

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2023 - July 31, 2024

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
Account Executive Open Date: 7/5/2022 Hire Date: 12/4/2023	2, 7-13, 16-30	9
Digital Sales Manager Open Date: 6/5/2023 Hire Date: 10/1/2023	1, 3, 7-13, 16-30	3
WXOW Weekend Multimedia Journalist Open Date: 6/20/2023 Hire Date: 9/17/2023	1, 3, 7-13, 16-18, 20-30	3
WXOW Assignment Editor Open Date: 8/22/2023 Hire Date: 11/20/2023	1, 7-13, 16-18, 20-30	9
WXOW Videographer Open Date: 8/29/2023 Hire Date: 10/24/2023	1, 5, 7-14, 16-18, 20-30	14
WXOW Videographer Open Date: 8/29/2023 Hire Date: 11/13/2023	1, 5, 7-14, 16-18, 20-30	5
WQOW Weekend Anchor/Multimedia Journalist Open Date: 10/3/2023 Hire Date: 12/10/2023	1, 3, 7-13, 16-18, 20-30	3
WXOW Technical Media Producer Open Date: 10/20/2023 Hire Date: 11/17/2023	1, 7-13, 16-18, 20-30	9
WXOW News Producer Open Date: 10/20/2023 Hire Date: 1/3/2024	1, 7-13, 16-18, 20-30	7
WQOW Technical Media Producer Open Date: 10/23/2023 Hire Date: 12/11/2023	1, 3, 7-13, 16-18, 20-30	9
WQOW Technical Media Producer Open Date: 10/23/2023 Hire Date: 11/12/2023	1, 3, 7-13, 16-18, 20-30	3
Digital Sales Coordinator Open Date: 11/21/2023 Hire Date: 1/3/2024	1, 7-13, 16-18, 20-30	9
WXOW Assignment Manager Open Date: 11/29/2023 Hire Date: 6/10/2024	1, 5-13, 16-18, 20-30	6
WQOW Technical Media Producer Open Date: 12/15/2023 Hire Date: 1/22/2024	1, 7-13, 16-18, 20-30	9

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WQOW Technical Media Producer Open Date: 1/29/2024 Hire Date: 2/19/2024	1, 7-13, 16-18, 20-30	9
WQOW Weekend Sports Anchor/MMJ Open Date: 2/9/2024 Hire Date: 4/13/2024	1, 3-5, 7-13, 15-18, 20-30	3
WQOW Morning Anchor/MMJ Open Date: 2/12/2024 Hire Date: 6/3/2024	1, 3, 7-13, 16-18, 20-31	3

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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 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/Internal Promotion	N	6
4	E-mail Inquiry	N	1
5	Employee Referral	N	5
6	Former Employee	N	1
7	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	2
8	Illinois Media School-Replaced Illinois Center for Broadcasting 55 W. 22nd Street #240 Lombard, Illinois 60148 Phone : 630-916-1700 Email : cjackson@beonair.com Carl Jackson	N	0
9	Indeed.com www.indeed.com Online, Wisconsin Url : www.indeed.com Web Based Job Postings Manual Posting	N	35

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10	KVOA TV, Inc. - Angela Betzhold PO Box 5188 Tuscon, Arizona 85703 Email : abetzhold@kvoa.com Angela Betzhold	N	0
11	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
12	Mississippi State University-MET Jobs only Box 9556 Mississippi State, Mississippi 39762 Phone : 662-325-3344 Career Service Center Manual Posting	N	0
13	Missouri School of Journalism 215A Reynolds Columbia, Missouri 65211 Phone : 5738841909 Email : career@missouri.edu Laura Redfield-Jacobs	N	0
14	On Air Recruitment Ad	N	2
15	Other Source	N	2
16	Rick Gevers & Associates (added Oct. 2021) 355 East Ohio St Indianapolis, Indiana 46204 Phone : 3176357912 Email : rick@rickgevers.com Rick Gevers	N	0
17	Rochester Community & Technical College 851 30th Ave SE Rochester, Minnesota 55904 Phone : 507-285-7260 Email : deb.vang@rctc.edu Career Services	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
18	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
19	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
20	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Mark Holloway Manual Posting	N	0
21	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
22	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
23	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	Wisconsin Broadcasters Association (WBA) 44 E. Mifflin St., Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Career Service Manual Posting	N	0
25	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
26	Workforce Connections 2615 East Avenue South La Crosse, Wisconsin 54601 Phone : 555.555.5555 Email : workforceconnections@workforceconnections.org Carol Workforce Connections	N	0
27	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
28	WSIL Television - Bethany Tanner 1416 Country Aire Drive Carterville, Illinois 62918 Email : btanner@wsiltv.com Bethany Tanner	N	0
29	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0

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30	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	6
31	YouTube - Not Directly Contacted by SEU	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			61

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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 8 interns over the course of this reporting period from local colleges/universities, such as University WI-La Crosse and University of Wisconsin-Eau Claire.	3	News Director News Director HR Manager	1.00
2	9/6/2023	Participation in Job Fairs	WXOW/WQOW was represented by Sean Dwyer and Theresa Wopat at the UW-La Crosse Part Time Job Fair on Sept. 6, 2023. The event lasted for 4 hours, and Sean and Theresa 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.	2	News Director HR Manager	0.25
3	9/25/2023	Participation in Job Fairs	Sean Dwyer and Theresa Wopat participated in the WBA Virtual Job fair that was from Sept. 25, 2023 to Sept. 30, 2023. We submitted emails from applicants that were interested in working at WXOW or WQOW.	2	News Director HR Manager	0.25
4	2/24/2024	Participation in events sponsored by organizations representing the community	WXOW/WQOW TV was represented by Sean Dwyer at the WBA Student Forum Speed Networking session which was held on 2/24/24.	1	News Director	0.25

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5	3/27/2024	Participation in Job Fairs	WXOW/WQOW was represented by Theresa Wopat and an intern at the UW-La Crosse Summer and Part Time Job Fair on March 27, 2024. The event lasted for 4 hours, and Theresa and the intern spoke to several students interested in the broadcast and communications industry. Current part time job openings were also given to students interested in applying. Many students also provided their current resume.	2	HR Manager Intern	0.25
6	4/5/2024	Participation in Job Fairs	WXOW/WQOW was represented by Kevin Millard and Felicity Dachel at the Midwest Journalism Conference in Minneapolis, MN on April 5 & 6, 2024. Kevin and Felicity spoke to several individuals interested in the broadcast and communications industry. Current job openings were also provided for those interested in applying.	2	Internet Director Internet Director	0.25
7	4/18/2024	Participation in events or programs sponsored by educational institutions	Reanne Weil and Crystal Flintrop of WXOW went to Winona State University on 4/18/2024 to meet with a class in the Mass Communication Dept. Professor Doug Westerman, MCOM Multimedia News and Information, 9:00 -9:50 am. Reanne and Crystal walked students through the day of working in broadcast and discussed topics like developing story ideas, camera work, sound bites, and getting started in the industry. Three people took internship applications, and one took a picture of our open positions.	2	MMJ News Producer	0.25
8	6/19/2024	Provision of training to management	Sean Dwyer represented WXOW/WQOW at the EEO Session: Looking Beyond the Right Places, which was hosted by the Wisconsin Broadcaster's Association Summer Conference on June 19, 2024.	1	News Director	1.00
TOTAL POINTS OVER REPORTING PERIOD:						3.50