

WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2010 - July 31, 2011

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
Anchor/Multimedia Journalist	2-4, 6-7, 9-12, 14-23, 30-33, 35, 37-38, 40-43, 46-47, 50, 52, 57, 60-64, 67, 69-93, 96, 98-100, 102-109, 112	100
Multimedia Journalist	2-4, 6-25, 27, 30-47, 50-57, 59-65, 67, 69-99, 101-109, 111-112	111
6 & 10pm Co-Anchor	1-2, 4, 9-12, 14-16, 21, 23, 30-33, 35, 37-38, 40-43, 46, 50, 52-53, 57, 59-63, 69, 71-72, 75-88, 90-93, 96, 99, 102-103, 105-109, 111-112	59
Sales/Traffic Assistant	29-34, 60-61, 90-91, 93, 95-96, 99, 103-109, 112	29
Account Executive	2-7, 9-12, 14-15, 17-23, 26, 28, 30-35, 37-38, 40-41, 46-48, 52-53, 57-64, 67-88, 90-93, 96, 99, 102-103, 105-110, 112	78
Advertising Sales Coordinator	2-8, 10-15, 17-26, 28, 30-41, 44-49, 51-70, 72-88, 90-96, 99, 101-109, 112	34
Traffic Assistant	29	29
Multi Media Journalist	2-7, 9-12, 14-23, 26, 28, 30-33, 35, 37-38, 40-43, 46-50, 52-53, 57-64, 66-88, 90-93, 96, 99, 102-103, 105-109, 111-112	50
Multi Media Journalist	2-7, 9-12, 14-23, 26, 28, 30-33, 35, 37-38, 40-43, 46-50, 52-53, 57-64, 66-88, 90-93, 96, 99, 102-103, 105-109, 111-112	59
Multimedia Journalist	2-26, 28, 30-48, 50-88, 90-96, 99, 101-109, 111-112	111

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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 Email : slizik@602communications.com Fax : 1--- Sandy Lizik	N	0
2	Alverno College 3400 S 43rd St Milwaukee, Wisconsin 53234 Phone : 414-382-6010 Email : Fax : Manual posting Career Service	N	0
3	Augsburg College 2211 Riverside Avenue Minneapolis, Minnesota 55454 Phone : 612-330-1000 Email : Fax : Manual posting Career Service	N	0
4	Beloit College 700 College St Beloit, Wisconsin 53511 Phone : 608-363-2673 Email : Fax : Manual posting Career Service	N	0
5	Bemidji State University 102 Sanford Hall Bemidji, Minnesota 56601 Phone : 218-755-2038 Email : Fax : Manual posting Career Service	N	0
6	Bethany Lutheran College 700 Luther Drive Mankato, Minnesota 56001 Phone : 507-344-7321 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
7	Bethel University 3900 Bethel Driver St. Paul, Minnesota 55112 Phone : 651-638-6459 Email : Fax : Manual posting Career Service	N	0
8	Blackhawk Technical College P.O. Box 5009 Janesville, Wisconsin 53547 Phone : 608-757-6329 Email : Fax : Manual posting Career Service	N	0
9	Brown College 1440 Northland Dr Mendota Heights, Minnesota 55120 Phone : 651-905-3548 Email : placement2@browncollege.edu Fax : 1-651-905-3555 Career Service	N	0
10	Cardinal Stritch University 6801 N Yates Rd Milwaukee, Wisconsin 53217 Phone : 414-410-4157 Email : Fax : Manual posting Career Service	N	0
11	Carroll College 100 N East Ave Waukesha, Wisconsin 53186 Phone : 262-524-7624 Email : Fax : Manual posting Career Service	N	0
12	Carthage College 2001 Alford Park Dr Kenosha, Wisconsin 53140 Phone : 262-551-5959 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Chippewa Valley Tech. College 620 W. Clairemont Ave. Eau Claire, Wisconsin 54701 Phone : 715-833-6255 Email : Fax : Manual posting Career Service	N	0
14	Clark College 1550 Clark Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : careerservices@clarke.edu Fax : 1--- Career Service	N	0
15	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
16	Collective Talent.Com 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : Fax : Manual posting Michael Bille	N	0
17	College of St. Benedict/St. John's Mary Hall #10 Collegeville, Minnesota 56321 Phone : 320-363-3236 Email : Fax : Manual posting Career Service	N	0
18	College of St. Catherine 2004 Randolph St. Paul, Minnesota 55105 Phone : 651-690-6510 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
19	College of St. Scholastica 1200 Kenwood Ave. Duluth, Minnesota 55911 Phone : 218-723-6085 Email : Fax : Manual posting Career Service	N	0
20	Concordia College - Moorhead 901 8th St. S. Moorhead, Minnesota 56562 Phone : 218-299-3020 Email : Fax : Manual posting Career Service	N	0
21	Concordia University 12800 N Lakeshore Dr Mequon, Wisconsin 53097 Phone : 262-243-5700 Email : Fax : Manual posting Career Service	N	0
22	Crown College 8700 College View Dr. St. Bonifacius, Minnesota 55375 Phone : 952-446-4352 Email : Fax : Manual posting Career Service	N	0
23	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : 605-257-4861 Email : Fax : Manual posting Career Service	N	0
24	Fox Valley Technical College P.O. Box 2277 Appleton, Wisconsin 54912 Phone : 920-735-5627 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
25	Gateway Technical College 3520 30th Ave. Kenosha, Wisconsin 53144 Phone : 262-564-2552 Email : Fax : Manual posting Career Service	N	0
26	Gustavus Adolphus College 800 West College Ave. Saint Peter, Minnesota 50862 Phone : 507-933-8000 Email : Fax : Manual posting Career Service	N	0
27	Herzing College 5218 E. Terrace Dr. Madison, Wisconsin 53718 Phone : 608-663-0808 Email : careers@msn.herzing.edu Fax : 1-608-663-0810 Career Service	N	0
28	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Email : placement.lombard@beonair.com Fax : 1--- Dave Cogozzo	Y	0
29	Internal Hire	N	2
30	KTIV TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-239-4100 Email : kelayton@ktiv.com Fax : 1-712-239-2621 Kathy Clayton	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
31	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	1
32	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	1
33	La Crosse Area Hmong Mutual Assist 1815 Ward Ave La Crosse, Wisconsin 54601 Phone : 608-781-5744 Email : Fax : 1-608-781-5011 Career Service	N	0
34	La Crosse Tribune 401 3rd St N La Crosse, Wisconsin 54601 Phone : 608-785-7355 Email : Fax : Manual posting Becky Michaels	N	7
35	Lakeland College PO Box 359 Sheboygan, Wisconsin 53082 Phone : 920-565-1255 Email : Fax : Manual posting Career Service	N	0
36	Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 Phone : 920-693-1275 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	Lawrence University P.O. Box 599 Appleton, Wisconsin 54912 Phone : 920-832-6561 Email : Fax : Manual posting Career Service	N	0
38	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-387-1025 Email : career@luther.edu Fax : 1-563-387-2628 Career Service	N	0
39	Madison Area Tech. College 3550 Anderson St. Madison, Wisconsin 53704 Phone : 608-246-6400 Email : Fax : Manual posting Career Service	N	0
40	Marian College 45 S National Ave Fond du Lac, Wisconsin 54935 Phone : 920-923-8799 Email : Fax : Manual posting Career Service	N	0
41	Marquette University 1324 W Wisconsin Ave Milwaukee, Wisconsin 53201 Phone : 414-288-7423 Email : Fax : Manual posting Career Service	N	0
42	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com Fax : 1-834-648-5204 Mark Shilstone	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
43	Medill Northwestern University 1845 Sheridan Rd Evanston, Illinois 60208 Phone : 847-491-2049 Email : Fax : Manual posting Career Service	N	0
44	Mid-State Technical College 500 32nd St. N. Wisconsin Rapids, Wisconsin 54494 Phone : 715-422-5426 Email : Fax : Manual posting Career Service	N	0
45	Milwaukee Area Tech. College 700 West State St. Milwaukee, Wisconsin 53233 Phone : 414-297-6244 Email : Fax : Manual posting Career Service	N	0
46	Milwaukee Institute of Art & Design 273 E Erie St Milwaukee, Wisconsin 53202 Phone : 414-847-3276 Email : Fax : Manual posting Career Service	N	0
47	Milwaukee School of Engineering 1025 N Broadway Milwaukee, Wisconsin 53202 Phone : 414-277-4517 Email : Fax : Manual posting Career Service	N	0
48	Minnesota State University-Moorhead 1107 7th Ave. S. Moorhead, Minnesota 56562 Phone : 218-477-2131 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
49	Mississippi State University 316 Colvard Union Mississippi State, Mississippi 39762 Phone : 662-325-3344 Email : Fax : Manual posting Career Center	N	0
50	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	N	1
51	Moraine Park Technical College 235 N. National Ave. Fond du Lac, Wisconsin 54936 Phone : 920-924-3205 Email : Fax : Manual posting Career Service	N	0
52	Mount Mary College 2900 N Menomonee River Parkway Milwaukee, Wisconsin 53222 Phone : 414-256-1243 Email : Fax : Manual posting Career Service	N	0
53	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
54	Nicolet Area Technical College P.O. 518 Rhineland, Wisconsin 54501 Phone : 715-365-4448 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
55	North Central Technical College 1000 W. Campus Drive Wausau, Wisconsin 54401 Phone : 715-675-3331 Email : Fax : Manual posting Career Service	N	0
56	Northeast WI Technical College 2740 W. Mason St. Green Bay, Wisconsin 54307 Phone : 920-498-5528 Email : Fax : Manual posting Career Service	N	0
57	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1398 Email : Fax : Manual posting Career Service	N	0
58	Northwestern College 3003 Snelling Ave. N. St. Paul, Minnesota 55113 Phone : 651-631-5100 Email : Fax : Manual posting Career Service	N	0
59	Personal Reference	N	13
60	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

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
61	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
62	Ripon College 300 Seward St. Ripon, Wisconsin 54971 Phone : 920-748-8117 Email : Fax : Manual posting Career Service	N	0
63	Silver Lake College 2406 S Alverno Rd Manitowoc, Wisconsin 54220 Phone : 920-686-6192 Email : Fax : Manual posting Career Service	N	0
64	Southwest MN State University 156 Bellows-Academic Marshall, Minnesota 56258 Phone : 507-537-6221 Email : Fax : Manual posting Career Service	N	0
65	Southwest WI Technical College 1800 Bronson Blvd Fennimore, Wisconsin 53809 Phone : 608-822-3262 Email : Fax : Manual posting Career Service	N	0
66	Specs Howard School of Media Arts 23801 Industrial Park Dr Farmington Hills, Michigan 48335 Phone : 248-358-9000 Email : rvieau@specshoward.edu Fax : 1--- Ron Vieau	Y	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
67	St. Cloud State University 720 4th Ave. S. St. Cloud, Minnesota 56301 Phone : 320-308-2151 Email : Fax : Manual posting Career Service	N	0
68	St. Mary's University 700 Terrace Heights, #6 Winona, Minnesota 55987 Phone : 507-457-1447 Email : Fax : Manual posting Career Service	N	0
69	St. Norbert College 100 Grant St DePere, Wisconsin 54115 Phone : 920-403-3040 Email : Fax : Manual posting Career Service	N	0
70	St. Olaf College 1520 St. Olaf Ave. Northfield, Minnesota 55057 Phone : 507-646-3268 Email : Fax : Manual posting Career Service	N	0
71	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	1
72	University of Dubuque 2000 University Ave Dubuque, Iowa 52001 Phone : 563-589-3132 Email : career@dbq.edu Fax : 1-563-589-3352 Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
73	University of MN-Carlson School of Mgmt 321 19th Avenue S. Minneapolis, Minnesota 55455 Phone : 612-624-0011 Email : Fax : Manual posting Career Service	N	0
74	University of MN-Crookston 270 Owen Hall Crookston, Minnesota 56716 Phone : 218-281-8585 Email : Fax : Manual posting Career Service	N	0
75	University of MN-Morris 600 E. 4th St.-201 Behmler Hl Morris, Minnesota 56267 Phone : 320-589-6065 Email : Fax : Manual posting Career Service	N	0
76	University of WI-Eau Claire 230 Schofield Hall Eau Claire, Wisconsin 54701 Phone : 715-836-5356 Email : Fax : Manual posting Career Service	N	0
77	University of WI-Green Bay 2420 Nicolet Drive, SS 1916 Green Bay, Wisconsin 54311 Phone : 920-465-2163 Email : Fax : Manual posting Career Service	N	0
78	University of WI-La Crosse 1725 State St.-Wilder Hall La Crosse, Wisconsin 54601 Phone : 608-785-8514 Email : Fax : Manual posting Career Service	N	2

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
79	University of WI-Madison 975 University Ave-Grainger Hl Madison, Wisconsin 53706 Phone : 608-262-2550 Email : Fax : Manual posting Career Service	N	0
80	University of WI-Milwaukee PO Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4486 Email : Fax : Manual posting Career Service	N	0
81	University of WI-Oshkosh Dempsey Hall Room 230 Oshkosh, Wisconsin 54901 Phone : 920-424-2181 Email : Fax : Manual posting Career Service	N	0
82	University of WI-Parkside 900 Wood Rd, P.O. Box 2000 Kenosha, Wisconsin 53141 Phone : 262-595-2452 Email : Fax : Manual posting Career Service	N	0
83	University of WI-Platteville 1 University Plaza Platteville, Wisconsin 53818 Phone : 608-342-1183 Email : Fax : Manual posting Career Service	N	0
84	University of WI-River Falls 410 S. 3rd St., 24 E. Hathron River Falls, Wisconsin 54022 Phone : 715-425-3572 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
85	University of WI-Stevens Point 134 Old Main Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Email : Fax : Manual posting Career Service	N	0
86	University of WI-Stout 103 Administration Bldg. Menomonie, Wisconsin 54751 Phone : 715-232-1601 Email : Fax : Manual posting Career Service	N	0
87	University of WI-Superior Old Main, Room 134 Superior, Wisconsin 54880 Phone : 715-394-8308 Email : Fax : Manual posting Career Service	N	0
88	University of WI-Whitewater 800 W. Main St. Whitewater, Wisconsin 53190 Phone : 262-472-1471 Email : Fax : Manual posting Career Service	N	0
89	Universtiy of MN-College of Liberal Arts 101 Pleasant St. SE Minneapolis, Minnesota 55455 Phone : 612-624-7577 Email : Fax : 1-612-625-4832 Career Service	N	0
90	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

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
91	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
92	Viterbo University 900 Viterbo Dr La Crosse, Wisconsin 54601 Phone : 608-796-3828 Email : Fax : Manual posting Career Service	N	0
93	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
94	Waukesha Cty Tech. College 892 Main St. Pewaukee, Wisconsin 53072 Phone : 262-695-7848 Email : Fax : Manual posting Career Service	N	0
95	Western Technical College 304 6th St. N. La Crosse, Wisconsin 54601 Phone : 608-785-9440 Email : Fax : Manual posting Career Service	N	0
96	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

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
97	Winona Daily News 902 East Second St Suite 110 Winona, Minnesota 55987 Phone : 608-783-7355 Email : Fax : Manual posting Becky Michaels	N	0
98	Winona State University 110 Gildemeister Hall Winona, Minnesota 55987 Phone : 507-457-5340 Email : Fax : 1-507-457-5516 Career Service	N	0
99	Wisconsin Broadcasters Association 44 E. Mifflin St., Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Email : Fax : Manual posting Career Service	N	0
100	Wisconsin Broadcasters Job Fair	N	1
101	Wisconsin Indianhead Tech. College 1900 College Dr. Rice Lake, Wisconsin 54868 Phone : 715-468-2815 Email : Fax : Manual posting Career Service	N	0
102	Wisconsin Lutheran College 8800 W Bluemound Rd Milwaukee, Wisconsin 53226 Phone : 414-443-8635 Email : Fax : Manual posting Career Service	N	0

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
103	WKOW TV 5727 Tokay Blvd. Madison, Wisconsin 53719 Phone : 608-274-1234 Email : jmiller@wkowtv.com Fax : 1-608-274-9514 Jessica Miller	N	0
104	Workforce Connections 402 N. 8th St. La Crosse, Wisconsin 54601 Phone : 608-789-5620 Email : workforceconnections@workforceconnections.org Fax : 1-608-785-9939 Career Service	N	0
105	WQOW TV 5545 Hwy 93 Eau Claire, Wisconsin 54701 Phone : 507-895-9872 Email : psletten@wxow.com Fax : 1-715-835-8009 Pam Sletten	N	0
106	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
107	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
108	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

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

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
109	WXOW TV PO Box C-4019 La Crosse, Wisconsin 54602 Phone : 507-895-9872 Email : psletten@wxow.com Fax : 1-507-895-8124 Pam Sletten	N	0
110	WXOW TV ad	N	5
111	WXOW Website	N	5
112	WXOW-TV Bulletin Board P.O. Box C-4019 La Crosse, Wisconsin 54602-4019 Phone : 507-895-9969 Email : Fax : Manual posting Employee Referral or Promotion	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			39

WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2010 - July 31, 2011

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	10/7/2010	Participation in events sponsored by community groups	High school students from 26 area high schools attended the Career Expo at the La Crosse Center sponsored by the La Crosse Area Chamber of Commerce and the Wisconsin Education Fair. The Expo offers students a chance to look at various careers and skills needed and with our booth, they could learn about a career in broadcasting.	3	Sean Dwyer News Director Stacy Brogan Multimedia Journalist Nick Bjerke Photographer	0.25
2	11/15/2010	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. The support the WBA's scholarship program, WXOW donates \$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	David Booth General Manager	1.00
3	1/26/2011	Participation in Job Fairs	Participated in the Job Fair at the Wisconsin Broadcasters Association 2011 Winter Conference. Over 150 job seekers were in attendance at the fair. Copies of open positions were available and resumes collected and brought back to be reviewed by appropriate department personnel.	1	Sean Dwyer News Director	0.25
4	1/26/2011	Provision of training to management	Sean Dwyer attended the presentation of "Avoiding Discrimination in Employment Terminations" at the Wisconsin Broadcasters Association's Winter Conference.	1	Sean Dwyer News Director	1.00
5	3/15/2011	Participation in events sponsored by community groups	Steve Betchkal led a writing workshop at the Gifted and Talented Writing Festival at UW-La Crosse. As an author, he provided guidelines in writing, which is an essential part of a career in journalism.	1	Steve Betchkal Videographer	0.25

WXOW Television
EEO PUBLIC FILE REPORT

August 1, 2010 - July 31, 2011

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	3/22/2011	Participation in events or programs sponsored by educational institutions	Amy DuPont was a panel member for the Communication's Club monthly meeting at UW-La Crosse. Students asked the panel of 4 professionals in the communication field questions about how they entered the field, what a typical day was like and how stress is handled. Also provided was contact information to students interested in an internship.	1	Amy DuPont News Anchor	0.25
7	5/13/2011	Participation in events sponsored by community groups	Nick Grunseth and Tracy Berg were guest speakers at a local leadership conference held at Bangor School. Eighth grade students from many school districts came to the event to refine their leadership skills and present projects they worked on in their districts. They talked about the broadcast business and their roles being community leaders. They explained how local television can help keep people informed and direct the public in emergency situations.	2	Tracy Berg News Producer Nick Grunseth Meteorologist	0.25
8	6/22/2011	Provision of training to management	David Booth attended the presentation of "Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations" at the Wisconsin Broadcasters Association's Summer Conference.	1	David Booth General Manager	1.00
9	6/23/2011	Participation in Job Fairs	Sean Dwyer participated in the Job Fair at the Wisconsin Broadcaster Association's Summer Conference. Many job seekers were in attendance at the fair. Current job openings were available and resumes collected.	1	Sean Dwyer News Director	0.25
TOTAL POINTS OVER REPORTING PERIOD:						4.50