Crosse Media Group Radio Stations: WLXR, WQCC, WKBH-FM, KQEG, WLFN-AM

Three candidates were selected for final interviews. Locations where final candidates learned of the position:

- On air
- LinkedIn
- Current staff