



2022 EEO PUBLIC FILE REPORT

For the 1-Year Period Ending July 31, 2022*

WXOW(TV), La Crosse, WI
WQOW(TV), Eau Claire, WI

LA CROSSE TV LICENSE COMPANY, LLC

* The Licensee acquired WXOW(TV) and WQOW(TV) on August 2, 2021, as authorized in FCC File No. 0000145337. The Licensee is responsible for reporting herein information encompassing only EEO efforts undertaken by the Licensee since its acquisition of the station. See *Commission's Broadcast and Cable EEO Rules and Policies*, FCC 02-303 (2002), ¶ 144. Information relating to EEO efforts undertaken by the former licensee of the station prior to August 2, 2021, is provided for informational purposes only.

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

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
WXOW WEEKEND MULTI MEDIA JOURNALIST Open Date: 2/23/2021 Hire Date: 1/18/2022	1-2, 4, 7-20, 25-26, 28-49	12
WXOW WEEKEND MULTI MEDIA JOURNALIST Open Date: 2/23/2021 Hire Date: 3/11/2022	1-2, 4, 7-20, 25-26, 28-49	10
WXOW Full-Time Sports/News Videographer Open Date: 6/4/2021 Hire Date: 9/13/2021	2, 8-11, 13-20, 25-26, 28-31, 33, 35-49	10
WXOW Account Executive Open Date: 7/13/2021 Hire Date: 12/13/2021	2, 7-11, 13-20, 25-26, 28-31, 33, 35-38, 40-49	7
WXOW IT Administrator Open Date: 8/5/2021 Hire Date: 12/13/2021	2, 6, 8-11, 16-20, 28-31, 33, 35-37, 41- 43, 45-46, 48-49	6
WQOW Social Media and Digital Content Manager Open Date: 9/10/2021 Hire Date: 10/3/2021	2, 6, 8-11, 16-20, 28-31, 33, 35-37, 41- 43, 45-46, 48-49	6
WQOW Weekend Multi Media Journalist Open Date: 10/7/2021 Hire Date: 12/3/2021	2, 8-10, 16-17, 19-20, 28-30, 33, 35-37, 41-43, 45-46, 48-49	49
WQOW Weekend Anchor/Multi Media Journalist Open Date: 10/7/2021 Hire Date: 12/7/2021	2, 8-10, 16-17, 19-20, 23, 28-30, 33, 35 -37, 41-43, 45-46, 48-49	8
WXOW Master Control Operator Open Date: 10/26/2021 Hire Date: 12/6/2021	2, 8-10, 16-17, 19-22, 27-30, 33, 35-36, 41-43, 45-46, 48-49	22
WQOW Morning Production Assistant Open Date: 11/3/2021 Hire Date: 12/27/2021	2, 8-10, 16-17, 19-21, 27-30, 33, 35-36, 41-43, 45-46, 48-49	10
WXOW Creative Services Manager Open Date: 11/16/2021 Hire Date: 12/13/2021	2, 8-10, 16-17, 19-21, 24, 27-30, 33, 35 -37, 41-43, 45-46, 48-49	24
WXOW News/Sports Videographer Open Date: 11/24/2021 Hire Date: 12/26/2021	2, 6, 8-10, 12, 16-17, 19-21, 27-30, 33, 35-37, 41-43, 45-46, 48-49	6
WXOW Weekend Sports Anchor/Multimedia Journalist Open Date: 12/1/2021 Hire Date: 2/4/2022	2-3, 8-10, 16-17, 19-22, 27-30, 33, 35- 37, 41-43, 45-46, 48-49	49
WQOW Weekend Director Open Date: 12/8/2021 Hire Date: 2/17/2022	2, 8-10, 16-17, 19-21, 27-30, 33, 35-37, 41-43, 45-46, 48-49	49

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

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
WQOW Evening Production Assistant Open Date: 12/8/2021 Hire Date: 1/17/2022	2, 8-10, 16-17, 19-21, 27-30, 33, 35-37, 41-43, 45-46, 48-49	8
WQOW News/Sports Videographer Open Date: 12/15/2021 Hire Date: 3/28/2022	2, 8-10, 16-17, 19-21, 27-30, 33, 35-37, 41-43, 45-46, 48-49	10
WXOW Morning Meteorologist Open Date: 1/25/2022 Hire Date: 4/20/2022	2, 5, 8-10, 16-17, 20-21, 27-30, 33, 35- 37, 41-43, 45-46, 48-49	5
WQOW Morning News Producer Open Date: 1/27/2022 Hire Date: 5/9/2022	2, 8-10, 16-17, 20-21, 27-30, 33, 35-37, 41-43, 45-46, 48-49	49
WQOW Weekend Meteorologist Open Date: 4/1/2022 Hire Date: 6/6/2022	2, 8-10, 16-17, 20-21, 27-30, 33, 35-37, 41-43, 45-46, 48-49	10
WQOW Evening News Producer Open Date: 4/26/2022 Hire Date: 7/20/2022	2, 8-10, 16-17, 20-21, 27-29, 33, 35-37, 41-43, 45-46, 48-49	10

WQOW Television, WXOW Television**EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****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-removed April 2021. Contact info no longer valid 4349 E. Colter Street Phoenix, Arizona 85018 Phone : 602 954-8373 Url : www.602communications.com Email : slizik@602communications.com Sandy Lizik	N	0
2	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	Y	0
3	Corporate Office	N	1
4	Corporate Recruiter	N	1
5	Current Employee - Transfer/Promotion	N	1
6	Current Employee/Internal Promotion	N	3
7	Employee Referral	N	2
8	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	6
9	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
10	Indeed.com www.indeed.com Online, Wisconsin Url : www.indeed.com Web Based Job Postings Manual Posting	N	23

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

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
11	Job Center of Wisconsin-(Only use when wages CAN be posted-added 09-23-14)Removed 09-2021 201 E. Washington Avenue Madison, Wisconsin 53703 Phone : 888-258-9966 Employer Services Manual Posting	N	0
12	Job Fair	N	2
13	KBJR 6 - Kayla Martin (removed Aug. 2021 due to sale of company) 246 South Lake Avenue Duluth, Minnesota 55802 Phone : 218-720-9642 Email : kmmartin@kbjr.com Kayla Martin	N	0
14	KTIV TV (removed Aug 2021 due to sale of company) 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712-226-5420 Email : kclayton@ktiv.com Fax : 1-712-239-2621 Kathy Clayton	N	0
15	KTTC TV (removed Aug 2021 due to sale of company) 6301 Bandel Rd. NW Rochester, Minnesota 55901 Phone : 507-535-8904 Email : jneyens@kttc.com Fax : 1-507-288-6324 Jodi Neyens	N	0
16	KVOA TV, Inc. - Angela Betzhold PO Box 5188 Tuscon, Arizona 85703 Email : abetzhold@kvoa.com Angela Betzhold	N	0
17	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

WQOW Television, WXOW Television**EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****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
18	Luther College (uses Handshake) Removed Sept 2021 700 College Dr Decorah, Iowa 52101 Phone : 563-387-1025 Email : career@luther.edu Fax : 1-563-387-2628 Career Service	N	0
19	Medialine---Deleted March 2022. Access has been denied PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : www.medialine.com Email : rick@medialinetalent.com Fax : 1-834-648-5204 Mark Shilstone	N	0
20	Mississippi State University-MET Jobs only Box 9556 Mississippi State, Mississippi 39762 Phone : 662-325-3344 Career Service Center Manual Posting	N	0
21	Missouri School of Journalism 215A Reynolds Columbia, Missouri 65211 Phone : 5738841909 Email : career@missouri.edu Laura Redfield-Jacobs	N	0
22	Non-Employee Referral	N	2
23	Other Source	N	2
24	Previous Employee	N	1
25	Quincy Herald Whig (removed Aug 2021 due to sale of company) 130 S. Fifth St. Quincy, Illinois 62301 Phone : 217-223-5100 Email : jschulz@qni.biz Fax : 1-217-223-9757 Jena Schulz	N	0

WQOW Television, WXOW Television**EEO PUBLIC FILE REPORT****August 1, 2021 - July 31, 2022****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
26	Quincy Media, Inc.(removed Aug 2021 due to sale of company) 130 S. Fifth St. Quincy, Illinois 62301 Phone : 217-221-3418 Url : http://www.quincymediacareers.com/ Email : lvanness@quincymedia.com Lesley Van Ness	N	0
27	Rick Gevers & Associates (added Oct. 2021) 355 East Ohio St Indianapolis, Indiana 46204 Phone : 3176357912 Email : rick@rickgevers.com Rick Gevers	N	0
28	Rochester Community & Technical College 851 30th Ave SE Rochester, Minnesota 55904 Phone : 507-285-7260 Email : deb.vang@rctc.edu Career Services	N	0
29	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
30	Sportscasters Talent Agency of America Online recruiting agency Pacific Coast, California Phone : 9496487822 Url : https://staatalent.com/ Email : jon@staatalent.com Jon Chelesnik	N	0
31	St. Mary's University-(Listed in Handshake) Removed Sept 2021 700 Terrace Heights, #6 Winona, Minnesota 55987 Phone : 507-457-1597 Email : careerservices@smumn.edu Career Service	N	0
32	TV advertisement	N	2

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

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
33	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Mark Holloway Manual Posting	N	0
34	University of Dubuque-deleted-utilizes Handshake 05/12/21. 2000 University Ave Dubuque, Iowa 52001 Phone : 563-589-3132 Email : career@dbq.edu Fax : 1-563-589-3352 Career Service	N	0
35	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
36	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
37	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
38	WBNG - Kate Garger (removed Aug 2021 due to sale of company) 560 Columbia Drive Johnson City, New York 13790 Phone : 607-584-7223 Email : cgarger@wbngtv.com Kate Garger	N	0

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

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
39	WEEK - Teddi Stonesifer (removed Aug 2021 due to sale of company) 2907 Springfield Road East Peoria, Illinois 61611 Phone : 309-698-3784 Email : careers@week.com Teddi Stonesifer	N	0
40	WGEM TV (removed Aug 2021 due to sale of company) 513 Hampshire St. Quincy, Illinois 62301 Phone : 217-228-6617 Email : tstutheit@wgem.com Fax : 1-217-228-6617 Terri Stutheit	N	0
41	Wisconsin Broadcasters Association (WBA) 44 E. Mifflin St., Suite 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Career Service Manual Posting	N	0
42	WKOW TV 5727 Tokay Blvd. Madison, Wisconsin 53719 Phone : 608-661-2794 Email : bbeer@wkow.com Fax : 1-608-274-9514 Bonnie Beer	N	0
43	Workforce Connections -- added 02/2016 2615 East Avenue South La Crosse, Wisconsin 54601 Email : workforceconnections@workforceconnections.org Carol Workforce Connections	N	0
44	WPTA - Cindy Bennett (removed Aug 2021 due to sale of company) 3401 Butler Road Fort Wayne, Indiana 46808 Phone : 260-407-0064 Url : www.21alive.com Email : cindyb@incnow.tv Cindy Bennett	N	0

WQOW Television, WXOW Television**EEO PUBLIC FILE REPORT**

August 1, 2021 - July 31, 2022

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
45	WREX TV 10322 Auburn Road Rockford, Illinois 61103 Phone : 815-335-7856 Email : twesseln@wrex.com Fax : 1-815-335-1002 Theresa Wesseln	N	0
46	WSIL Television - Bethany Tanner 1416 Country Aire Drive Carterville, Illinois 62918 Email : btanner@wsilv.com Bethany Tanner	N	0
47	WVVA TV (removed Aug 2021 due to sale of company) 3052 Big Laurel Hwy Bluefield, West Virginia 24701 Phone : 304-324-0652 Email : asluss@wvva.com Fax : 1-304-325-5586 Audrey Sluss	N	0
48	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
49	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	11
TOTAL INTERVIEWS OVER REPORTING PERIOD:			57

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/25/2021	Provision of training to management	Sean Dwyer and Theresa Wopat attended the EEO Compliance seminar "Developing Signature Traits of an Inclusive Leader" which was held at the WBA 2021 Summer Conference in Sheboygan, WI.	2	News Director HR Manager	1.00
2	9/16/2021	Participation in Job Fairs	Sean Dwyer participated in the UW-La Crosse part time job fair on Thursday, September 16, 2021. The event was held for 4 hours and Sean spoke to several students interested in the broadcast industry. He also handed out over 20 copies of current job opening, videographer.	1	News Director	0.25
3	10/13/2021	Participation in Job Fairs	Sean Dwyer and Theresa Wopat participated in the UW-La Crosse Career Fair on Wednesday, October 13, 2021. The event was held for 4 hours and Sean & 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
4	10/26/2021	Provision of training to management	Dave Booth and Theresa Wopat attended a webinar hosted by Johns, Flaherty & Collins providing their Annual Employment Law Seminar titled "Navigating Constant Change". The topics that were covered: COVID in the Workplace, Noncompete Agreements, and Employment Law Case Updates.	2	General Manager HR Manager	1.00
5	3/5/2022	Participation in Job Fairs	Dani Smith and Elizabeth Briggson participated in the WBA Job/Career Fair on Saturday, March 5, 2022 in Madison, WI. The event was held for 2 hours and Dani and EB 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 Producer Photographer	0.25

WQOW Television, WXOW Television
EEO PUBLIC FILE REPORT
August 1, 2021 - July 31, 2022

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	3/29/2022	Participation in Job Fairs	<p>Dave Solie attended a job fair at the University of Iowa on March 29, 2022. He attended a "speed networking" session as part of his participation. Professionals from, mostly Iowa, are available for students to deliver their "pitch." Students have 3 or 4 minutes to explain to potential employers why they should be considered and professionals offer advice.</p> <p>The idea is helping those students develop communication skills while making connections. That part of the event took about two hours. It's followed by a social event where students and professionals talk about what they learned and the possibility of jobs, etc. We attend to help the interview process, but also to let students know about us and opportunities at WXOW. We hired a full-time employee as a result of this event.</p>	1	Content Manager	0.25
7	3/30/2022	Participation in Job Fairs	Sean Dwyer and Theresa Wopat participated in the UW-La Crosse Summer & Part Time Job Fair on Wednesday, March 30, 2022. The event was held for 4 hours and Sean & 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
8	6/22/2022	Provision of training to management	Dave Booth and Theresa Wopat attended the WBA Summer Conference event that included a seminar for the EEO Session "Practical Steps to Diversify Your Station".	2	General Manager HR Manager	1.00
9	6/22/2022	Participation in Job Fairs	WXOW/WQOW was represented by Theresa Wopat and Kevin Millard for the Job Fair offered by the WBA Summer Conference in La Crosse WI on June 22, 2022.	2	HR Manager Internet Director	0.25
TOTAL POINTS OVER REPORTING PERIOD:						4.50