

WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2013 - July 31, 2014

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Weekend Sports Anchor/Multimedia Journalist	1-3, 5-22, 24-30, 32-52, 54-61, 65-83, 85-94, 96-98, 100	65
Local Sales Assistant	1-3, 5-16, 18-22, 24-49, 51-52, 54-61, 65-94, 96-100	100
Weekend Newscast Director	1-16, 18-30, 32-49, 51-52, 54-61, 65- 79, 81-83, 85-94, 96-98	23
Master Control Operator/Editor/Director	1-10, 12-16, 18-22, 24-30, 32-49, 51- 52, 54-61, 63, 65-83, 85-93, 95-98	63
Master control operator	1-10, 12-14, 16, 18-30, 32-49, 51-52, 54-61, 65-83, 85-93, 95-98	23
Morning-News Producer	1-10, 12-14, 16, 18-30, 32-49, 51-52, 54-61, 65-83, 85-93, 95-98	23
Morning Anchor/Multimedia Journalist	1-5, 7-10, 12-14, 16, 18-30, 32-49, 51- 52, 54-61, 65-83, 85-93, 95-98	23
Weekend Multi Media Journalist	1-5, 7-10, 12-14, 16-30, 32-49, 51-52, 54-61, 65-83, 85-93, 95-98	17
Weekend Multi Media Journalist	1-5, 7-10, 12-14, 16-30, 32-49, 51-52, 54-61, 65-83, 85-93, 95-98	65
Weekend Multi Media Journalist	1-5, 7-10, 12-14, 16-30, 32-49, 51-52, 54-61, 65-83, 85-93, 95-98	23
Digital Sales Specialist	1-5, 7-10, 12-14, 16-22, 24-30, 32-49, 51-52, 54-83, 85-93, 95-98	62
Morning News Producer	1-5, 7-10, 12-14, 16, 18-22, 24-30, 32- 61, 63, 65-83, 85-93, 95-98	50
Weekend Multi Media Journalist	1-5, 7-10, 12-14, 16, 18-30, 32-49, 51- 52, 54-61, 63, 65-83, 85-93, 95-98	23
Weekend Sports Anchor/Multimedia Journalist	1-5, 7-10, 12-14, 16, 18-30, 32-49, 51- 52, 54-61, 65-83, 85-93, 95-98	23

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

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	Y	0
2	Alverno College 3400 S 43rd St Milwaukee, Wisconsin 53234 Phone : 414-382-6010 Url : WIPCCC Career Service Manual Posting	N	0
3	Beloit College 700 College St Beloit, Wisconsin 53511 Phone : 608-363-2673 Url : WIPCCC Career Service Manual Posting	N	0
4	Bethany Lutheran College 700 Luther Drive Mankato, Minnesota 56001 Phone : 507-344-7321 Url : http://www.blc.edu/career-services Email : careerservices@blc.edu Fax : 1-507-344-7376 Brittany Nash	N	0
5	Blackhawk Technical College P.O. Box 5009 Janesville, Wisconsin 53547 Phone : 608-757-6329 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
6	Brown College - Removed from recruit list 03/24/14 1345 Mendota Heights Rd Mendota Heights, Minnesota 55120 Phone : 651-905-3541 Email : jconner@browncollege.edu Fax : 1-651-905-3555 Jo Ann Conner	Y	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
7	Cardinal Stritch University 6801 N Yates Rd Milwaukee, Wisconsin 53217 Phone : 414-410-4157 Url : WIPCCC Career Service Manual Posting	N	0
8	Carroll University 100 N East Ave Waukesha, Wisconsin 53186 Phone : 262-524-7624 Url : WIPCCC Career Service Manual Posting	N	0
9	Carthage College 2001 Alford Park Dr Kenosha, Wisconsin 53140 Phone : 262-551-5959 Url : WIPCCC Career Service Manual Posting	N	0
10	Chippewa Valley Tech. College 620 W. Clairemont Ave. Eau Claire, Wisconsin 54701 Phone : 715-833-6255 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
11	Clarke College 1550 Clark Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Career Service	N	0
12	Coe College 1220 First Ave NE Cedar Rapids, Iowa 52402 Phone : 319-399-8844 Email : o-career@coe.edu Fax : 1-319-399-8503 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
13	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	Y	0
14	Concordia University 12800 N Lakeshore Dr Mequon, Wisconsin 53097 Phone : 262-243-5700 Url : WIPCCC Career Service Manual Posting	N	0
15	Crown College - Removed from recruit list 09/18/13 8700 College View Dr. St. Bonifacius, Minnesota 55375 Phone : 952-446-4352 Email : careerservices@crow.edu Fax : 1-952-446-4250 Director Career Services	Y	0
16	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : 605-257-4861 Url : WIPCCC Career Service Manual Posting	N	0
17	Employee Referral	N	4
18	Fox Valley Technical College P.O. Box 2277 Appleton, Wisconsin 54912 Phone : 920-735-5627 Url : www.wisconsintechconnect.com Career Service 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
19	Gateway Technical College 3520 30th Ave. Kenosha, Wisconsin 53144 Phone : 262-564-2552 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
20	Gustavus Adolphus College 800 West College St. Saint Peter, Minnesota 50862 Phone : 507-933-7272 Email : career@gustavus.edu Cynthia Favre	Y	0
21	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 800-314-3450 Email : placement.lombard@beonair.com Don Clark	Y	0
22	Illinois Institute of Art-Schaumburg 1000 Plaza Drive Schaumburg, Illinois 60173 Phone : 800-314-3450 Email : dsattler@aia.edu Danielle Sattler	Y	0
23	Internal Candidate	N	8
24	Internal Hire PO Box 3119 La Crosse, Wisconsin 54602 Employee Referral or promotion Manual Posting	N	0
25	KTIV TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-239-4100 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
26	KTTC TV 6301 Bandel Rd. NW Rochester, Minnesota 55901 Phone : 507-288-4444 Email : jneyens@kttc.com Fax : 1-507-288-6324 Jodi Neyens	N	0
27	KWWL TV 500 E. 4th St Waterloo, Iowa 50703 Phone : 319-291-1200 Email : syoungblut@kwwl.com Fax : 1-319-291-1233 Sandy Youngblut	Y	0
28	Lakeland College PO Box 359 Sheboygan, Wisconsin 53082 Phone : 920-565-1255 Url : WIPCCC Career Service Manual Posting	N	0
29	Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 Phone : 920-693-1275 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
30	Lawrence University P.O. Box 599 Appleton, Wisconsin 54912 Phone : 920-832-6561 Url : WIPCCC Career Service Manual Posting	N	0
31	Local Newspaper La Crosse Tribune	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	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
33	Madison Area Tech. College 3550 Anderson St. Madison, Wisconsin 53704 Phone : 608-246-6400 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
34	Madison Media Institute 2702 Agriculture Dr Madison, Wisconsin 53714 Phone : 608-237-8312 Email : careers@mediainstitute.edu. Laura Mael	Y	0
35	Marian University 45 S National Ave Fond du Lac, Wisconsin 54935 Phone : 920-923-8799 Url : WIPCCC Career Service Manual Posting	N	0
36	Marquette University 1324 W Wisconsin Ave Milwaukee, Wisconsin 53201 Phone : 414-288-7423 Url : WIPCCC Career Service Manual Posting	N	0
37	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	Y	0

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38	Mid-State Technical College 500 32nd St. N. Wisconsin Rapids, Wisconsin 54494 Phone : 715-422-5408 Url : www.wisconsintechconnect.com Stephany Hartman Manual Posting	N	0
39	Milwaukee Area Tech. College 700 West State St. Milwaukee, Wisconsin 53233 Phone : 414-297-6244 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
40	Milwaukee Institute of Art & Design 273 E Erie St Milwaukee, Wisconsin 53202 Phone : 414-847-3276 Url : WIPCCC Email : careerservices@miad.edu Canvass Careers	N	0
41	Milwaukee School of Engineering 1025 N Broadway Milwaukee, Wisconsin 53202 Phone : 414-277-4517 Url : WIPCCC Career Service Manual Posting	N	0
42	Missouri School of Journalism 76G Gannett Hall University of Missouri Columbia, Missouri 65211 Phone : 573-882-0373 Email : willisb@missouri.edu Fax : 1-573-884-8989 Barbara Willis	Y	0
43	Moraine Park Technical College 235 N. National Ave Fond du Lac, Wisconsin 54936 Phone : 920-924-3205 Url : www.wisconsintechconnect.com career services 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
44	Mount Mary College 2900 N Menomonee River Parkway Milwaukee, Wisconsin 53222 Phone : 414-256-1243 Url : WIPCCC Email : juntunee@mtmary.edu Liz Juntunee	N	0
45	New Jersey Herald Two Spring Street Newton, New Jersey Phone : 973-383-1500 Email : kdixon@njherald.com Fax : 1-973-383-2194 Karen Dixon	N	0
46	Nicolet Area Technical College 5364 College Dr Rhineland, Wisconsin 54501 Phone : 715-365-4565 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
47	North Central Technical College 1000 W. Campus Drive Wausau, Wisconsin 54401 Phone : 715-675-3331 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
48	Northeast WI Technical College 2740 W. Mason St. Green Bay, Wisconsin 54307 Phone : 920-498-5528 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
49	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1398 Url : WIPCCC Career Service 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
50	Other Source Quincy posting	N	2
51	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
52	Quincy Newspapers, Inc 130 S. Fifth St. Quincy, Illinois 62301 Phone : 217-221-3409 Email : aborden@qni.biz Fax : 1-217-223-5019 Ashley Borden	N	0
53	Recruiter	N	2
54	Ripon College 300 Seward St Ripon, Wisconsin 54971 Phone : 920-748-8117 Url : WIPCCC Career Services Manual Posting	N	0
55	Rochester Community & Technical College 851 30th Ave SE Rochester, Minnesota 55904 Phone : 507-285-7260 Email : rose.conway@roch.edu Rose Conway	N	0
56	Silver Lake College 2406 S Alverno Rd Manitowoc, Wisconsin 54220 Phone : 920-686-6192 Url : www.sl.edu Email : jan.algozine@sl.edu Jan Algozine	Y	0

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57	Southwest WI Technical College 1800 Bronson Blvd Fennimore, Wisconsin 53809 Phone : 608-822-3262 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
58	Specs Howard School of Media Arts 23801 Industrial Park Dr Farmington Hills, Michigan 48335 Phone : 248-358-9000 ext 8766 Email : twarren@specshoward.edu Traci Warren	Y	0
59	St. Mary's University 700 Terrace Heights, #6 Winona, Minnesota 55987 Phone : 507-457-1447 Email : careerservices@smumn.edu Career Service	N	0
60	St. Norbert College 100 Grant St De Pere, Wisconsin 54115 Phone : 920-403-3040 Url : WIPCCC Career Service Manual Posting	N	0
61	St. Olaf College 1520 St. Olaf Ave. Tomson Hall, 270 Northfield, Minnesota 55057 Phone : 507-786-3268 Email : kubinski@stolaf.edu Fax : 1-507-786-3626 Andrea Kubinski	Y	0
62	Station On-Air Advertisement	N	2
63	Station Website	N	6
64	Television Ad	N	2

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65	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	Y	2
66	University of Dubuque 2000 University Ave Dubuque, Iowa 52001 Phone : 563-589-3132 Email : career@dbq.edu Fax : 1-563-589-3352 Career Service	Y	0
67	University of WI-Eau Claire 230 Schofield Hall Eau Claire, Wisconsin 54701 Phone : 715-836-5356 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
68	University of WI-Green Bay 2420 Nicolet Drive, SS 1916 Green Bay, Wisconsin 54311 Phone : 920-465-2163 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
69	University of WI-La Crosse 1725 State St.-Wilder Hall La Crosse, Wisconsin 54601 Phone : 608-785-8514 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
70	University of WI-Madison 975 University Ave-Grainger Hl Madison, Wisconsin 53706 Phone : 608-262-2550 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0

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71	University of WI-Milwaukee PO Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4486 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
72	University of WI-Oshkosh Dempsey Hall Room 230 Oshkosh, Wisconsin 54901 Phone : 920-424-2181 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
73	University of WI-Parkside 900 Wood Rd, P.O. Box 2000 Kenosha, Wisconsin 53141 Phone : 262-595-2452 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
74	University of WI-Platteville 1 University Plaza Platteville, Wisconsin 53818 Phone : 608-342-1183 Url : www.jobs4wigrads.com Career Service Manual Posting	N	0
75	University of WI-River Falls 410 S. 3rd St., 24 E. Hathron River Falls, Wisconsin 54022 Phone : 715-425-3572 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
76	University of WI-Stevens Point 134 Old Main Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Url : www.jobs4wigrads.com Career Service Manual Posting	N	0

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77	University of WI-Stout 103 Administration Bldg. Menomonie, Wisconsin 54751 Phone : 715-232-1601 Url : www.jobs2wigrads.com Career Service Manual Posting	N	0
78	University of WI-Superior Old Main, Room 134 Superior, Wisconsin 54880 Phone : 715-394-8308 Url : www.jobs4wigrads.com Career Service Manual Posting	N	0
79	University of WI-Whitewater 800 W. Main St. Whitewater, Wisconsin 53190 Phone : 262-472-1471 Url : www.jobs4wigrads.com Career Service Manual Posting	N	0
80	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
81	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
82	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

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83	Viterbo University 900 Viterbo Dr La Crosse, Wisconsin 54601 Phone : 608-796-3839 Url : www.viterbo.edu/career Email : amellefson@viterbo.edu Anne Ellefson	Y	0
84	Walk In	N	2
85	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
86	Waukesha County Technical College 892 Main St. Pewaukee, Wisconsin 53072 Phone : 262-695-7848 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
87	Western Technical College 304 6th St. N. La Crosse, Wisconsin 54601 Phone : 608-785-9440 Url : www.wisconsintechconnect.com Carol Parr Manual Posting	N	0
88	WGEM TV 513 Hampshire St. Quincy, Illinois 62301 Phone : 217-228-6600 Email : dvancil@wgem.com Fax : 1-217-228-6670 Donna Vancil	N	0
89	Wisconsin Broadcasters Association 44 E. Mifflin St., Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Career Service Manual Posting	N	0

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90	Wisconsin Indianhead Tech. College 1900 College Dr. Rice Lake, Wisconsin 54868 Phone : 715-468-2815 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
91	Wisconsin Lutheran College 8800 W Bluemound Rd Milwaukee, Wisconsin 53226 Phone : 414-443-8635 Url : WIPCCC Career Service Manual Posting	N	0
92	WKOW TV 5727 Tokay Blvd. Madison, Wisconsin 53719 Phone : 608-274-1234 Email : msyverud@wkow.com Fax : 1-608-274-9514 Melissa Syverud	N	0
93	Workforce Connections, Inc. 402 N. 8th St. La Crosse, Wisconsin 54602 Phone : 608-789-5627 Url : www.workforceconnections.org Email : westbrooks@workforceconnections.org Fax : 1-608-785-9939 Sarah Westbrook	Y	0
94	WQOW TV Bulletin Board 5545 Hwy 93 Eau Claire, Wisconsin 54701 Phone : 507-895-9872 Email : twopat@wxow.com Fax : 1-507-895-8124 Theresa Wopat	N	0
95	WQOW Website 5545 Hwy 93 Eau Claire, Wisconsin 54701 Phone : 507-895-9872 Email : twopat@wxow.com Fax : 1-507-895-8124 Theresa Wopat	N	0

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96	WREX TV 10322 Auburn Road Rockford, Illinois 61103 Phone : 815-335-2213 Email : ttruesdale@wrex.com Fax : 1-815-335-1002 Trista Truesdale	N	0
97	WSJV TV 58096 County Road, #7 S. South Bend, Indiana 46624 Phone : 574-679-9758 Email : hstewart@fox28.com Fax : 1-574-294-1267 Heather Stewart	N	0
98	WVVA TV 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-325-5487 Email : asluss@wvva.com Fax : 1-304-325-5586 Audrey Sluss	N	0
99	WXOW TV PO Box C-4019 La Crosse, Wisconsin 54602 Email : twopat@wxow.com Fax : 1-507-895-8124 Theresa Wopat	N	2
100	WXOW Website 3705 CTH 25 La Crescent, Minnesota 55947 Phone : 507-895-9872 Email : twopat@wxow.com Fax : 1-507-895-8640 Theresa Wopat	N	3
TOTAL INTERVIEWS OVER REPORTING PERIOD:			36

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/1/2013	Establishment of an intern program designed to assist members of the community	WXOW offers a paid internship program called Quinternships. The purpose behind the internship program is to offer students in the field of journalist, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio and digital information. Students who participate (interns) will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of interns. Each Quintern is assigned a mentor and there is a curriculum for each position. During this reporting period we have hired 6 Quinterns for the following departments: news, sports, weather, and sales.	3	News Director General Sales Mgr Chief Meteorologist	1.00
2	10/8/2013	Participation in events or programs sponsored by educational institutions	Amy DuPont and Alex Kirchner met with approximately 30 high school Juniors from local high schools at the La Crosse Chamber of Commerce Career Fair. The news anchors addressed broadcasting and meteorology from the aspects of education, preparation for getting into broadcasting, and the daily tasks and routines of our jobs. The anchors described their typical day and what they like and don't like about the job. Some students asked for business cards as they were interested in job shadows. Good outreach for our station.	2	Daybreak Anchor Daybreak Meteorologist	0.25
3	10/20/2013	Participation in scholarship programs	The WBA Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis. David Booth reviewed the WBA Foundation Scholarship Applications and rated each student finalist.	1	General Manager	1.00

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4	1/22/2014	Provision of training to management	Theresa Wopat attended the presentation of "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination" which was held as part of the WBA's 2014 Winter Conference in Madison, Wisconsin, on January 22, 2014.	1	HR Manager	1.00
5	1/22/2014	Participation in Job Fairs	Sean Dwyer, Theresa Wopat & Jake Anderson represented WXOW/WQOW at WBA's 2014 job fair for the winter conference. Many job seekers were in attendance at the fair. Resumes were collected for future job openings and Quinternship was discussed with many participants looking for openings in the broadcasting industry.	3	News Director Promotion Director Administrative/HR Mgr	0.25
6	3/16/2014	Participation in events or programs sponsored by educational institutions	In March 2014 Dustin Luecke, Morning Anchor, visited Sparta Middle School in Sparta, WI. Dustin participated in the school's "Read-a-thon" and also held a question and answer session with the 6th through 8th grade students.	1	Daybreak Anchor	0.25
7	5/25/2014	Participation in events or programs sponsored by educational institutions	Dustin Luecke, Morning Anchor, participated in teaching a Junior Achievement class on journalism to 3rd graders at the Irving Pertzsch in Onalaska, WI.	1	Daybreak Anchor	0.25
8	6/18/2014	Provision of training to management	Theresa Wopat attended the EEO seminar: "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship" at the WBA's 2014 Summer Conference at the Blue Harbor Resort in Sheboygan, Wisconsin.	1	Administrative/HR Mgr	1.00
9	6/18/2014	Participation in Job Fairs	WXOW & WQOW were represented by Kevin Millard and Theresa Wopat at the Job/Career Fair which was held as part of the WBA's 2014 Summer Conference on June 18, 2014 at the Blue Harbor Resort in Sheboygan, Wisconsin.	2	Administrative/HR Mgr Internet Director	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
10	7/21/2014	Participation in other activities designed by the station employment unit	WXOW provided approximately 20 stations tours in the last 12 months. Most of the attendees are from local elementary schools, cub scouts, boy scouts, and girl scout troops. These groups learned the aspects of news operation from behind the scenes, camera equipment, explanation of the "green wall" and weather graphics. Also including production and the technical operation.	1	Promotions Manager	1.00

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11	7/23/2014	Participation in events or programs sponsored by educational institutions	<p>Chief Meteorologist, Dan Breeden, participated in the following events from October 2013 to July 2014:</p> <ol style="list-style-type: none"> 1. October 17, 2013: Hamilton Learning Center, La Crosse, Weather Academy Presentation 9 AM to 10 AM. General and severe weather topics. 2. October 30, 2013: Lego Warriors elementary students, Led station tour and chroma-key weather demonstration. 3. November 21, 2013: Coon Valley Elementary School 1st graders, General weather and brought a couple of weather experiments. (Lisa Vatland, teacher) 4. November 21, 2013: Girl Scout Troup, Led station tour and chroma-key weather demonstration. 5. December 4, 2013: WXOW Chili Cook off, Proceeds benefitted DARE 6. December 18, 2013: Salvation Army Bell Ringing at Woodman's with Dave Solie, 12 PM to 2 PM 7. January 6, 2014: Personal appearance at Jim Belles birthday party at Corky's in La Crescent. He is a special needs adult with terminal illness. He had visited station in the past and wanted me at his party. Who could refuse that request? 8. January 14, 2014: La Crescent STEM School, Weather Academy Presentation 12 PM to 1 PM. General and severe weather topics. 9. January 15, 2014: Bethany on Cass, General and severe weather topics for elderly residents and staff. 10. February 26, 2014: Cub scout troup, Led station tour and chroma-key weather demonstration. 11. April 2, 2014: Boy Scout Troup, Viroqua Memorial Hospital, General weather and career related talk for scouts and Friends of Scouting fundraiser. 12. April 4, 2014: UW-La Crosse Geography Class, Professor Rafique Ahmed, General weather, climate and career related talk. 	1	Chief Meteorologist	0.25

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			<p>13. April 15, 2014: Galesville Elementary Weather Academy, Presentation 12 PM to 1 PM. General and severe weather topics.</p> <p>14. April 23, 2014: Childrens Treehouse Day Care, Holmen, General weather topics and experiments</p> <p>15. April 24, 2014: Cub scout troupe, Led station tour and chroma-key weather demonstration.</p> <p>16. April 27, 2014: American Cancer Society, Emceed Run/Walk awards presentation with John Stevenson(radio guy)</p> <p>17. May 2, 2014: Kid's College, UW-La Crosse, Cartwright Center, Weather Academy, Presentation 12:30 PM to 1:45 PM. General and severe weather topics.</p> <p>18. May 8, 2014: Ridgeway School, Weather Academy, Presentation 1 PM to 2 PM. General and severe weather topics.</p> <p>19. May 15, 2014: Mt. Calvary School Children, About 15 to 20 kids. Led station tour and chroma-key weather demonstration.</p> <p>20. May 28, 2014: Elementary School Class, Led station tour and chroma-key weather demonstration.</p> <p>21. July 4, 2014: Riverfest Kid's Parade, Participated in and emceed the awards presentation.</p>			
TOTAL POINTS OVER REPORTING PERIOD:						6.50