

EQUAL EMPLOYMENT OPPORTUNITY

Notification of Job Vacancies

WQOW-TV, licensee of WXOW/WQOW Television, Inc. is an equal opportunity employer. WQOW-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 5545 Hwy 93, Eau Claire, WI 54701, fax 715-835-8009, or e-mail careers@wqow.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

Reporter
Photographer
Reporter (2)

Annual EEO Public File Report

See attached

EEO PUBLIC FILE REPORT

A. Employment Unit Covered

WQOW-TV

B. Reporting Period

August 1, 2008 to July 31, 2009

C. Full-Time Vacancies Filled During Reporting Period

- | | | | | |
|-----|-------------------|---------------------|---------------------|-----------------|
| (1) | Job Title: | Reporter | Date Filled: | 9/29/08 |
| (2) | Job Title: | Photographer | Date Filled: | 10/13/08 |
| (3) | Job Title: | Reporter | Date Filled: | 7/27/09 |
| | | Reporter | Date Filled: | 7/27/09 |

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

1. Job Title: Reporter

Date Filled: 9/29/08

Referral Source	Contact Person	Address	Phone No.	Referred Person Hired?
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 th 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	
Eau Claire Hmong Mutual Assistance		423 Wisconsin St. Eau Claire, WI 54703	715-832-8420	
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 th 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 th 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 Street 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	
Personal Reference				Yes
Quincy Herald Whig	Julie Hutmacher	130 S. Fifth St. 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 th 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 th 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-Eau Claire	Affirmative Action Office	217 Schofield Hall Eau Claire, WI 54701	715-836-2387	
University of WI-Eau Claire	Women's Studies	PO Box 4004 Eau Claire, WI 54702	715-836-5718	
University of WI-Eau Claire	Multi Cultural Affairs Office	225 Schofield Hall Eau Claire, WI 54701	715-836-3017	
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-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 rd 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	
WQOW-TV Bulletin Board	Employee Referral or Promotion	5545 Highway 93 Eau Claire, WI 54701	715-835-1881	
wqow.com	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	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

2. Job Title: Photographer

Date Filled: 10/13/08

Referral Source	Contact Person	Address	Phone No.	Referred Person Hired?
WXOW	Employee Transfer	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	Yes

*The position of a photographer was transferred from WXOW to WQOW and as a result, an employee transferred from WXOW to WQOW.

Total number of interviewees from all sources for this position: 1

3. Job Title: Reporter

Date Filled: 7/27/09

Referral Source	Contact Person	Address	Phone No.	Referred Person Hired?
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	
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Clarke College	Career Services	1550 Clarke Dr. Dubuque, IA 52001	563-588-6302	
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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	
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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 th 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	
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Missouri School of Journalism	Career Center	76 Gannett Hall Columbia, MO 65211	573-882-4821	

New Jersey Herald	Karen Dixon	Two Spring Street Newton, NJ 07860	973-383-1500	
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University of WI-Eau Claire	Career Services	230 Schofield Hall Eau Claire, WI 54701	715-836-5356	
University of WI-Eau Claire	Affirmative Action Office	217 Schofield Hall Eau Claire, WI 54701	715-836-2387	
University of WI-Eau Claire	Women's Studies	PO Box 4004 Eau Claire, WI 54702	715-836-5718	
University of WI-Eau Claire	Multi Cultural Affairs Office	225 Schofield Hall Eau Claire, WI 54701	715-836-3017	
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	
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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 rd 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	
WQOW-TV Bulletin Board	Employee Referral or Promotion	5545 Highway 93 Eau Claire, WI 54701	715-835-1881	Yes (2)
wqow.com	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	Pam Sletten	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	

*One Employee was a part time editor and promoted to reporter. The other Employee was a part time photographer and promoted to reporter.

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

E. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Reporting Period: 8

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

Referral Source	Contact Person	Address	Phone No.	Number of Interviewees Referred
Personal Reference				1
Unknown				3
WQOW-TV Bulletin Board	Employee Referral or Promotion	5545 Highway 93 Eau Claire, WI 54701	715-835-1881	3
WXOW-TV	Employee transfer	P.O. Box C-4019 La Crosse, WI 54602-4019	507-895-9969	1

G. Outreach Activities Performed During the Reporting Period

Initiative	Scope of Participation	Station Staff Involved
University of Wisconsin-Eau Claire Journalism class on September 29, 2009	Presentation to a Journalism class of sophomores and juniors. This class is an introductory course to news writing and reporting. Discussion included importance of internships, writing tips and about the media industry	Lisa Patrow, news director
University of Wisconsin-Eau Claire Journalism and Communication Advisory Board meeting on October 3, 2008	The Journalism and Advisory Board is made up of alumni with journalism or communication degrees. The primary responsibility is to keep abreast of what is happening within the departments, help mentor students and provide thoughts and suggestions on how to improve the program.	Lisa Patrow, news director is a member of this board and attends the meetings twice per year
University of Wisconsin-Eau Claire Journalism Organization meeting on October 21, 2008	Presentation to students about preparing to graduate, how to prepare for their first job in the industry and how to be a better prepared journalist once you step into a new job.	Jerry Gallagher, news anchor
University of Wisconsin-Eau Claire Journalism Organization meeting on November 18, 2008	Presentation to Communication and Journalism students about career experiences and a career in journalism. Answered questions from students about the industry.	Bridget Kurtenbach, Internet Director

North High School Junior Achievement event on November 20, 2008	Presentation to students from North High School. More than 50 area professionals took part in the event put on by Junior Achievement.	Jamie Paige, news anchor
University of Wisconsin- Eau Claire's Society of Professional Journalists meeting on December 2, 2008	Presentation to students included tips about resumes, interviews, and internships.	Jerry Gallagher, news anchor
Menomonie Middle School career day on April 17, 2009	Presentation to several groups of students about journalism, what it means to be in the news and our station's commitment to the community. Also met with the production team at the school and provided them information to help them grow their school's news segment.	Jamie Paige, news anchor
Career Day at Colfax Elementary and Middle Schools on April 29, 2009	Presentations to students regarding a career as a TV news videographer	Steve Betchkal, videographer
Junior Achievement mentoring program at Fall Creek Middle School. April-May 2009	Seven week program that emphasizes helping students reach their potential and importance of positive values and ethical decision making within the context of career and life decisions.	Cassy Clark, news anchor, volunteered for this seven week mentoring program
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 WQOW promoting the availability of the WBA Foundation's Scholarship Program. WQOW also promoted the availability of the WBA's program on our station's website, www.wqow.com and to our employees.	
Wisconsin Broadcasters Association Foundation Scholarship Program	Dave Booth represents WQOW and WXOW 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/WQOW
WQOW 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.	Lisa Patrow, news director