

## EQUAL EMPLOYMENT OPPORTUNITY

### Notification of Job Vacancies

WXOW-TV, licensee of WXOW/WQOW Television, Inc. is an equal opportunity employer. WXOW-TV provides notification of full-time job vacancies to organizations assisting job seekers. Any organization, which would like to receive notification of job openings at our stations, should contact us and request to be included on our employment opportunity notification list. Organizations can make such requests by mail to P.O. Box C-4019, La Crosse, WI 54602-4019, fax 507-895-8124, or e-mail careers@wxow.com. When making such requests please provide us with the name of the organization, the address, the phone number, the fax number, and the name of the contact representative to whom notifications should be sent.

### Full-Time Job Openings

Traffic/Sales Assistant  
Weekend Weather Anchor/Reporter  
Internet Director  
Reporter

### Annual EEO Public File Report

See attached

**EEO PUBLIC FILE REPORT**

**A. Employment Unit Covered**

WXOW-TV

**B. Reporting Period**

August 1, 2008 to July 31, 2009

**C. Full-Time Vacancies Filled During Reporting Period**

- (1) **Job Title:** Traffic/Sales Assistant      **Date Filled:** 8/6/08
- (2) **Job Title:** Weekend Weather Anchor      **Date Filled:** 11/25/08
- (3) **Job Title:** Internet Director      **Date Filled:** 5/20/09
- (4) **Job Title:** Reporter      **Date Filled:** 6/24/09

**D. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy**  
(Organizations entitled to notification identified by \*\*.)

**1. Job Title: Traffic/Sales Assistant**

**Date Filled: 8/6/08**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone No.</b>	<b>Referred Person Hired?</b>
KTIV-TV	Kathy Clayton	3135 Floyd Blvd Sioux City, IA 51108	712-239-4100	
KTTC-TV	Lynn Jacobs	6301 Bandel Rd. NW Rochester, MN 55901	507-288-4444	
KWWL-TV	Megan Lucas	500 East Fourth St Waterloo, IA 50703	319-291-1200	
La Crosse Tribune	Classified Department	401 3rd St. N. La Crosse, WI 54601	608-785-7355	
New Jersey Herald	Karen Dixon	Two Spring St. Newton, NJ 07860	973-383-1500	
Quincy Herald Whig	Julie Hutmacher	130 S. Fifth S. Quincy, IL 62301	217-223-5100	
Quincy Newspapers, Inc.	Bobbette Daugherty	130 S. Fifth St. Quincy, IL 62301	217-223-5100	
University of WI-La Crosse	Career Services	1725 State St.-Wilder Hl La Crosse, WI 54601	608-785-8514	
University of WI-La Crosse	Affirmative Action & Diversity	1725 State St.-Graff Mn Hl La Crosse, WI 54601	608-785-8541	
University of WI-La Crosse	Women's Studies	1725 State St. Wimberly Hl La Crosse, WI 54601	608-785-8732	
Viterbo University	Career Planning	900 Viterbo Drive La Crosse, WI 54601	608-796-3828	
WAOW/WYOW-TV	Tricia Schairer	1908 Grand Ave. Wausau, WI 54401	715-842-2251	

WGEM-TV	Donna Vancil	513 Hampshire St. Quincy, IL 62306	217-228-6600	
WKOW-TV	Jessica Miller	5727 Tokay Blvd. Madison, WI 53719	608-274-1234	
WQOW-TV	Pam Sletten	5545 Highway 93 Eau Claire, WI 54701	715-835-1881	
WREX-TV	Trista Truesdale	10322 Auburn Road Rockford, IL 61103	815-335-2213	
WSJV-TV	Heather Stewart	58096 County Road, #7 S. South Bend, IN 46624	574-679-9758	
WVVA-TV	Wanda Davidson	3052 Big Laurel Hwy Bluefield, WV 24701	304-325-5487	
Western Technical College	Student Employment Serv.	304 6 <sup>th</sup> St. N La Crosse, WI 54601	608-785-9440	
Wisconsin Broadcasters Association		44 E. Mifflin St., Suite 900 Madison, WI 53703	608-255-2600	
Wisconsin Job Center		402 N. 8th St. La Crosse, WI 54601	608-785-9440	
Workforce Connections Inc.		402 N. 8th St. La Crosse, WI 54601	608-789-5620	
WXOW-TV Bulletin Board	Employee Referral or Promotion	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	
wxow.com	Pam Sletten	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	Yes

**Total number of interviewees from all sources for this position: 7**

**2. Job Title: Weekend Weather Anchor/Reporter Date Filled: 11/25/08**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone No.</b>	<b>Referred Person Hired?</b>
Augsburg College	Career Services	2211 Riverside Avenue Minneapolis, MN 55454	612-330-1000	
Beloit College	Career Services	700 College St. Beloit, WI 53511	608-363-2673	
Bemidji State University	Career Services	102 Sanford Hall Bemidji, MN 56601	218-755-2035	
Bethel College	Career Services	3900 Bethel Driver St. Paul, MN 55112	651-638-6459	
Brown College	Career Services	1440 Northland Dr. Mendota Heights, MN 55120	651-905-3465	
Carleton College	Career Center	100 S. College St. Northfield, MN 55057	507-646-4293	
Carthage College	Career Services	2001 Alford Park Dr. Kenosha, WI 53140	262-551-5959	
Clarke College	Career Services	1550 Clarke Dr. Dubuque, IA 52001	563-588-6302	
Coe College	Career Services	1220 First Avenue NE Cedar Rapids, IA 52402	319-399-8844	
College of St. Benedict/St. Johns	Career Services	Mary Hall #10 Collegeville, MN 56321	320-363-3236	

College of St. Catherine	Career Development	2004 Randolph St. Paul, MN 55105	651-690-6510	
College of St. Scholastica	Career Services	1200 Kenwood Ave. Duluth, MN 55911	218-723-6085	
Concordia College-Moorhead	Career Center	901 8 <sup>th</sup> St. S Moorhead, MN 56562	218-299-3572	
Concordia University	Career Services	275 Syndicate St. N St. Paul, MN 55104	651-603-6241	
Cornell College	Career Services	600 First Street West Mount Vernon, IA 52314	319-895-4457	
Crown College	Career Services	8700 College View Dr. St. Bonifacius, MN 55375	952-446-4250	
Gustavus Adolphus College	Career Center	800 West College Ave. Saint Peter, MN 50862	507-933-8000	
Hamline University	Career Development Ctr	1536 Hewitt Ave. St. Paul, MN 55104	651-523-3085	
KTIV-TV	Kathy Clayton	3135 Floyd Blvd Sioux City, IA 51108	712-239-4100	
KTTC-TV	Lynn Jacobs	6301 Bandel Rd. NW Rochester, MN 55901	507-288-4444	
KWWL-TV	Megan Lucas	500 East Fourth St Waterloo, IA 50703	319-291-1200	
Lawrence University	Career Center	P.O. Box 599 Appleton, WI 54912	920-832-6561	
Loras College	Career Services	1450 Alta Vista Dubuque, IA 52004	563-588-7922	
Luther College	Career Center	700 College Dr. Decorah, IA 52101	563-387-1025	
Macalester College	Career Development Ctr	1600 Grand Ave. St. Paul, MN 55105	651-696-6384	
Medialine	Mark Shilstone	P.O Box 51909 Pacific Grove, CA 93950	800-237-8073	
Metropolitan State University	Career Services	700 E. 7 <sup>th</sup> St. St. Paul, MN 55106	651-793-1528	
Minnesota State University-Mankato	Career Development Ctr	209 Wigley Admin Ctr Mankato, MN 56001	507-389-6061	
Minnesota State University-Moorhead	Career Services	1107 7 <sup>th</sup> Ave S Moorhead, MN 56562	218-477-2131	
Mississippi State University	Career Center	316 Colvard Union Mississippi State, MS 39762	662-325-3344	
Missouri School of Journalism	Career Center	76 Gannett Hall Columbia, MO 65211	573-882-4821	
New Jersey Herald	Karen Dixon	Two Spring St. Newton, NJ 07860	973-383-1500	
Northland College	Career Services	1411 Ellis Ave. Ashland, WI 54806	715-682-1398	
Northwestern College	Career Development	3003 Snelling Ave. N St. Paul, MN 55113	651-631-5100	
Quincy Herald Whig	Julie Hutmacher	130 S. Fifth S. Quincy, IL 62301	217-223-5100	
Quincy Newspapers, Inc.	Bobbette Daugherty	130 S. Fifth St. Quincy, IL 62301	217-223-5100	
Ripon College	Career Development	300 Seward St. Ripon, WI 54971	920-748-8117	

Society of Professional Journalists		3609 N. Meridian St. Indianapolis, IN 46208	317-927-8000	
St. Cloud State University	Career Services	720 4 <sup>th</sup> Ave. S St. Cloud, MN 56301	320-308-2151	
St. Mary's University	Career Services	700 Terrace Heights, #6 Winona, MN 55987	507-457-1447	
St. Olaf College	Career Development Ctr	1520 St. Olaf Ave. Northfield, MN 55057	507-646-3268	
Southwest MN State University	Career Services	156 Bellows-Academic Marshall, MN 56258	507-537-7979	
TV Jobs	Broadcast Employment Serv.	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	Yes
University of MN-Carlson School of Mgmt	Career Center	321 19 <sup>th</sup> Ave. S. Minneapolis, MN 55455	612-624-0011	
University of MN-College of Liberal Arts	Career Services	101 Pleasant St. SE Minneapolis, MN 55455	612-624-7577	
University of MN-Crookston	Career Services	Owen Hall 270 Crookston, MN 56716	218-281-8586	
University of MN-Duluth	Career Services	21 Solon Campus Center Duluth, MN 55812	218-726-7985	
University of MN-Morris	Career Center	600 E. 4th St.-201 Behmler Morris, MN 56267	320-589-6065	
University of MN-St. Thomas	Career Development Ctr	2115 Summit Avenue St. Paul, MN 55105	651-962-6761	
University of WI-Eau Claire	Career Services	230 Schofield Hall Eau Claire, WI 54701	715-836-5356	
University of WI-Green Bay	Career Services	2420 Nicolet Dr. SS 1916 Green Bay, WI 54311	920-465-2163	
University of WI-La Crosse	Career Services	1725 State St.-Wilder Hl La Crosse, WI 54601	608-785-8514	
University of WI-La Crosse	Affirmative Action & Diversity	1725 State St.-Graff Mn Hl La Crosse, WI 54601	608-785-8541	
University of WI-La Crosse	Women's Studies	1725 State St. Wimberly Hl La Crosse, WI 54601	608-785-8732	
University of WI-Madison	Business Career Center	975 University Ave Madison, WI 53706	608-262-2550	
University of WI-Milwaukee	Career Development Ctr	PO Box 413 Milwaukee, WI 53201	414-229-4486	
University of WI-Oshkosh	Career Services	Dempsey Hall Room 230 Oshkosh, WI 54901	920-424-2181	
University of WI-Parkside	Career Center	900 Wood Rd, PO Box 2000 Kenosha, WI 53141	262-595-2452	
University of WI-Platteville	Placement Services	1 University Plaza Platteville, WI 53818	608-342-1183	
University of WI-River Falls	Career Services	410 S. 3 <sup>rd</sup> St. 24 E Hathron River Falls, WI 54022	715-425-3573	
University of WI-Stevens Point	Career Services	134 Old Main Stevens Point, WI 54481	715-346-3226	
University of WI-Stout	Career Services	103 Administration Bldg Menomonie, WI 54751	715-232-3595	
University of WI-Superior	Career Services	Old Main, Room 134 Superior, WI 54880	715-394-8308	
University of WI-Whitewater	Career Services	800 W. Main St. Whitewater, WI 53190	262-472-1471	

Viterbo University	Career Planning	900 Viterbo Drive La Crosse, WI 54601	608-796-3828	
WAOW/WYOW-TV	Tricia Schairer	1908 Grand Ave. Wausau, WI 54401	715-842-2251	
WGEM-TV	Donna Vancil	513 Hampshire St. Quincy, IL 62306	217-228-6600	
Winona State University	Career Services	110 Gildemeister Hall Winona, MN 55987	507-457-5340	
Wisconsin Broadcasters Association		44 E. Mifflin St., Suite 900 Madison, WI 53703	608-255-2600	
WKOW-TV	Jessica Miller	5727 Tokay Blvd. Madison, WI 53719	608-274-1234	
Workforce Connections Inc.		402 N. 8th St. La Crosse, WI 54601	608-789-5620	
WQOW-TV	Pam Sletten	5545 Highway 93 Eau Claire, WI 54701	715-835-1881	
WREX-TV	Trista Truesdale	10322 Auburn Road Rockford, IL 61103	815-335-2213	
WSJV-TV	Heather Stewart	58096 County Road, #7 S. South Bend, IN 46624	574-679-9758	
WVVA-TV	Wanda Davidson	3052 Big Laurel Hwy Bluefield, WV 24701	304-325-5487	
WXOW-TV Bulletin Board	Employee Referral or Promotion	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	
wxow.com	Pam Sletten	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	

**Total number of interviewees from all sources for this position: 4**

**3. Job Title: Internet Director**

**Date Filled: 5/20/09**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone No.</b>	<b>Referred Person Hired?</b>
Augsburg College	Career Services	2211 Riverside Avenue Minneapolis, MN 55454	612-330-1000	
Beloit College	Career Services	700 College St. Beloit, WI 53511	608-363-2673	
Bemidji State University	Career Services	102 Sanford Hall Bemidji, MN 56601	218-755-2035	
Bethel College	Career Services	3900 Bethel Driver St. Paul, MN 55112	651-638-6459	
Brown College	Career Services	1440 Northland Dr. Mendota Heights, MN 55120	651-905-3465	
Carleton College	Career Center	100 S. College St. Northfield, MN 55057	507-646-4293	
Carthage College	Career Services	2001 Alford Park Dr. Kenosha, WI 53140	262-551-5959	
Clarke College	Career Services	1550 Clarke Dr. Dubuque, IA 52001	563-588-6302	
Coe College	Career Services	1220 First Avenue NE Cedar Rapids, IA 52402	319-399-8844	

College of St. Benedict/St. Johns	Career Services	Mary Hall #10 Collegetown, MN 56321	320-363-3236	
College of St. Catherine	Career Development	2004 Randolph St. Paul, MN 55105	651-690-6510	
College of St. Scholastica	Career Services	1200 Kenwood Ave. Duluth, MN 55911	218-723-6085	
Concordia College-Moorhead	Career Center	901 8 <sup>th</sup> St. S Moorhead, MN 56562	218-299-3572	
Concordia University	Career Services	275 Syndicate St. N St. Paul, MN 55104	651-603-6241	
Cornell College	Career Services	600 First Street West Mount Vernon, IA 52314	319-895-4457	
Crown College	Career Services	8700 College View Dr. St. Bonifacius, MN 55375	952-446-4250	
Gustavus Adolphus College	Career Center	800 West College Ave. Saint Peter, MN 50862	507-933-8000	
Hamline University	Career Development Ctr	1536 Hewitt Ave. St. Paul, MN 55104	651-523-3085	
KTIV-TV	Kathy Clayton	3135 Floyd Blvd Sioux City, IA 51108	712-239-4100	
KTTC-TV	Lynn Jacobs	6301 Bandel Rd. NW Rochester, MN 55901	507-288-4444	
KWWL-TV	Megan Lucas	500 East Fourth St Waterloo, IA 50703	319-291-1200	
La Crosse Tribune	Classified Department	401 3rd St. N. La Crosse, WI 54601	608-785-7355	
Lawrence University	Career Center	P.O. Box 599 Appleton, WI 54912	920-832-6561	
Loras College	Career Services	1450 Alta Vista Dubuque, IA 52004	563-588-7922	
Luther College	Career Center	700 College Dr. Decorah, IA 52101	563-387-1025	
Macalester College	Career Development Ctr	1600 Grand Ave. St. Paul, MN 55105	651-696-6384	
Medialine	Mark Shilstone	P.O Box 51909 Pacific Grove, CA 93950	800-237-8073	
Metropolitan State University	Career Services	700 E. 7 <sup>th</sup> St. St. Paul, MN 55106	651-793-1528	
Minnesota State University-Mankato	Career Development Ctr	209 Wigley Admin Ctr Mankato, MN 56001	507-389-6061	
Minnesota State University-Moorhead	Career Services	1107 7 <sup>th</sup> Ave S Moorhead, MN 56562	218-477-2131	
Missouri School of Journalism	Career Center	76 Gannett Hall Columbia, MO 65211	573-882-4821	
New Jersey Herald	Karen Dixon	Two Spring St. Newton, NJ 07860	973-383-1500	
Northland College	Career Services	1411 Ellis Ave. Ashland, WI 54806	715-682-1398	
Northwestern College	Career Development	3003 Snelling Ave. N St. Paul, MN 55113	651-631-5100	
Quincy Herald Whig	Julie Hutmacher	130 S. Fifth S. Quincy, IL 62301	217-223-5100	
Quincy Newspapers, Inc.	Bobbette Daugherty	130 S. Fifth St. Quincy, IL 62301	217-223-5100	

Ripon College	Career Development	300 Seward St. Ripon, WI 54971	920-748-8117	
Society of Professional Journalists		3609 N. Meridian St. Indianapolis, IN 46208	317-927-8000	
St. Cloud State University	Career Services	720 4 <sup>th</sup> Ave. S St. Cloud, MN 56301	320-308-2151	
St. Mary's University	Career Services	700 Terrace Heights, #6 Winona, MN 55987	507-457-1447	
St. Olaf College	Career Development Ctr	1520 St. Olaf Ave. Northfield, MN 55057	507-646-3268	
Southwest MN State University	Career Services	156 Bellows-Academic Marshall, MN 56258	507-537-7979	
TV Jobs	Broadcast Employment Serv.	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	
University of MN-Carlson School of Mgmt	Career Center	321 19 <sup>th</sup> Ave. S. Minneapolis, MN 55455	612-624-0011	
University of MN-College of Liberal Arts	Career Services	101 Pleasant St. SE Minneapolis, MN 55455	612-624-7577	
University of MN-Crookston	Career Services	Owen Hall 270 Crookston, MN 56716	218-281-8586	
University of MN-Duluth	Career Services	21 Solon Campus Center Duluth, MN 55812	218-726-7985	
University of MN-Morris	Career Center	600 E. 4th St.-201 Behmler Morris, MN 56267	320-589-6065	
University of MN-St. Thomas	Career Development Ctr	2115 Summit Avenue St. Paul, MN 55105	651-962-6761	
University of WI-Eau Claire	Career Services	230 Schofield Hall Eau Claire, WI 54701	715-836-5356	
University of WI-Green Bay	Career Services	2420 Nicolet Dr. SS 1916 Green Bay, WI 54311	920-465-2163	
University of WI-La Crosse	Career Services	1725 State St.-Wilder Hl La Crosse, WI 54601	608-785-8514	
University of WI-La Crosse	Affirmative Action & Diversity	1725 State St-Graff Mn Hl La Crosse, WI 54601	608-785-8541	
University of WI-La Crosse	Women's Studies	1725 State St. Wimberly Hl La Crosse, WI 54601	608-785-8732	
University of WI-Madison	Business Career Center	975 University Ave Madison, WI 53706	608-262-2550	
University of WI-Milwaukee	Career Development Ctr	PO Box 413 Milwaukee, WI 53201	414-229-4486	
University of WI-Oshkosh	Career Services	Dempsey Hall Room 230 Oshkosh, WI 54901	920-424-2181	
University of WI-Parkside	Career Center	900 Wood Rd, PO Box 2000 Kenosha, WI 53141	262-595-2452	
University of WI-Platteville	Placement Services	1 University Plaza Platteville, WI 53818	608-342-1183	
University of WI-River Falls	Career Services	410 S. 3 <sup>rd</sup> St. 24 E Hathron River Falls, WI 54022	715-425-3573	
University of WI-Stevens Point	Career Services	134 Old Main Stevens Point, WI 54481	715-346-3226	
University of WI-Stout	Career Services	103 Administration Bldg Menomonie, WI 54751	715-232-3595	
University of WI-Superior	Career Services	Old Main, Room 134 Superior, WI 54880	715-394-8308	

University of WI-Whitewater	Career Services	800 W. Main St. Whitewater, WI 53190	262-472-1471	
Viterbo University	Career Planning	900 Viterbo Drive La Crosse, WI 54601	608-796-3828	
WAOW/WYOW-TV	Tricia Schairer	1908 Grand Ave. Wausau, WI 54401	715-842-2251	
WGEM-TV	Donna Vancil	513 Hampshire St. Quincy, IL 62306	217-228-6600	
Winona State University	Career Services	110 Gildemeister Hall Winona, MN 55987	507-457-5340	
Wisconsin Broadcasters Association		44 E. Mifflin St., Suite 900 Madison, WI 53703	608-255-2600	
WKOW-TV	Jessica Miller	5727 Tokay Blvd. Madison, WI 53719	608-274-1234	
Workforce Connections Inc.		402 N. 8th St. La Crosse, WI 54601	608-789-5620	
WQOW-TV	Pam Sletten	5545 Highway 93 Eau Claire, WI 54701	715-835-1881	
WREX-TV	Trista Truesdale	10322 Auburn Road Rockford, IL 61103	815-335-2213	
WSJV-TV	Heather Stewart	58096 County Road, #7 S. South Bend, IN 46624	574-679-9758	
WVVA-TV	Wanda Davidson	3052 Big Laurel Hwy Bluefield, WV 24701	304-325-5487	
WXOW-TV Bulletin Board	Employee Referral or Promotion	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	Yes
wxow.com	Pam Sletten	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	

\*Employee was photographer. Promoted to internet director.

**Total number of interviewees from all sources for this position: 3**

**4. Job Title: Reporter**

**Date Filled: 6/24/09**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone No.</b>	<b>Referred Person Hired?</b>
Augsburg College	Career Services	2211 Riverside Avenue Minneapolis, MN 55454	612-330-1000	
Beloit College	Career Services	700 College St. Beloit, WI 53511	608-363-2673	
Bemidji State University	Career Services	102 Sanford Hall Bemidji, MN 56601	218-755-2035	
Bethel College	Career Services	3900 Bethel Driver St. Paul, MN 55112	651-638-6459	
Brown College	Career Services	1440 Northland Dr. Mendota Heights, MN 55120	651-905-3465	
Carleton College	Career Center	100 S. College St. Northfield, MN 55057	507-646-4293	
Carthage College	Career Services	2001 Alford Park Dr. Kenosha, WI 53140	262-551-5959	
Clarke College	Career Services	1550 Clarke Dr. Dubuque, IA 52001	563-588-6302	

Coe College	Career Services	1220 First Avenue NE Cedar Rapids, IA 52402	319-399-8844	
College of St. Benedict/St. Johns	Career Services	Mary Hall #10 Collegetown, MN 56321	320-363-3236	
College of St. Catherine	Career Development	2004 Randolph St. Paul, MN 55105	651-690-6510	
College of St. Scholastica	Career Services	1200 Kenwood Ave. Duluth, MN 55911	218-723-6085	
Concordia College-Moorhead	Career Center	901 8 <sup>th</sup> St. S Moorhead, MN 56562	218-299-3572	
Concordia University	Career Services	275 Syndicate St. N St. Paul, MN 55104	651-603-6241	
Cornell College	Career Services	600 First Street West Mount Vernon, IA 52314	319-895-4457	
Crown College	Career Services	8700 College View Dr. St. Bonifacius, MN 55375	952-446-4250	
Gustavus Adolphus College	Career Center	800 West College Ave. Saint Peter, MN 50862	507-933-8000	
Hamline University	Career Development Ctr	1536 Hewitt Ave. St. Paul, MN 55104	651-523-3085	
KTIV-TV	Kathy Clayton	3135 Floyd Blvd Sioux City, IA 51108	712-239-4100	
KTTC-TV	Lynn Jacobs	6301 Bandel Rd. NW Rochester, MN 55901	507-288-4444	
KWWL-TV	Megan Lucas	500 East Fourth St Waterloo, IA 50703	319-291-1200	
Lawrence University	Career Center	P.O. Box 599 Appleton, WI 54912	920-832-6561	
Loras College	Career Services	1450 Alta Vista Dubuque, IA 52004	563-588-7922	
Luther College	Career Center	700 College Dr. Decorah, IA 52101	563-387-1025	
Macalester College	Career Development Ctr	1600 Grand Ave. St. Paul, MN 55105	651-696-6384	
Medialine	Mark Shilstone	P.O. Box 51909 Pacific Grove, CA 93950	800-237-8073	
Metropolitan State University	Career Services	700 E. 7 <sup>th</sup> St. St. Paul, MN 55106	651-793-1528	
Minnesota State University-Mankato	Career Development Ctr	209 Wigley Admin Ctr Mankato, MN 56001	507-389-6061	
Minnesota State University-Moorhead	Career Services	1107 7 <sup>th</sup> Ave S Moorhead, MN 56562	218-477-2131	
New Jersey Herald	Karen Dixon	Two Spring St. Newton, NJ 07860	973-383-1500	
Northland College	Career Services	1411 Ellis Ave. Ashland, WI 54806	715-682-1398	
Northwestern College	Career Development	3003 Snelling Ave. N St. Paul, MN 55113	651-631-5100	
Quincy Herald Whig	Julie Hutmacher	130 S. Fifth S. Quincy, IL 62301	217-223-5100	
Quincy Newspapers, Inc.	Bobbette Daugherty	130 S. Fifth St. Quincy, IL 62301	217-223-5100	
Ripon College	Career Development	300 Seward St. Ripon, WI 54971	920-748-8117	

Society of Professional Journalists		3609 N. Meridian St. Indianapolis, IN 46208	317-927-8000	
St. Cloud State University	Career Services	720 4 <sup>th</sup> Ave. S St. Cloud, MN 56301	320-308-2151	
St. Mary's University	Career Services	700 Terrace Heights, #6 Winona, MN 55987	507-457-1447	
St. Olaf College	Career Development Ctr	1520 St. Olaf Ave. Northfield, MN 55057	507-646-3268	
Southwest MN State University	Career Services	156 Bellows-Academic Marshall, MN 56258	507-537-7979	
TV Jobs	Broadcast Employment Serv.	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	
University of MN-Carlson School of Mgmt	Career Center	321 19 <sup>th</sup> Ave. S. Minneapolis, MN 55455	612-624-0011	
University of MN-College of Liberal Arts	Career Services	101 Pleasant St. SE Minneapolis, MN 55455	612-624-7577	
University of MN-Crookston	Career Services	Owen Hall 270 Crookston, MN 56716	218-281-8586	
University of MN-Duluth	Career Services	21 Solon Campus Center Duluth, MN 55812	218-726-7985	
University of MN-Morris	Career Center	600 E. 4th St.-201 Behmler Morris, MN 56267	320-589-6065	
University of MN-St. Thomas	Career Development Ctr	2115 Summit Avenue St. Paul, MN 55105	651-962-6761	
University of WI-Eau Claire	Career Services	230 Schofield Hall Eau Claire, WI 54701	715-836-5356	
University of WI-Green Bay	Career Services	2420 Nicolet Dr. SS 1916 Green Bay, WI 54311	920-465-2163	
University of WI-La Crosse	Career Services	1725 State St.-Wilder Hl La Crosse, WI 54601	608-785-8514	
University of WI-La Crosse	Women's Studies	1725 State St. Wimberly Hl La Crosse, WI 54601	608-785-8732	
University of WI-Madison	Business Career Center	975 University Ave Madison, WI 53706	608-262-2550	
University of WI-Milwaukee	Career Development Ctr	PO Box 413 Milwaukee, WI 53201	414-229-4486	
University of WI-Oshkosh	Career Services	Dempsey Hall Room 230 Oshkosh, WI 54901	920-424-2181	
University of WI-Parkside	Career Center	900 Wood Rd, PO Box 2000 Kenosha, WI 53141	262-595-2452	
University of WI-Platteville	Placement Services	1 University Plaza Platteville, WI 53818	608-342-1183	
University of WI-River Falls	Career Services	410 S. 3 <sup>rd</sup> St. 24 E Hathron River Falls, WI 54022	715-425-3573	
University of WI-Stevens Point	Career Services	134 Old Main Stevens Point, WI 54481	715-346-3226	
University of WI-Stout	Career Services	103 Administration Bldg Menomonie, WI 54751	715-232-3595	
University of WI-Superior	Career Services	Old Main, Room 134 Superior, WI 54880	715-394-8308	
University of WI-Whitewater	Career Services	800 W. Main St. Whitewater, WI 53190	262-472-1471	
Viterbo University	Career Planning	900 Viterbo Drive La Crosse, WI 54601	608-796-3828	

WAOW/WYOW-TV	Tricia Schairer	1908 Grand Ave. Wausau, WI 54401	715-842-2251	
WGEM-TV	Donna Vancil	513 Hampshire St. Quincy, IL 62306	217-228-6600	
Winona State University	Career Services	110 Gildemeister Hall Winona, MN 55987	507-457-5340	
Wisconsin Broadcasters Association		44 E. Mifflin St., Suite 900 Madison, WI 53703	608-255-2600	
WKOW-TV	Jessica Miller	5727 Tokay Blvd. Madison, WI 53719	608-274-1234	
Workforce Connections Inc.		402 N. 8th St. La Crosse, WI 54601	608-789-5620	
WQOW-TV	Pam Sletten	5545 Highway 93 Eau Claire, WI 54701	715-835-1881	
WREX-TV	Trista Truesdale	10322 Auburn Road Rockford, IL 61103	815-335-2213	
WSJV-TV	Heather Stewart	58096 County Road, #7 S. South Bend, IN 46624	574-679-9758	
WVVA-TV	Wanda Davidson	3052 Big Laurel Hwy Bluefield, WV 24701	304-325-5487	
WXOW-TV Bulletin Board	Employee Referral or Promotion	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	
wxow.com	Pam Sletten	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	Yes

**Total number of interviewees from all sources for this position: 2**

**E. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Reporting Period: 16**

**F. Total Number of Interviewees for All Full-Time Vacancies Filled During the Reporting Period Per Recruitment/Referral Sources**

<b>Referral Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone No.</b>	<b>Number of Interviewees Referred</b>
La Crosse Tribune	Classified Department	401 3rd St. N. La Crosse, WI 54601	608-785-7355	5
Personal Reference				1
TV Jobs	Broadcast Employment Serv.	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	4
WXOW-TV Bulletin Board	Employee Referral or Promotion	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	2
wxow.com	Pam Sletten	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	4

**G. Outreach Activities Performed During the Reporting Period**

<b>Initiative</b>	<b>Scope of Participation</b>	<b>Station Staff Involved</b>
La Crosse Area Chamber of Commerce Career Expo on October 7, 2008	High school juniors from 27 area schools attended this event where they were able to learn what skills and education they would need to get a job in various broadcast careers.	Sean Dwyer, news director; Amy DuPont, news anchor; Jordann Ojanpa, news anchor
Winona State University Visual Communications class on January 26, 2009	Presentation to approximately 75 students included information about the business, what skills are needed, how to handle an interview, what managers are looking for, what we do during the day and educational background.	Mitch Moths, commercial production manager; Laramie McClurg, promotions manager
Winona State University Mass Communications class on January 27, 2009	Presentation to approximately 30 students included information about the normal routine of the work day and what are important qualities for students to have as they consider their career choices.	Molly Nichols, news anchor
Wisconsin Broadcasters Association Job Bank	All full time job openings are listed on the WBA's website and in their monthly newsletter as part of our commitment to broad outreach.	
Wisconsin Broadcasters Association Foundation Scholarship Program	PSA's aired on WXOW promoting the availability of the WBA Foundation's Scholarship Program. WXOW also promoted the availability of the WBA's program on our station's website, <a href="http://www.wxow.com">www.wxow.com</a> and to our employees.	
Wisconsin Broadcasters Association Foundation Scholarship Program	Dave Booth represents both WXOW and WQOW on the Education Committee for the WBA. This committee reviews all applications for the WBA Foundation Scholarships and recommends finalists for the scholarships.	Dave Booth, general manager
WXOW has an on-going internship program	This program is designed to assist college students in gaining hands-on experience in the field of broadcasting. Assistance from the WBA Internship Program can be acquired in recruiting interested interns.	Sean Dwyer, news director