

# 2013 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 2012 to July 31, 2013

## C. Full-time Vacancies Filled During Reporting Period

1. **Job Title:** Account Representative     **Date Filled:** 03/04/2013
2. **Job Title:** On-Air Talent     **Date Filled:** 03/28/2013

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

1. **Job Title:** Account Representative     **Date Filled:** 03/04/2013

### Referral Sources used:

Wisconsin Broadcasters Association  
44 E. Mifflin Street Suite 900  
Madison, WI 53703  
Contact: Kristen Bergmann [www.wi-broadcasters.org/wba/index.php](http://www.wi-broadcasters.org/wba/index.php)  
Phone: 608-255-2600 Fax: 608-256-3986

La Crosse Radio Group  
1407 2<sup>nd</sup> Avenue N.  
La Crosse, WI 54601  
Contact: Tom Nankival <http://www.lacrosserradiogroup.net/contact.html>  
Phone: 608-782-8335 Fax: 608-782-8340

All Access (Industry Website)  
<http://www.allaccess.com/forum/viewforum.php?f=10>

**PeopleFirst HR Solutions Job Board**

**Position filled with this source**

600 N. 3<sup>rd</sup> Street Suite 101

La Crosse, WI 54603

Contact: JoAnn Steffes [www.peoplefirsthrsolutions.com](http://www.peoplefirsthrsolutions.com)

Phone: 608-782-1430 Fax: 608-782-1438

YahooJobs.com

Phone: 800-666-7837 [jobs.com/yahoo/jobs/14?co=xyahoox](http://jobs.com/yahoo/jobs/14?co=xyahoox)

LinkedIn

Phone: 650-687-3555 <http://www.linkedin.com>

La Crosse Tribune

401 Third Street N.

La Crosse, WI 54601

Contact: Classifieds-Debbie T. [lacrossetribune.com/](http://lacrossetribune.com/)

Phone: 608-785-7355 Fax: 608-791-8238

Viterbo Alumni Association

900 Viterbo Drive

La Crosse, WI 54601

Phone: 608-796-3000 <http://www.viterbo.edu/alumni/>

UW-Milwaukee Alumni Association

3271 N. Lake Drive

Milwaukee, WI 53211

Phone: 414-229-4290 [www.alumni.uwm.edu](http://www.alumni.uwm.edu)

UW-Madison Alumni Association

650 N. Lake Street

Madison, WI 53706

Phone: 608-262-2551 <http://www.uwalumni.com/>

UW-Eau Claire Alumni Association

213 Schofield Hall, 105 Garfield Avenue

Eau Claire, WI 54702

Phone: 715-836-3266 <http://www.uwec.edu/alumni/index.htm>

UW-La Crosse Alumni Association

615 East Avenue

La Crosse, WI 54601

Phone: 877-895-2586 <http://www.uwlaumni.org/>

UW-Platteville Alumni Association  
1 University Plaza  
Platteville, WI 53818  
Phone: 608-342-1181 <http://www.uwplatt.edu/alumni.html>

**Total number of interviewees from all sources for this position: 7**

**2. Job Title:** On-Air Talent

**Date Filled:** 03/28/2013

**Referral Sources used:**

PeopleFirst HR Solutions Job Board  
600 N. 3<sup>rd</sup> Street Suite 101  
La Crosse, WI 54603  
Contact: JoAnn Steffes [www.peoplefirsthrsolutions.com](http://www.peoplefirsthrsolutions.com)  
Phone: 608-782-1430 Fax: 608-782-1438

La Crosse Radio Group  
1407 2<sup>nd</sup> Avenue N.  
La Crosse, WI 54601  
Contact: Deb Brague <http://www.lacrosserradiogroup.net/contact.html>  
Phone: 608-782-8335 Fax: 608-782-8340

La Crosse Tribune  
401 Third Street N.  
La Crosse, WI 54601  
Contact: Classifieds-Debbie T. [lacrossetribune.com/](http://lacrossetribune.com/)  
Phone: 608-785-7355 Fax: 608-791-8238

YahooJobs.com  
Phone: 800-666-7837 [jobs.com/yahoo](http://jobs.com/yahoo) jobs 14?co=xyahoox

LinkedIn  
Phone: 650-687-3555 <http://www.linkedin.com>

National Broadcasters Association  
1771 N Street NW  
Washington D.C. 20036  
Phone: 202-429-5300 <http://www.nab.org/>

Brown College School of Broadcasting  
1345 Mendota Heights Rd  
Mendota Heights, MN 55120  
Phone : 651-905-3400 Fax : 651-905-3550  
Contact: Terry Miller Email : tmiller@browncollege.edu

Brown College School of Broadcasting  
5951 Earle Brown Dr  
Brooklyn Center, MN 55430  
Phone: 763-279-2400  
<http://www.browncollege.edu/>

**Wisconsin Broadcasters Association**

**Position filled with this source**

44 E. Mifflin Street Suite 900  
Madison, WI 53703  
Contact: Kristen Bergmann [www.wi-broadcasters.org/wba/index.php](http://www.wi-broadcasters.org/wba/index.php)  
Phone: 608-255-2600 Fax: 608-256-3986

UW-Milwaukee Alumni Association  
3271 N. Lake Drive  
Milwaukee, WI 53211  
Phone: 414-229-4290 [www.alumni.uwm.edu](http://www.alumni.uwm.edu)

UW-Madison Alumni Association  
650 N. Lake Street  
Madison, WI 53706  
Phone: 608-262-2551 <http://www.uwalumni.com/>

UW-Eau Claire Alumni Association  
213 Schofield Hall, 105 Garfield Avenue  
Eau Claire, WI 54702  
Phone: 715-836-3266 <http://www.uwec.edu/alumni/index.htm>

UW-La Crosse Alumni Association / Job Board  
615 East Avenue  
La Crosse, WI 54601  
Phone: 877-895-2586 <http://www.uwlaumni.org/>

**Total number of interviewees from all sources for this position: 3**

**E. Total Number of Persons Interviewed for all Full-Time Vacancies Filled During the Reporting Period: 10**

**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:**

**PeopleFirst HR Solutions Job Board**

**2**

600 N. 3<sup>rd</sup> Street Suite 101

La Crosse, WI 54603

Contact: JoAnn Steffes [www.peoplefirsthrsolutions.com](http://www.peoplefirsthrsolutions.com)

Phone: 608-782-1430 Fax: 608-782-1438

**La Crosse Radio Group**

**2**

1407 2<sup>nd</sup> Avenue N.

La Crosse, WI 54601

Contact: Tom Nankival/Deb Brague <http://www.lacrosseradiogroup.net/contact.html>

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

**La Crosse Tribune**

**4**

401 Third Street N.

La Crosse, WI 54601

Contact: Classifieds-Debbie T. [lacrossetribune.com/](http://lacrossetribune.com/)

Phone: 608-785-7355 Fax: 608-791-8238

LinkedIn

Phone: 650-687-3555 <http://www.linkedin.com>

National Broadcasters Association

1771 N Street NW

Washington D.C. 20036

Phone: 202-429-5300 <http://www.nab.org/>

Brown College School of Broadcasting

1345 Mendota Heights Rd

Mendota Heights, MN 55120

Phone : 651-905-3400 Fax : 651-905-3550

Contact: Terry Miller Email : [tmiller@browncollege.edu](mailto:tmiller@browncollege.edu)

Brown College School of Broadcasting  
5951 Earle Brown Dr  
Brooklyn Center, MN 55430  
Phone: 763-279-2400  
<http://www.browncollege.edu/>

YahooJobs.com  
Phone: 800-666-7837 [jobs.com/yahoo](http://jobs.com/yahoo) jobs 14?co=xyahoox

**Wisconsin Broadcasters Association**

2

44 E. Mifflin Street Suite 900  
Madison, WI 53703  
Contact: Kristen Bergmann [www.wi-broadcasters.org/wba/index.php](http://www.wi-broadcasters.org/wba/index.php)  
Phone: 608-255-2600 Fax: 608-256-3986

All Access (Industry Website)  
<http://www.allaccess.com/forum/viewforum.php?f=10>

UW-Milwaukee Alumni Association  
3271 N. Lake Drive  
Milwaukee, WI 53211  
Phone: 414-229-4290 [www.alumni.uwm.edu](http://www.alumni.uwm.edu)

UW-Madison Alumni Association  
650 N. Lake Street  
Madison, WI 53706  
Phone: 608-262-2551 <http://www.uwalumni.com/>

UW-Eau Claire Alumni Association  
213 Schofield Hall, 105 Garfield Avenue  
Eau Claire, WI 54702  
Phone: 715-836-3266 <http://www.uwec.edu/alumni/index.htm>

UW-La Crosse Alumni Association  
615 East Avenue  
La Crosse, WI 54601  
Phone: 877-895-2586 <http://www.uwlaumni.org/>

Viterbo Alumni Association  
900 Viterbo Drive  
La Crosse, WI 54601  
Phone: 608-796-3000 <http://www.viterbo.edu/alumni/>

UW-Platteville Alumni Association  
1 University Plaza  
Platteville, WI 53818  
Phone: 608-342-1181 <http://www.uwplatt.edu/alumni.html>