

WQOW 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
Morning Producer	1, 3, 8-12, 14-16, 21-22, 25, 29, 32-36, 38, 40-41, 43-47, 50-52, 54, 56-57, 61, 64-67, 73, 75-76, 78, 80-83, 86-99, 102, 104, 106-108, 110-114	32
Evening Anchor	1-6, 8-12, 14-25, 28-29, 31-36, 38, 40-41, 43-47, 50-54, 56-57, 61-62, 64-68, 71-83, 86-99, 102-104, 106-108, 110-113	32
Weekend Sports Anchor/Reporter	32	32
Multi Media Journalist	32	32
Assignment Editor/Senior Reporter	1-6, 8-12, 14-15, 17-25, 28-31, 33-36, 38, 40-41, 43-45, 47, 50-54, 56-57, 61-68, 70-83, 86-99, 102-104, 106-108, 110-113	63
Evening Anchor	1-6, 8-12, 14-25, 28-36, 38, 40-41, 43-46, 50-54, 56-57, 61-62, 64-68, 70-83, 86-99, 102-104, 106-108, 110-113	32
Production Assistant	7, 13, 24, 26-27, 31, 33-35, 37, 39, 42, 48-49, 55, 57-60, 63-65, 69-70, 83, 86-97, 99-102, 104-105, 107-114	63
Weekend Director	32	32

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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	Alverno College 3400 S 43rd St Milwaukee, Wisconsin 53234 Phone : 414-382-6010 Email : Fax : Manual posting Career Service	N	0
2	Augsburg College 2211 Riverside Avenue Minneapolis, Minnesota 55454 Phone : 612-330-1000 Email : Fax : Manual posting Career Service	N	0
3	Beloit College 700 College St Beloit, Wisconsin 53511 Phone : 608-363-2673 Email : Fax : Manual posting Career Service	N	0
4	Bemidji State University 102 Sanford Hall Bemidji, Minnesota 56601 Phone : 218-755-2038 Email : Fax : Manual posting Career Service	N	0
5	Bethany Lutheran College 700 Luther Drive Mankato, Minnesota 56001 Phone : 507-344-7321 Email : Fax : Manual posting Career Service	N	0
6	Bethel University 3900 Bethel Driver St. Paul, Minnesota 55112 Phone : 651-638-6459 Email : Fax : Manual posting Career Service	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
7	Blackhawk Technical College P.O. Box 5009 Janesville, Wisconsin 53547 Phone : 608-757-6329 Email : Fax : Manual posting Career Service	N	0
8	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
9	Cardinal Stritch University 6801 N Yates Rd Milwaukee, Wisconsin 53217 Phone : 414-410-4157 Email : Fax : Manual posting Career Service	N	0
10	Carleton College 100 S. College St. Northfield, Minnesota 55057 Phone : 507-646-4293 Email : Fax : Manual posting Career Center	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

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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

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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	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	Cornell College 600 First Street West Mount Vernon, Iowa 52314 Phone : 319-885-4457 Email : career@cornellcollege.edu Fax : 1--- Laura Barrett	N	0
23	Crown College 8700 College View Dr. St. Bonifacius, Minnesota 55375 Phone : 952-446-4352 Email : Fax : Manual posting Career Service	N	0
24	Eau Claire Area Hmong Mutual Assist 423 Wisconsin St Eau Claire, Wisconsin 54703 Phone : 715-832-8420 Email : Fax : 1-715-832-0612 Career Service	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
25	Edgewood College 1000 Edgewood College Dr Madison, Wisconsin 53711 Phone : 605-257-4861 Email : Fax : Manual posting Career Service	N	0
26	Fox Valley Technical College P.O. Box 2277 Appleton, Wisconsin 54912 Phone : 920-735-5627 Email : Fax : Manual posting Career Service	N	0
27	Gateway Technical College 3520 30th Ave. Kenosha, Wisconsin 53144 Phone : 262-564-2552 Email : Fax : Manual posting Career Service	N	0
28	Gustavus Adolphus College 800 West College Ave. Saint Peter, Minnesota 50862 Phone : 507-933-8000 Email : Fax : Manual posting Career Service	N	0
29	Hamline University 1536 Hewitt Ave. St. Paul, Minnesota 55104 Phone : 651-523-3085 Email : Fax : Manual posting Career Development Ctr	N	0
30	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	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
32	Internal Hire	N	6
33	KTIV TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-239-4100 Email : kclayton@ktiv.com Fax : 1-712-239-2621 Kathy Clayton	N	0
34	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	0
35	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	0
36	Lakeland College PO Box 359 Sheboygan, Wisconsin 53082 Phone : 920-565-1255 Email : Fax : Manual posting Career Service	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
37	Lakeshore Technical College 1290 North Avenue Cleveland, Wisconsin 53015 Phone : 920-693-1275 Email : Fax : Manual posting Career Service	N	0
38	Lawrence University P.O. Box 599 Appleton, Wisconsin 54912 Phone : 920-832-6561 Email : Fax : Manual posting Career Service	N	0
39	Leader Telegram 701 S Farwell Eau Claire, Wisconsin 54701 Phone : 715-833-9268 Email : Fax : Manual posting Career Service	N	0
40	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
41	Macalester College 1600 Grand Ave St. Paul, Minnesota 55105 Phone : 651-696-6384 Email : Fax : Manual posting Career Development Ctr	N	0
42	Madison Area Tech. College 3550 Anderson St. Madison, Wisconsin 53704 Phone : 608-246-6400 Email : Fax : Manual posting Career Service	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
43	Marian College 45 S National Ave Fond du Lac, Wisconsin 54935 Phone : 920-923-8799 Email : Fax : Manual posting Career Service	N	0
44	Marquette University 1324 W Wisconsin Ave Milwaukee, Wisconsin 53201 Phone : 414-288-7423 Email : Fax : Manual posting Career Service	N	0
45	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
46	Medill Northwestern University 1845 Sheridan Rd Evanston, Illinois 60208 Phone : 847-491-2049 Email : Fax : Manual posting Career Service	N	0
47	Metropolitan State University 700 E. 7th St. St. Paul, Minnesota 55106 Phone : 651-793-1528 Email : Fax : Manual posting Career Services	N	0
48	Mid-State Technical College 500 32nd St. N. Wisconsin Rapids, Wisconsin 54494 Phone : 715-422-5426 Email : Fax : Manual posting Career Service	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
49	Milwaukee Area Tech. College 700 West State St. Milwaukee, Wisconsin 53233 Phone : 414-297-6244 Email : Fax : Manual posting Career Service	N	0
50	Milwaukee Institute of Art & Design 273 E Erie St Milwaukee, Wisconsin 53202 Phone : 414-847-3276 Email : Fax : Manual posting Career Service	N	0
51	Milwaukee School of Engineering 1025 N Broadway Milwaukee, Wisconsin 53202 Phone : 414-277-4517 Email : Fax : Manual posting Career Service	N	0
52	Minnesota State University-Mankato 209 Wigley Admin Ctr Mankato, Minnesota 55106 Phone : 507-389-6061 Email : Fax : Manual posting Career Development Ctr	N	0
53	Minnesota State University-Moorhead 1107 7th Ave. S. Moorhead, Minnesota 56562 Phone : 218-477-2131 Email : Fax : Manual posting Career Service	N	0
54	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	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
55	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
56	Mount Mary College 2900 N Menomonee River Parkway Milwaukee, Wisconsin 53222 Phone : 414-256-1243 Email : Fax : Manual posting Career Service	N	0
57	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
58	Nicolet Area Technical College P.O. 518 Rhineland, Wisconsin 54501 Phone : 715-365-4448 Email : Fax : Manual posting Career Service	N	0
59	North Central Technical College 1000 W. Campus Drive Wausau, Wisconsin 54401 Phone : 715-675-3331 Email : Fax : Manual posting Career Service	N	0
60	Northeast WI Technical College 2740 W. Mason St. Green Bay, Wisconsin 54307 Phone : 920-498-5528 Email : Fax : Manual posting Career Service	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
61	Northland College 1411 Ellis Ave. Ashland, Wisconsin 54806 Phone : 715-682-1398 Email : Fax : Manual posting Career Service	N	0
62	Northwestern College 3003 Snelling Ave. N. St. Paul, Minnesota 55113 Phone : 651-631-5100 Email : Fax : Manual posting Career Service	N	0
63	Personal Reference	N	2
64	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
65	Quincy Newspapers, Inc 130 S. Fifth St. Quincy, Illinois 62301 Phone : 217-223-5100 Email : aborden@qni.biz Fax : 1-217-223-5019 Ashley Borden	N	0
66	Ripon College 300 Seward St. Ripon, Wisconsin 54971 Phone : 920-748-8117 Email : Fax : Manual posting Career Service	N	0

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67	Silver Lake College 2406 S Alverno Rd Manitowoc, Wisconsin 54220 Phone : 920-686-6192 Email : Fax : Manual posting Career Service	N	0
68	Southwest MN State University 156 Bellows-Academic Marshall, Minnesota 56258 Phone : 507-537-6221 Email : Fax : Manual posting Career Service	N	0
69	Southwest WI Technical College 1800 Bronson Blvd Fennimore, Wisconsin 53809 Phone : 608-822-3262 Email : Fax : Manual posting Career Service	N	0
70	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
71	St. Cloud State University 720 4th Ave. S. St. Cloud, Minnesota 56301 Phone : 320-308-2151 Email : Fax : Manual posting Career Service	N	0
72	St. Mary's University 700 Terrace Heights, #6 Winona, Minnesota 55987 Phone : 507-457-1447 Email : Fax : Manual posting Career Service	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
73	St. Norbert College 100 Grant St DePere, Wisconsin 54115 Phone : 920-403-3040 Email : Fax : Manual posting Career Service	N	0
74	St. Olaf College 1520 St. Olaf Ave. Northfield, Minnesota 55057 Phone : 507-646-3268 Email : Fax : Manual posting Career Service	N	0
75	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	0
76	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
77	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
78	University of MN-College of Liberal Arts 101 Pleasant St. SE Minneapolis, Minnesota 55455 Phone : 612-624-7577 Email : Fax : Manual posting Career Services	N	0

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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 MN-Crookston 270 Owen Hall Crookston, Minnesota 56716 Phone : 218-281-8585 Email : Fax : Manual posting Career Service	N	0
80	University of MN-Duluth 21 Solon Campus Center Duluth, Minnesota 55812 Phone : 218-726-7985 Email : Fax : Manual posting Career Services	N	0
81	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
82	University of MN-St. Thomas 2115 Summit Avenue St. Paul, Minnesota 55105 Phone : 651-962-6761 Email : Fax : Manual posting Career Development Ctr	N	0
83	University of WI-Eau Claire 230 Schofield Hall Eau Claire, Wisconsin 54701 Phone : 715-836-5356 Email : Fax : Manual posting Career Service	N	0
84	University of WI-Eau Claire 225 Schofield Hall Eau Claire, Wisconsin 54701 Phone : 715-836-3367 Email : vuecc@uwec.edu Fax : 1-715-836-3499 Career Service multi cultural affairs	N	0

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85	University of WI-Eau Claire 217 Schofield Hall Eau Claire, Wisconsin 54701 Phone : 715-836-2387 Email : Fax : Manual posting Affirmative Action Office	N	0
86	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
87	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	0
88	University of WI-Madison 975 University Ave-Grainger Hl Madison, Wisconsin 53706 Phone : 608-262-2550 Email : Fax : Manual posting Career Service	N	0
89	University of WI-Milwaukee PO Box 413 Milwaukee, Wisconsin 53201 Phone : 414-229-4486 Email : Fax : Manual posting Career Service	N	0
90	University of WI-Oshkosh Dempsey Hall Room 230 Oshkosh, Wisconsin 54901 Phone : 920-424-2181 Email : Fax : Manual posting Career Service	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
91	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
92	University of WI-Platteville 1 University Plaza Platteville, Wisconsin 53818 Phone : 608-342-1183 Email : Fax : Manual posting Career Service	N	0
93	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
94	University of WI-Stevens Point 134 Old Main Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Email : Fax : Manual posting Career Service	N	0
95	University of WI-Stout 103 Administration Bldg. Menomonie, Wisconsin 54751 Phone : 715-232-1601 Email : Fax : Manual posting Career Service	N	0
96	University of WI-Superior Old Main, Room 134 Superior, Wisconsin 54880 Phone : 715-394-8308 Email : Fax : Manual posting Career Service	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
97	University of WI-Whitewater 800 W. Main St. Whitewater, Wisconsin 53190 Phone : 262-472-1471 Email : Fax : Manual posting Career Service	N	0
98	Viterbo University 900 Viterbo Dr La Crosse, Wisconsin 54601 Phone : 608-796-3828 Email : Fax : Manual posting Career Service	N	0
99	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
100	Waukesha Cty Tech. College 892 Main St. Pewaukee, Wisconsin 53072 Phone : 262-695-7848 Email : Fax : Manual posting Career Service	N	0
101	Western Technical College 304 6th St. N. La Crosse, Wisconsin 54601 Phone : 608-785-9440 Email : Fax : Manual posting Career Service	N	0
102	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

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103	Winona State University 110 Gildemeister Hall Winona, Minnesota 55987 Phone : 507-457-5340 Email : Fax : Manual posting Career Service	N	0
104	Wisconsin Broadcasters Association 44 E. Mifflin St., Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Email : Fax : Manual posting Career Service	N	0
105	Wisconsin Indianhead Tech. College 1900 College Dr. Rice Lake, Wisconsin 54868 Phone : 715-468-2815 Email : Fax : Manual posting Career Service	N	0
106	Wisconsin Lutheran College 8800 W Bluemound Rd Milwaukee, Wisconsin 53226 Phone : 414-443-8635 Email : Fax : Manual posting Career Service	N	0
107	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
108	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
109	WQOW website	N	1
110	WQOW-TV Bulletin Board 5545 Highway 93 Eau Claire, Wisconsin 54701 Phone : 715-835-1881 Email : Fax : Manual posting Employee Referral or Promotion	N	2
111	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
112	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
113	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
114	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			11

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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	8/1/2010	Establishment of an intern program designed to assist members of the community	WQOW has established an Internship Program 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. WQOW had 1 intern this past year in News.	2	Lisa Patrow Director of News and Operations Bob Bradovich Sports Director	1.00
2	10/5/2010	Participation in events or programs sponsored by educational institutions	News Anchor and alumnus Chris Stanford was a guest speaker at UW-Stevens Point Communication Week with the Department of Fine Arts and Communication. He spoke to numerous classes throughout the day. He talked with students and answered questions about the career of broadcast journalism and how his education helped guide his career.	1	Chris Stanford News Anchor	0.25
3	10/13/2010	Participation in events or programs sponsored by educational institutions	News Anchor Jerry Gallagher spoke to a UW- Eau Claire broadcasting class about changes in the media industry and how to best get their foot in the door.	1	Jerry Gallagher News Anchor	0.25
4	10/20/2010	Participation in events or programs sponsored by educational institutions	News Anchor Jerry Gallagher attended a meeting as a member of the Eau Claire Area School District's School to Careers Advisory Committee. The role of the committee is to help shape secondary (grades 6-12) programs and curriculums.	1	Jerry Gallagher News Anchor	0.25
5	11/15/2010	Participation in scholarship programs	PSA's aired on WQOW promoting the availability of the Wisconsin Broadcasters Association Foundation's Scholarship program. WQOW also promoted the availability of the WBA's program on our station's website and to our employees. To support the WBA's scholarship program, WQOW 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

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6	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
7	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.	1	Sean Dwyer News Director	0.25
8	3/6/2011	Participation in events or programs sponsored by educational institutions	Bob Bradovich was a panelist for a Society of Professional Journalists group discussion at UW-Eau Claire on the use of Twitter and other social media in sports journalism.	1	Bob Bradovich Sports Director	0.25
9	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
10	3/24/2011	Participation in events sponsored by community groups	Amie Winters led a station tour of high school students belonging to the Young Chamber Members group for their media day.	1	Amie Winters News Anchor	0.25
11	3/24/2011	Participation in events or programs sponsored by educational institutions	Chris Stanford was part of a panel discussion for students held on the UW-Stout campus entitled, "What is the local media interested in. What is News?"	1	Chris Stanford News Anchor	0.25
12	4/21/2011	Participation in events sponsored by community groups	News Anchor Jerry Gallagher participated in an Eau Claire Area Chamber event called "When the Media Calls." Jerry met with area business leaders to discuss the interview process, what to expect when a reporter calls and a mock interview with a volunteer.	1	Jerry Gallagher News Anchor	0.25
13	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

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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
14	6/23/2011	Participation in Job Fairs	Sean Dwyer of WXOW participated in the Job Fair at the Wisconsin Broadcasters Association's Summer Conference on behalf of WXOW/WQOW. Many job seekers were in attendance at the fair.	1	Sean Dwyer News Director	0.25
TOTAL POINTS OVER REPORTING PERIOD:						6.50