

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2022 - July 31, 2023

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
WQOW Account Executive Open Date: 7/13/2021 Hire Date: 5/22/2023	2, 9-12, 14-18, 20-22, 25-26, 28-46	11
WXOW MULTIMEDIA JOURNALIST Open Date: 11/23/2021 Hire Date: 5/14/2023	2, 4, 9-11, 17-18, 21-23, 27-30, 32-35, 38-40, 42-43, 45-46	4
WXOW Weekend Director Open Date: 12/28/2021 Hire Date: 8/10/2022	2, 7, 9-11, 17-18, 21-23, 27-30, 32-35, 38-40, 42-43, 45-46	11
WQOW Multimedia Journalist Open Date: 2/24/2022 Hire Date: 2/28/2023	2, 9-11, 17-19, 22-23, 27-30, 32-35, 38- 40, 42-43, 45-46	46
WQOW Daybreak Live Newscast Director Open Date: 4/20/2022 Hire Date: 8/17/2022	2, 9-11, 17-18, 22-23, 27-29, 32-35, 38- 40, 42-43, 45-46	11
WQOW Morning Production Assistant Open Date: 5/5/2022 Hire Date: 8/10/2022	2, 5, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	5
WQOW Morning Anchor-Multimedia Journalist Open Date: 6/29/2022 Hire Date: 12/26/2022	2, 4, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	4
Account Executive Open Date: 7/5/2022 Hire Date: 8/15/2022	2, 9-11, 17-18, 22-23, 27-30, 32-35, 38- 40, 42-43, 45-46	11
WQOW Evening Production Assistant Open Date: 7/20/2022 Hire Date: 8/8/2022	2, 5, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	46
WQOW Evening News Producer Open Date: 7/29/2022 Hire Date: 8/15/2022	2, 9-11, 17-18, 22-23, 27-30, 32-35, 38- 40, 42-43, 45-46	11
WQOW Sports/News Journalist Open Date: 9/30/2022 Hire Date: 3/27/2023	2, 8-11, 17-18, 22-23, 27-30, 32-35, 38- 40, 42-43, 45-46	8
WQOW Morning Meteorologist Open Date: 11/4/2022 Hire Date: 2/6/2023	1-2, 6, 9-11, 17-18, 22-23, 27-30, 32- 35, 38-40, 42-43, 45-46	6
Traffic & Programming Manager Open Date: 11/8/2022 Hire Date: 1/8/2023	1-2, 4, 9-11, 17-18, 22-23, 27-30, 32- 35, 38-40, 42-43, 45-46	4
WXOW Weekend Anchor/MMJ Open Date: 11/22/2022 Hire Date: 4/16/2023	1-4, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	4

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WXOW News Producer Open Date: 11/28/2022 Hire Date: 6/21/2023	1-2, 5, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	5
WQOW EVENING NEWS DIRECTOR Open Date: 12/21/2022 Hire Date: 1/23/2023	1-2, 9-11, 17-18, 22-23, 27-29, 32-35, 38-40, 42-43, 45-46	46
WXOW Executive Producer Open Date: 1/12/2023 Hire Date: 3/19/2023	1-2, 4, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	4
WQOW Assignment Editor Open Date: 3/1/2023 Hire Date: 3/19/2023	1-2, 4, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	4
WQOW Multimedia Journalist Open Date: 3/1/2023 Hire Date: 3/30/2023	1-2, 9-11, 17-19, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	46
WXOW Weekend Sports Anchor/Multimedia Journalist Open Date: 3/10/2023 Hire Date: 4/16/2023	1-2, 4, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	4
WXOW Weekend Multimedia Journalist Open Date: 4/19/2023 Hire Date: 6/13/2023	1-2, 5, 9-11, 13, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	13
WXOW Assignment Editor Open Date: 5/1/2023 Hire Date: 6/27/2023	1, 3, 9-11, 17-18, 22-24, 27-30, 32-35, 38-40, 42-43, 45-46	24
WXOW News/Sports Videographer Open Date: 5/3/2023 Hire Date: 5/14/2023	1, 4, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	4
WXOW Technical Media Producer Open Date: 5/11/2023 Hire Date: 5/28/2023	1, 4, 9-11, 17-18, 22-23, 27-30, 32-35, 38-40, 42-43, 45-46	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Broadcast Education Assoc. (BEA) Added Oct. 2022 (Added October 2022) Brownwood, Texas Phone : 325.646.2502 Classifieds Post a Job Manual Posting	N	0
2	Collective Talent-requested to be unsubscribed 04/19/23 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
3	Current Employee	N	2
4	Current Employee/Internal Promotion	N	9
5	Employee Referral	N	4
6	Facebook - Not Directly Contacted by SEU	N	1
7	Former Employee	N	1
8	Former Intern	N	1
9	Handshake-Distributes to over 40 colleges Online Jobs, multiple states including, Wisconsin Phone : 6085551212 Url : https://app.joinhandshake.com/login Online Job Postings Manual Posting	N	1
10	Illinois Media School-Replaced Illionois Center for Broadcasting 55 W. 22nd Street #240 Lombard, Illinois 60148 Phone : 630-916-1700 Email : cjackson@beonair.com Carl Jackson	N	0
11	Indeed.com www.indeed.com Online, Wisconsin Url : www.indeed.com Web Based Job Postings Manual Posting	N	49

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12	Job Center of Wisconsin-(Only use when wages CAN be posted-added 09-23-14)Removed 09-2021 201 E. Washington Avenue Madison, Wisconsin 53703 Phone : 888-258-9966 Employer Services Manual Posting	N	0
13	Job Fair	N	1
14	KBJR 6 - Kayla Martin (removed Aug. 2021 due to sale of company) 246 South Lake Avenue Duluth, Minnesota 55802 Phone : 218-720-9642 Email : kmmartin@kbjr.com Kayla Martin	N	0
15	KTIV TV (removed Aug 2021 due to sale of company) 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-226-5420 Email : kclayton@ktiv.com Fax : 1-712-239-2621 Kathy Clayton	N	0
16	KTTC TV (removed Aug 2021 due to sale of company) 6301 Bandel Rd. NW Rochester, Minnesota 55901 Phone : 507-535-8904 Email : jneyens@kttc.com Fax : 1-507-288-6324 Jodi Neyens	N	0
17	KVOA TV, Inc. - Angela Betzhold PO Box 5188 Tuscon, Arizona 85703 Email : abetzhold@kvoa.com Angela Betzhold	N	0
18	KWWL TV 500 E. 4th St Waterloo, Iowa 50703 Phone : 319-291-1259 Email : tloberts@kwwl.com Fax : 1-319-291-1233 Tracy Roberts	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	Linked In - Not Directly Contacted by SEU	N	5
20	Luther College (uses Handshake) Removed Sept 2021 700 College Dr Decorah, Iowa 52101 Phone : 563-387-1025 Email : career@luther.edu Fax : 1-563-387-2628 Career Service	N	0
21	Medialine---Deleted March 2022. Access has been denied PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Email : rick@medialinetalent.com Fax : 1-834-648-5204 Mark Shilstone	N	0
22	Mississippi State University-MET Jobs only Box 9556 Mississippi State, Mississippi 39762 Phone : 662-325-3344 Career Service Center Manual Posting	N	0
23	Missouri School of Journalism 215A Reynolds Columbia, Missouri 65211 Phone : 5738841909 Email : career@missouri.edu Laura Redfield-Jacobs	N	0
24	On Air Recruitment Ad	N	2
25	Quincy Herald Whig (removed Aug 2021 due to sale of company) 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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26	Quincy Media, Inc.(removed Aug 2021 due to sale of company) 130 S. Fifth St. Quincy, Illinois 62301 Phone : 217-221-3418 Url : http://www.quincymediacaers.com/ Email : lvanness@quincymedia.com Lesley Van Ness	N	0
27	Rick Gevers & Assciates (added Oct. 2021) 355 East Ohio St Indianapolis, Indiana 46204 Phone : 3176357912 Email : rick@rickgevers.com Rick Gevers	N	0
28	Rochester Community & Technical College 851 30th Ave SE Rochester, Minnesota 55904 Phone : 507-285-7260 Email : deb.vang@rctc.edu Career Services	N	0
29	Specs Howard School of Media Arts 23801 Industrial Park Dr Farmington Hills, Michigan 48335 Phone : 248-358-9000 Email : nshiner@specshoward.edu Nancy Shiner	N	0
30	Sportscasters Talent Agency-removed 06/2023 due to unknown email Online recruiting agency Pacific Coast, California Phone : 9496487822 Url : https://staatalent.com/ Email : jon@staatalent.com Jon Chelesnik	N	0
31	St. Mary's University-(Listed in Handshake) Removed Sept 2021 700 Terrace Heights, #6 Winona, Minnesota 55987 Phone : 507-457-1597 Email : careerservices@smumn.edu Career Service	N	0

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32	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Mark Holloway Manual Posting	N	0
33	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
34	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
35	WAOW TV/WYOW TV 1908 Grand Ave Wausau, Wisconsin 54403 Phone : 715-842-2251 Email : ecrikelair@waow.com Fax : 1-715-848-0195 HR Manager	N	0
36	WBNG - Kate Garger (removed Aug 2021 due to sale of company) 560 Columbia Drive Johnson City, New York 13790 Phone : 607-584-7223 Email : cgarger@wbngtv.com Kate Garger	N	0
37	WGEM TV (removed Aug 2021 due to sale of company) 513 Hampshire St. Quincy, Illinois 62301 Phone : 217-228-6617 Email : tstutheit@wgem.com Fax : 1-217-228-6617 Terri Stutheit	N	0

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38	Wisconsin Broadcasters Association (WBA) 44 E. Mifflin St., Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Career Service Manual Posting	N	0
39	WKOW TV 5727 Tokay Blvd. Madison, Wisconsin 53719 Phone : 608-661-2794 Email : dhowles@wkow.com Fax : 1-608-274-9514 Dan Howles	N	0
40	Workforce Connections -- added 02/2016 2615 East Avenue South La Crosse, Wisconsin 54601 Email : workforceconnections@workforceconnections.org Carol Workforce Connections	N	0
41	WPTA - Cindy Bennett (removed Aug 2021 due to sale of company) 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 260-407-0064 Url : www.21alive.com Email : cindyb@incnow.tv Cindy Bennett	N	0
42	WREX TV 10322 Auburn Road Rockford, Illinois 61103 Phone : 815-335-7856 Email : twessel@wrex.com Fax : 1-815-335-1002 Theresa Wessel	N	0
43	WSIL Television - Bethany Tanner 1416 Country Aire Drive Carterville, Illinois 62918 Email : btanner@wsiltv.com Bethany Tanner	N	0

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44	WVVA TV (removed Aug 2021 due to sale of company) 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : asluss@wvva.com Fax : 1-304-325-5586 Audrey Sluss	N	0
45	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
46	WXOW/WQOW Website 3705 CTH 25 La Crescent, Minnesota 55947 Phone : 507-895-9872 Email : twopat@wxow.com Fax : 1-507-895-8640 Theresa Wopat	N	14
TOTAL INTERVIEWS OVER REPORTING PERIOD:			90

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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	Ongoing Event	Establishment of an intern program designed to assist members of the community	WQOW and WXOW offered a paid internship program during this reporting period. The purpose behind the 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 and digital platforms. Each intern is assigned a mentor and there is a curriculum for each position. Our stations hosted interns over the course of this reporting period from local colleges/universities.	3	News Director News Director HR Manager	1.00
2	9/7/2022	Participation in Job Fairs	Sean Dwyer, Brittany Rau and one of our interns participated in the UW-La Crosse Part Time Job Fair on Wednesday, September 7, 2022. The event was held for 4 hours and Sean, Brittany, & Eric spoke to several students interested in the broadcast and communications industry. Current job openings were also given to students interested in applying. Many students also provided their current resume.	3	News Director Promotions Manager intern	0.25
3	2/25/2023	Participation in Job Fairs	Sean Dwyer represented WXOW/WQOW at the WBA's Job/Career Fair/Student Seminar on Saturday, Feb. 25, 2023. Job seekers and student seminar attendees that attended received current job postings for WXOW and WQOW and resumes were gathered for those students interested in applying.	1	News Director	0.25

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4	3/17/2023	Participation in events or programs sponsored by educational institutions	WXOW News 19's Colton Emswiler spent the morning of March 17, 2023, speaking to students who are taking the Multimedia News & Information class (MCOM 353) at Winona State University. During his 45 minute long presentation, Mr. Emswiler shared his own experiences as a young industry professional. These include opening up to share his won struggles with mental health and offering career advice to the advance level students for when they graduate, even providing a potential job idea to one student with an unaffiliated company in Missouri. Colton was asked several questions regarding professionalism and ethics by the students and he was elated to answer all of them. He offered business cards and station merchandise to those who wanted said items and all of them were taken.	1	MMJ	0.25
5	3/29/2023	Participation in Job Fairs	UW-La Crosse hosted a summer and part time job fair on 03/29/23. Theresa Wopat and one of our interns participated representing WXOW//WQOW. There were several students that attended, and applications were distributed for the station's internship program.	2	HR/Admin Mgr intern	0.25
6	4/1/2023	Participation in Job Fairs	Staff from WXOW & WQOW attended the Midwest Journalism Conference in Minneapolis and participated in the job fair on April 1, 2023. Kevin Millard, Kate Phernetton and Carly Swisher were at our table for the job fair. We talked to a number of college students who were interested in the job openings we had. We also provided employment applications for students who were interested in internships with our stations.	3	Internet Director Anchor Anchor	0.25

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7	4/13/2023	Provision of training to management	Theresa Wopat represented WXOW/WQOW at the EEO Seminar: A Review of the FCC's EEO Requirements for Broadcasters which was hosted by Wisconsin Broadcaster's Association and was held as a webinar on April 13, 2023.	1	HR Manager	1.00
TOTAL POINTS OVER REPORTING PERIOD:						3.25