

WLAX/WEUX
Annual EEO Public File Report
July 29, 2013 - July 28, 2014

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Sections 1 – Summary information on job openings.

Section 2 – Four job opening was filled during this period.

Section 3 – Supplemental recruitment activities undertaken by the station.

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Section 1 – Summary information for job openings

The Purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WLAX/WEUX-LaCrosse/Chippewa Falls and is required to be placed in the public inspection files of these stations, and posted on their web sites, so long as the stations maintain an active website.

The information contained in this report covers the time period beginning July 29, 2013 - July 28, 2014. (The “Applicable Period”)

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c) (2) of the FCC Rules.

Appendices 1 and 2 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions Utilizing This Source” refer to the number of the full-time job positions listed on Appendix 1.

For purpose of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone, or by email.

Appendix 1 to Annual EEO Public File Report
 Covering the Period from July 29, 2013 - July 28, 2014
 Stations Comprising Station Employment Unit: WLAX/WEUX

Vacancy information

| | Full Time Positions Filled by Job Title | Recruitment Source of Hiree | Total # Interviewed from all sources for this position |
|----|--|--------------------------------|--|
| 1. | Master Control Operator/Eng Tech | NA | 1 |
| 2. | Production Assistant | NA | 1 |
| 3. | Traffic Assistant | Station Website | 3 |
| 4. | Master Control Operator | Online | 1 |

Total Number of Persons Interviewed during Applicable Period: 6

Appendix 2 to Annual EEO Public File Report
Covering the Period from July 29, 2013 - July 28, 2014
Stations Comprising Station Employment Unit: WLAX/WEUX

Recruitment Source Information

| | Recruitment Sources | Total Interviewees From This Source During Period |
|----|---|--|
| A. | LaCrosse Tribune | 0 |
| B. | Eau Claire Leader Telegram | 0 |
| C. | Station Website | 2 |
| D. | Station On-Air Ad | 0 |
| E. | University of Wisconsin – Eau Claire Career Web site | 0 |
| F. | Western Wisconsin Technical College Career Center | 0 |
| G. | Referrals | 0 |
| H. | La Crosse Career Fest | 0 |
| I. | Interviewee Did Not Provide | 0 |
| J. | Internal Promotion | 2 |
| K. | Internet | 2 |

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Section 2 – Job Openings – Recruitment Sources

1. Master Control Operator/Engineering Tech

This position was filled by an existing full time employee who was promoted and is thus exempt from recruitment requirements. The employee was initially hired after full recruitment.

2. Production Assistant

This position was filled by an existing full time employee who was promoted and is thus exempt from recruitment requirements. The employee was initially hired after full recruitment.

3. Traffic Assistant

This position was posted in:

La Crosse Tribune
P.O. Box 865, 401 3rd St N, La Crosse, WI 54602-0865
608-782-9710

The opening was also posted internally, on-air ad on WLAX and WEUX, and faxed/mailed to the attached list of organizations and universities.

4. Master Control Operator

This position was posted in:

La Crosse Tribune
P.O. Box 865, 401 3rd St N, La Crosse, WI 54602-0865
608-782-9710

The opening was also posted internally, on-air ad on WLAX and WEUX, and faxed/mailed to the attached list of organizations and universities.

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List of all recruitment sources contacted to fill positions:

- a) Name of Source: Women's Resource Center
 Contact Person: Larisa Walk
 Address: 77 E. 5th St, Winona, MN 55987
 Telephone: 507-452-4440
 Fax: 507-452-9518
 E-Mail: wrc@luminet.net
 How was notification given to this source? Fax

- b). Name of Source: Madison Media Institute
 Contact Person: Susan Miller, Placement Director
 Address: 2702 Agriculture Drive, Madison, WI 53718
 Telephone: 1-800-236-4997
 Fax: 608-829-2661
 E-Mail:
 How was notification given to this source? Mail

- c). Name of Source: Wisconsin Broadcaster's Association
 Contact Person:
 Address: Madison, WI
 Telephone:
 Fax: 608-256-3986
 E-Mail:
 How was notification given to this source? Fax

- d). Name of Source: Broadcast Employment Services
 Contact Person: Mark C. Holloway
 Address: PO Box 4116, Oceanside, CA 92052
 Telephone: 760-754-8177
 Fax: 760-754-2115
 E-Mail: info@tvjobs.com
 How was notification given to this source? Fax

- e). Name of Source: Family Support Center
Contact Person: Moria Kneer / Geri Segal
Address: PO Box 143, Chippewa Falls, WI 54729
Telephone: 715-723-1138
Fax: 715-723-8460
E-Mail: gerifsc@win.bright.net
How was notification given to this source? Fax
- f). Name of Source: Women in Transition
Contact Person: Dina Stender
Address: 6715 Minnetonka Blvd, St. Louis Park, MN 55426
Telephone: 612-752-8444
Fax: 612-752-8401
E-Mail:
How was notification given to this source? Fax
- g). Name of Source: UW-La Crosse Career Services
Contact Person: Faith Pawelski
Address: 1725 State St, Wilder Hall, La Crosse, WI 54601
Telephone: 608-785-8514
Fax: 608-785-8518
E-Mail: career@mail.uwlax.edu
How was notification given to this source? Fax
- h). Name of Source: Winona State Univ-International Services Office
Contact Person: Terri Markos
Address: 130 Kryzsko Commons, Winona, MN 55987
Telephone: 507-457-5303
Fax: 507-457-2474
E-Mail: tmarkos@winona.msus.edu
How was notification given to this source? Fax
- i.) Name of Source: Western Wisconsin Technical College
Contact Person: Karol Parr
Address: Student Employment Services, 304 6th St N, PO Box C-908, La Crosse, WI 54602-0908
Telephone: 608-785-9440
Fax: 608-789-4760
E-Mail:
How was notification given to this source? Fax

- j). Name of Source: Chippewa Valley Technical College
Contact Person: J. Steven Saumer
Address: 620 W. Clairemont Ave, Eau Claire, WI 54701-6470
Telephone: 715-833-6237
Fax: 715-833-6470
E-Mail:
How was notification given to this source? Fax
- k). Name of Source: Brown Institute/Broadcasting
Contact Person: Terry K. Miller
Address: 1440 Northland Dr, Mendota Heights, MN 55120
Telephone: 651-905-3440
Fax: 651-905-3550
E-Mail: terry@brown-institute.com
How was notification given to this source? Fax
- l). Name of Source: University Placement Service, UW-Platteville
Contact Person: Paula Stauffacher
Address: 1 University Plaza, Ullsvik Center, Platteville, WI 53818-3099
Telephone: 608-342-1183
Fax:
E-Mail:
How was notification given to this source? Mail
- m). Name of Source: UW-Eau Claire-Career Service
Contact Person: Jeanne Skoug-Director
Address: PO Box 4004, Eau Claire, WI 54702
Telephone: 1-800-939-8973 or 715-836-5358
Fax: 1-715-836-4023
E-Mail: jobs@uwec.edu
How was notification given to this source? Fax
- n). Name of Source: FOX 18 KLJB
Contact Person: Kathy Debouef
Address: 937 E. 53rd St, Ste D, Davenport, IA 52807
Telephone: 563-386-1818
Fax: 563-386-8543
E-Mail:
How was notification given to this source? Fax

- o). Name of Source: FOX 54 WZDX
Contact Person: Charlene Brueggeman
Address: 1309 North Memorial Parkway, Hunstville, AL 35801
Telephone: 256-533-5454
Fax: 256-533-5315
E-Mail:
How was notification given to this source? Fax
- p). Name of Source: FOX 21/27 WFXR
Contact Person: Deb Saunders
Address: 2618 Colonial Ave SW, Roanoke, VA 24015
Telephone: 540-344-2127
Fax: 540-345-1912
E-Mail:
How was notification given to this source? Fax
- q). Name of Source: Afro-American Studies Dept
Contact Person: Jean Comstock
Address: 4141 Helen C. White Hall, 600 N. Park St., Madison, WI 53706
Telephone: 1-608-263-1642
Fax:
E-Mail:
How was notification given to this source? Mail
- r). Name of Source: Hmong Mutual Assistance Assoc.
Contact Person: Saidang Xiong
Address: 423 Wisconsin St., Eau Claire, WI 54703
Telephone: 1-715-832-8420
Fax: 1-715-832-0612
E-Mail:
How was notification given to this source? Fax
- s). Name of Source: Hmong Mutual Assistance Assoc.
Contact Person: Thomas Yang
Address: 2613 George St., La Crosse, WI 54603
Telephone: 781-5744
Fax: 781-5011
E-Mail:
How was notification given to this source? Fax

- t). Name of Source: Ho Chunk Nation
Contact Person: Jennifer Kearnes
Address: PO Box 667, Black River Falls, WI 54449
Telephone: 1-715-284-9343
Fax: 1-715-284-1520
E-Mail:
How was notification given to this source? Fax
- u). Name of Source: NAACP-Madison Branch
Contact Person: Darnetta
Address: 3 South Pinkney #50, Madison, WI 53703
Telephone: 1-608-256-1942
Fax: 1-608-257-7570
E-Mail:
How was notification given to this source? Fax
- v). Name of Source: UW-Eau Claire-Amer. Ethnic Coord. Office
Contact Person: Rachel Riley
Address: 225 Schofield Hall, Eau Claire, WI 54701
Telephone:
Fax:
E-Mail:
How was notification given to this source? Mail

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Section 3 – Supplemental Recruitment Activities

1. November 13th, 2013, a student from Winona State University job shadowed WLAX Senior AE Renelle Curran. Broadcasting generals and broadcast sales as well as Nielsen and One Domain were discussed and demonstrated.
2. February 25th, 2014, James Petrillo, Production Manager, did a presentation to the “Broadcast Management” class at the University of Wisconsin La Crosse. Station management and Production department workflow as well as career advice for aspiring producers in respect to television broadcasting. WLAX/WEUX’s internship program was also discussed in an effort to promote the program.
3. Scholarship Program

We participated in the Wisconsin Broadcasters Association Foundation Student Scholarship.