

WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2012 - July 31, 2013

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
Multi Media Journalist	1-39, 41-84, 87-104	67
Commercial Production Video Editor	6-7, 9, 15-16, 18-19, 23, 25, 30-33, 35-40, 44-46, 49, 56, 59, 65-66, 69, 72, 74-77, 80-82, 84-89, 91, 94, 98-104	35
Multimedia Journalist	1, 6-7, 9, 12, 15-16, 18-20, 23-25, 27, 30-33, 35-39, 42, 44, 46, 49, 56, 59, 65-67, 69, 72, 74-76, 80-82, 84, 87-89, 91, 94-95, 98-104	35

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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 Prong 2 Start Date: 2/27/2013	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	Augsburg College 2211 Riverside Avenue Minneapolis, Minnesota 55454 Phone : 612-330-1000 Career Service Manual Posting	N	0
4	Beloit College 700 College St Beloit, Wisconsin 53511 Phone : 608-363-2673 Url : WIPCCC Career Service Manual Posting	N	0
5	Bemidji State University 102 Sanford Hall Bemidji, Minnesota 56601 Phone : 218-755-2038 Career Service Manual Posting	N	0
6	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

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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	Bethel University 3900 Bethel Driver St. Paul, Minnesota 55112 Phone : 651-638-6459 Fax : 1-651-635-1467 Career Service Manual Posting	N	0
8	Blackhawk Technical College P.O. Box 5009 Janesville, Wisconsin 53547 Phone : 608-757-6329 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
9	Brown College 1345 Mendota Heights Rd Mendota Heights, Minnesota 55120 Phone : 651-905-3541 Email : jconner@browncollege.edu Fax : 1-651-905-3555 Jo Ann Conner Prong 2 Start Date: 2/26/2013	Y	0
10	Cardinal Stritch University 6801 N Yates Rd Milwaukee, Wisconsin 53217 Phone : 414-410-4157 Url : WIPCCC Career Service Manual Posting	N	0
11	Career Fair	N	1
12	Carroll University 100 N East Ave Waukesha, Wisconsin 53186 Phone : 262-524-7624 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
13	Carthage College 2001 Alford Park Dr Kenosha, Wisconsin 53140 Phone : 262-551-5959 Url : WIPCCC Career Service Manual Posting	N	0
14	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
15	Clark College 1550 Clark Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Career Service	N	0
16	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
17	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille Prong 2 Start Date: 2/26/2013	Y	0
18	College of St. Benedict/St. John's Mary Hall #10 Collegeville, Minnesota 56321 Phone : 320-363-3236 Fax : 1-320-363-3797 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	College of St. Scholastica 1200 Kenwood Ave. Duluth, Minnesota 55911 Phone : 218-723-6085 Fax : 1-218-723-6482 Career Service Manual Posting	N	0
20	Concordia College - Moorhead 901 8th St. S. Moorhead, Minnesota 56562 Phone : 218-299-3020 Fax : 1-218-299-3572 Career Service Manual Posting	N	0
21	Concordia University 12800 N Lakeshore Dr Mequon, Wisconsin 53097 Phone : 262-243-5700 Url : WIPCCC Career Service Manual Posting	N	0
22	Consultant Referral Dennis Kendall	N	1
23	Cornell College 600 First Street West Mount Vernon, Iowa 53214 Phone : 319-885-4457 Laura Barrett Manual Posting	N	0
24	Crown College 8700 College View Dr. St. Bonifacius, Minnesota 55375 Phone : 952-446-4352 Email : careerservices@crowne.edu Fax : 1-952-446-4250 Director Career Services Prong 2 Start Date: 3/5/2013	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
25	Eau Claire Area Hmong Mutual Assist 423 Wisconsin St Eau Claire, Wisconsin 54703 Phone : 715-832-8420 Fax : 1-715-832-0612 Career Service	N	0
26	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : 605-257-4861 Url : WIPCCC Career Service Manual Posting	N	0
27	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
28	Gateway Technical College 3520 30th Ave. Kenosha, Wisconsin 53144 Phone : 262-564-2552 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
29	Gustavus Adolphus College 800 West College St. Saint Peter, Minnesota 50862 Phone : 507-933-7272 Email : career@gustavus.edu Cynthia Favre Prong 2 Start Date: 2/27/2013	Y	0
30	Herzing College 5218 E. Terrace Dr. Madison, Wisconsin 53718 Phone : 608-663-0808 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
31	Highland Community College 2998 W Pearl City Rd Freeport, Illinois 61032 Phone : 815-599-3597 Email : dana.zimmerman@highland.edu Dana Zimmerman	N	0
32	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 800-314-3450 Email : placement.lombard@beonair.com Don Clark Prong 2 Start Date: 2/26/2013	Y	0
33	Illinois Institute of Art-Schaumburg 1000 Plaza Drive Schaumburg, Illinois 60173 Phone : 800-314-3450 Email : dsattler@aii.edu Danielle Sattler Prong 2 Start Date: 2/26/2013	Y	0
34	Internal Candidate	N	1
35	Internal Hire PO Box C4019 La Crosse, Wisconsin 4602 Employee Referral or promotion Manual Posting	N	3
36	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
37	KTTC TV 6301 Bandel Rd. NW Rochester, Minnesota 55901 Phone : 507-288-4444 Email : ljacobs@kttc.com Fax : 1-507-288-6324 Lynn Jacobs	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
38	KWWL TV 500 E. 4th St Waterloo, Iowa 50703 Phone : 319-291-1200 Email : bblake@kwwl.com Fax : 1-319-291-1233 Beth Blake	N	0
39	La Crosse Area Hmong Mutual Assist 1815 Ward Ave La Crosse, Wisconsin 54601 Phone : 608-781-5744 Fax : 1-608-781-5011 Career Service	N	0
40	La Crosse Tribune 401 3rd St N La Crosse, Wisconsin 54601 Phone : 608-785-7355 Becky Michaels Manual Posting	N	0
41	Lakeland College PO Box 359 Sheboygan, Wisconsin 53082 Phone : 920-565-1255 Url : WIPCCC Career Service Manual Posting	N	0
42	Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 Phone : 920-693-1275 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
43	Lawrence University P.O. Box 599 Appleton, Wisconsin 54912 Phone : 920-832-6561 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
44	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-387-1025 Email : career@luther.edu Fax : 1-563-387-2628 Career Service Prong 2 Start Date: 2/26/2013	Y	0
45	Madison Area Tech. College 3550 Anderson St. Madison, Wisconsin 53704 Phone : 608-246-6400 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
46	Madison Media Institute 2702 Agriculture Dr Madison, Wisconsin 53714 Phone : 608-237-8312 Url : www.medianinstitute.edu Email : lmael@mediainstitute.edu Laura Mael Prong 2 Start Date: 2/28/2013	Y	0
47	Marian University 45 S National Ave Fond du Lac, Wisconsin 54935 Phone : 920-923-8799 Url : WIPCCC Career Service Manual Posting	N	0
48	Marquette University 1324 W Wisconsin Ave Milwaukee, Wisconsin 53201 Phone : 414-288-7423 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
49	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 Prong 2 Start Date: 2/26/2013	Y	0
50	Medill Northwestern University 1845 Sheridan Rd Evanston, Illinois 60208 Phone : 847-491-2049 Career Service Manual Posting	N	0
51	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
52	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
53	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
54	Milwaukee School of Engineering 1025 N Broadway Milwaukee, Wisconsin 53202 Phone : 414-277-4517 Url : WIPCCC Career Service Manual Posting	N	0
55	Minnesota State University-Moorhead 1107 7th Ave. S. Moorhead, Minnesota 56562 Phone : 218-477-2131 Career Service Manual Posting	N	0
56	Missouri School of Journalism 76 Gannett Hall Columbia, Missouri 65211 Phone : 573-882-4821 Email : mujourcareerservices@missouri.edu Fax : 1-573-884-8989 Career Service Prong 2 Start Date: 2/28/2013	Y	0
57	Moraine Park Technical College 235 N. National Ave. Fond du Lac, Wisconsin 54936 Phone : 920-924-3205 Career Service Manual Posting	N	0
58	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
59	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

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60	Nicolet Area Technical College 5364 College Dr Rhineland, Wisconsin 54501 Phone : 715-365-4565 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
61	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
62	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
63	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1398 Url : WIPCCC Career Service Manual Posting	N	0
64	Northwestern College 3003 Snelling Ave. N. St. Paul, Minnesota 55113 Phone : 651-631-5100 Career Service Manual Posting	N	0
65	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

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66	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
67	Recruiter	N	3
68	Ripon College 300 Seward St. Ripon, Wisconsin 54971 Phone : 920-748-8117 Email : falk@ripon.edu Diane Faulk	N	0
69	Rochester Community & Technical College 851 30th Ave SE Rochester, Minnesota 55904 Phone : 507-285-7260 Email : rose.conway@roch.edu Rose Conway	N	0
70	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 Prong 2 Start Date: 2/28/2013	Y	0
71	Southeast Technical College 1250 Homer Road Winona, Minnesota 55987 Phone : 507-453-2736 Email : ckottke@southeastmn.edu Cindy Kottke	N	0
72	Southwest MN State University 156 Bellows-Academic Marshall, Minnesota 56258 Phone : 507-537-6221 Fax : 1-507-537-7979 Career Service Manual Posting	N	0

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73	Southwest WI Technical College 1800 Bronson Blvd Fennimore, Wisconsin 53809 Phone : 608-822-3262 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
74	Specs Howard School of Media Arts 23801 Industrial Park Dr Farmington Hills, Michigan 48335 Phone : 248-358-9000 ext 8766 Email : ahicks@specshoward.edu Anjenetta Hicks Prong 2 Start Date: 3/1/2013	Y	0
75	St. Catherine University 2004 Randolph St. Paul, Minnesota 55105 Phone : 651-690-6510 Career Service Manual Posting	N	0
76	St. Cloud State University 720 4th Ave. S. St. Cloud, Minnesota 56301 Phone : 320-308-2151 Fax : 1-320-308-5167 Career Service Manual Posting	N	0
77	St. Mary's University 700 Terrace Heights, #6 Winona, Minnesota 55987 Phone : 507-457-1447 Email : careerservices@smumn.edu Career Service	N	0
78	St. Norbert College 100 Grant St De Pere, Wisconsin 54115 Phone : 920-403-3040 Url : WIPCCC Career Service Manual Posting	N	0

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79	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 Prong 2 Start Date: 2/27/2013	Y	0
80	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 Prong 2 Start Date: 2/26/2013	Y	1
81	University of Dubuque 2000 University Ave Dubuque, Iowa 52001 Phone : 563-589-3132 Email : career@dbq.edu Fax : 1-563-589-3352 Career Service Prong 2 Start Date: 7/3/2012	Y	0
82	University of MN-Carlson School of Mgmt 321 19th Avenue S. Minneapolis, Minnesota 55455 Phone : 612-624-0011 Fax : 1-612-625-8840 Career Service Manual Posting	N	0
83	University of MN-Crookston 270 Owen Hall Crookston, Minnesota 56716 Phone : 218-281-8585 Fax : 1-218-281-8586 Career Service Manual Posting	N	0

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84	University of MN-Morris 600 E. 4th St.-201 Behmler Hl Morris, Minnesota 56267 Phone : 320-589-6065 Fax : 1-320-589-6126 Career Service Manual Posting	N	0
85	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
86	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
87	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
88	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
89	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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90	Viterbo University 900 Viterbo Dr La Crosse, Wisconsin 54601 Phone : 608-796-3839 Url : www.viterbo.edu/career Email : amellefson@viterbo.edu Anne Ellefson Prong 2 Start Date: 2/28/2013	Y	0
91	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
92	Waukesha County Technical College 892 Main St. Pewaukee, Wisconsin 53072 Phone : 262-695-7848 Url : www.wisconsintechconnect.com Career Service Manual Posting	N	0
93	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
94	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
95	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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96	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
97	Wisconsin Lutheran College 8800 W Bluemound Rd Milwaukee, Wisconsin 53226 Phone : 414-443-8635 Url : WIPCCC Career Service Manual Posting	N	0
98	WKOW TV 5727 Tokay Blvd. Madison, Wisconsin 53719 Phone : 608-274-1234 Email : jmillier@wkow.com Fax : 1-608-274-9514 Jessica Miller	N	0
99	Workforce Connections, Inc. 402 N. 8th St. La Crosse, Wisconsin 54602 Phone : 608-789-5620 Url : www.workforceconnections.org Email : workforceconnections@workforceconnections.org Fax : 1-608-785-9939 Rebecca Grapes Prong 2 Start Date: 2/27/2013	Y	0
100	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

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101	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
102	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
103	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
104	WXOW Website PO Box C-4019 La Crosse, Wisconsin 54602 Phone : 507-895-9872 Email : twopat@wxow.com Fax : 1-507-895-8124 Theresa Wopat	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			10

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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	10/5/2012	Participation in scholarship programs	PSA's aired on WXOW promoting the availability of the Wisconsin Broadcasters Association Foundation's Scholarship program. WXOW also promoted the availability of the WBA's program on our station's website and to our employees. To support the WBA's scholarship program, WXOW donated \$300. David Booth participated in the selection of the scholarship winners by reviewing all applications and providing his rating of the applications to the WBA Education Committee.	1	General Manager	1.00
2	10/11/2012	Participation in Job Fairs	La Crosse Area Chamber of Commerce supported Career Expo focuses on high school juniors and on career and skills needed for a particular career. Colleges, universities, and the military were a part of expo. Morning and afternoon sessions for 10-minute orientation for students.	1	News Director	0.25
3	1/23/2013	Participation in Job Fairs	Sean Dwyer, Theresa Wopat & Jake Anderson represented WXOW/WQOW at WBA's 2013 job fair for the winter conference. Many job seekers were in attendance at the fair. Resumes were collected for future job openings and Internship was discussed with many participants looking for openings in the broadcasting industry.	3	News Director Marketing Director Admin/HR Mgr	0.25
4	1/23/2013	Provision of training to management	Dave Booth, Sean Dwyer & Theresa Wopat attended the presentation of "Avoiding Discrimination in Employment Terminations" at the WBA 2013 Winter Conference.	3	Station Mgr News Director Admin/HR Mgr	1.00

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5	3/7/2013	Participation in Job Fairs	<p>WVVA attended a Media Net communications career fair on Wed. March 6, 2013 at Virginia Tech, VA. Virginia Tech has a fantastic communications program! Greg Carter, Content Manager and VT alumni and Audrey Sluss manned our WVVA table featuring information on our paid quinternship, job listings and footprint information for all Quincy properties, including WXOW. Each student was directed to our careersatquincy.com website for career and quinternship information and a printed copy of job listings for each station was available. Virginia Tech students come from all over the country and each of our stations were well represented at this fair. We had students interested in everything from creative services to news anchors! ALL of them were interested in the paid quinternship that we offer. There was also a lot of interest in our Midwest locations, including WXOW, WVVA staff were able to discuss WXOW opportunities with attendees.</p>	2	Content Manager Admin Asst	0.25

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6	4/22/2013	Participation in other activities designed by the station employment unit	<p>Quinternship- Paid Internship Program: The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, 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.</p> <p>Interns can expect to be exposed to many aspects of the industry. A limited number of internships are available in the departments of news, production, promotion, marketing, digital media and engineering.</p> <p>Interns will be assigned an advisor/mentor by Employer. The Intern will work with, rely on and communicate with their advisor/mentor during their Internship. This is a valuable opportunity for the Intern to observe and actually work side by side with an experienced media professional.</p>	4	News Director General Sales Manager Production Manager Chief Engineer	1.00
7	6/19/2013	Participation in Job Fairs	Sean Dwyer, Theresa Wopat & Nick Tabbert represented WXOW/WQOW at WBA's 2013 job fair for the summer conference. Many job seekers were in attendance at the fair. Resumes were collected for future job openings and Quinternships were discussed with many participants looking for openings in the broadcasting industry.	3	News Director Admin/HR Mgr Quintern	0.25
8	6/19/2013	Provision of training to management	Sean Dwyer & Theresa Wopat attended the presentation of "Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations-Part 4" at the WBA 2013 Summer Conference.	2	News Director Admin/HR Mgr	1.00

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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
9	7/11/2013	Provision of training to personnel of unaffiliated non-profit organizations	<p>Soldiers from the Wisconsin Army National Guard made a visit to WXOW newsroom on July 11th, 2013. The soldiers were not yet qualified as print and broadcast journalists. They met with some of News 19's anchors, production workers and photographers hoping to experience a behind-the-scenes look at civilian broadcasting. Their commander wanted them to work with professional organizations and receive job training. 1st Sergeant, Jim Wagner said, "I've been doing this for a long time, but I've never actually been inside of a news studio before. I always like seeing the behind-the-scenes, especially in our job field." After speaking with some of the soldiers, it was evident that much of the military and civilian journalistic processes are the same. However, they have not received a lot of hands-on training. Sgt. Wagner said, "I mean, we have a lot of book training that we do and a lot of training that we give each other, but we don't have that practical hard experience that you guys do." After their day at WXOW, the soldiers hope to use what they've learned and apply it to military working conditions; they hope to incorporate what they learned into their standard operating procedures. They will later travel to newspaper production and radio to see other sides of broadcasting. This tour was a collaboration of News19, The Wisconsin Broadcasters Association and the Wisconsin Army National Guard. Click on link below to view the story. http://www.wxow.com/story/22818959/2013/07/11/soldiers-visit-wxows-newsroom</p>	3	Daybreak Anchor Production Manager Photographer	1.00
10	7/31/2013	Participation in other activities designed by the station employment unit	Several tours of the station were given to the public and conducted throughout the year.	1	Promotions Manager	1.00
TOTAL POINTS OVER REPORTING PERIOD:						7.00