

WLUC
EEO PUBLIC FILE REPORT
June 1, 2023 - May 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
Bureau Reporter/MultiMedia Journalist	1-5, 8-10, 12-17, 19, 22, 24-27	8
Sports Director - WLUC	1-5, 8-10, 12-19, 22-27	8
BUREAU MULTIMEDIA JOURNALIST - WLUC (Iron Mountain)	1-5, 7-10, 12-16, 19-20, 22-28	7
CREATIVE PRODUCER/ VIDEOGRAPHER - WLUC	1-5, 7-10, 12-16, 19-20, 22-28	8
TECHNICAL MEDIA PROD. (PRIMARY) - WLUC	1-5, 7-10, 12-16, 19-20, 22-25, 27-28	7
LOCAL SALES ASSISTANT - WLUC	1-2, 4-5, 7-10, 12-16, 19-20, 22-28	7
LIVE REPORTER/ MMJ (MORNING) - WLUC	1-2, 4-5, 7-16, 19-20, 22-28	7
ASSIGNMENT EDITOR - WLUC	1-2, 4-5, 8-16, 19-28	11
MULTIMEDIA JOURNALIST - WLUC	1-2, 4-6, 8-10, 12-16, 19-28	8
MULTIMEDIA JOURNALIST - WLUC	1-2, 4-6, 8-10, 12-16, 19-28	6

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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	Bay de Noc Community College 2001 N Lincoln Rd Escanaba, Michigan 49829 Phone : 906-217-4117 Email : wolakk@baycollege.edu Kathy Wolak	N	0
2	Bay Mills Indian Community 10001 W. Lakeshore Dr Brimley, Michigan 49715 Phone : 906-248-3241 Email : hr@baymills.org Human Resources	Y	0
3	CareerBuilder.com (posted from Gray.TV/Careers) 200 N. LaSalle St. Chicago, Illinois 60601 Job Listings	N	0
4	Central Michigan University Warriner Hall 102 Mount Pleasant, Michigan 48859 Phone : 989-774-3076 Url : http://www.cmich.edu Email : bca@cmich.edu Career Services	N	0
5	Colorado Media School 404 South Upham St Lakewood, Colorado 80226 Phone : 303-937-7070 Url : http://www.beonair.com Email : tcuff@beonair.com Terry Cuff	Y	0
6	Current Employee/Internal Promotion	N	1
7	Employee Referral	N	7
8	Gray TV Careers 4370 Peachtree Road, NE Atlanta, Georgia Url : http://gray.tv/careers Human Resources Manual Posting	N	12

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9	Howard University 5258 Bryant St NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : cdudley@howard.edu Carol Dudley	N	0
10	Indeed.com (posted from Gray.TV/Careers) 6433 Champion Grandview Way Austin, Texas 78750 Job Listings Manual Posting	N	3
11	Internal Transfer/Promotion	N	2
12	Ishpeming Salvation Army 222 East Division St Ishpeming, Michigan 49849 Phone : 906-486-8121 Email : elne33@yahoo.com Liz Nevela	Y	0
13	Ithaca College 335 Park School of Communications 953 Danby Road Ithaca, New York 14850 Url : http://www.ithaca.edu Email : eloise@ithaca.edu Eloise Green	N	0
14	Keweenaw Bay Indian Community 16429 Beartown Road Baraga, Michigan 49908 Phone : 906-353-6623 Url : http://www.kbic-nsn.gov Email : hope@kbic-nsn.gov Hope Laramore	Y	0
15	Lake Superior Community Partnership 501 South Front St Marquette, Michigan 49855 Phone : 906-226-6591 Url : http://www.marquette.org Email : bquinn@marquette.org Brook Quinn	Y	0

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16	Lake Superior State University 650 W. Easterday Ave Sault Ste Marie, Michigan 49783 Phone : 906-635-2228 Url : http://www.lssu.edu Email : gnarkiewicz@lssu.edu Geraldyn Narkiewicz	Y	0
17	Linked In - Not Directly Contacted by SEU	N	2
18	LinkedIn (Paid Posting) 1000 West Maude Ave. Sunnyvale, California 94085 Job Listings Manual Posting	N	0
19	Media Match 8112 1.2 West 3rd St Los Angeles, California 90048 Url : http://www.media-match.com Email : info@media-match.com Tammy Romaniuk	N	0
20	Michigan Association of Broadcasters 819 N. Washington Ave Lansing, Michigan 48909 Url : http://www.michmab.com Job Listings Manual Posting	N	0
21	Non-Employee Referral	N	2
22	Northern Michigan University 1401 Presque Isle Ave Marquette, Michigan 49855 Phone : 906-227-2800 Url : http://www.nmu.edu Email : careers@nmu.edu Career Services	Y	0
23	Pure Michigan Talent Connect 300 North Washington Square Lansing, Michigan 48913 Phone : 888-522-0103 Url : http://www.mitalent.org Job Services Manual Posting	Y	0

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24	Specs Howard School of Broadcast Arts 23801 Industrial Park Dr Farmington Hills, Michigan 48334 Phone : 248-358-9000 Url : http://www.specshoward.edu Email : nshiner@specshoward.edu Nancy Shiner	N	0
25	TV Jobs PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	0
26	US Army Wounded Warrior Program 200 Stovall St Room 7N53 Alexandria, Virginia 22332 Email : Vicki.H.Mullen.Civ@mail.mil Vicki Mullen	N	0
27	Walter Cronkite School of Journalism 555 N. Central Avenue Suite 302 Phoenix, Arizona 85004 Email : Mike.Wong@asu.edu Michael Wong	N	0
28	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			29

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Establishment of an intern program designed to assist members of the community	News department administers an internship program. Two part time interns were employed in News during summer 2023 semester, two for fall 2023 semester, and two for winter 2024 semester. Each semester, one intern learned the duties of a multimedia journalist, and the other worked with our sports anchor and reporter. Two part time interns were also employed by our Sales department during the winter semester. They learned about marketing in the broadcast industry and spent time with our account executives in the field.	2	News Director General Manager
2	6/26/2023	Participation in events sponsored by organizations representing the community	On June 26, we hosted a Job Shadow high school student in the Operations Dept. A technical media producer showed him how to code and direct a newscast, explained taking network feeds and local breaks, gave a tour of the studio, production, and master control, and explained downloading syndicated shows and how to trim certain shows.	1	Technical Media Producer
3	8/10/2023	Participation in events sponsored by organizations representing the community	GVSU student shadowed our Digital Anchor to explore if she might want to pursue a career in journalism. She was in the Newsroom for the day, also interacting with the assignment desk, reporters, and other anchors.	1	Digital Anchor
4	9/7/2023	Participation in events or programs sponsored by educational institutions	Our News Director and Operations manager hosted 16 Northern Michigan University students in a Intro to Multimedia Journalism class. They toured the station and got to watch a live broadcast from the studio and control room.	2	News Director Operations Manager
5	10/20/2023	Participation in events or programs sponsored by educational institutions	On Oct 20, 2023 our evening anchor gave a presentation to 20 L'Anse High School students as guest for their career class. She spoke about her career in broadcast journalism and answered questions.	1	Evening Anchor

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6	10/25/2023	Participation in Job Fairs	On 10-25-23, our News Director, General Sales Manager, and Operations Manager participated in the Fall Semester Job Fair at Northern Michigan University.	3	News Director General Sales Manager Operations Manager
7	11/2/2023	Participation in Job Fairs	On November 2, 2023, our News Director and General Sales Manager participated in the 2023 MAB Foundation Media Career Fair. Over 900 students and business professionals attended.	2	News Director General Sales Manager
8	1/3/2024	Participation in events sponsored by organizations representing the community	On Jan 3, 2024, our News Director participated as a judge in the Michigan Student Broadcast Awards. He judged student entries in the hard news and sports feature categories.	1	News Director
9	2/1/2024	Participation in events sponsored by organizations representing the community	On February 1, 2024, we held a station tour for the Lake Superior Community Partnership's Leadership Academy. 25 young local business professionals participated in the tour, which included presentations from our Chief Meteorologist, Operations Manager, General Sales Manager, and General Manager about the various operations of the station and the different career opportunities available in broadcast television. They also observed part of a live broadcast.	4	Chief Meteorologist General Sales Manager Operations Manager General Manager
10	4/18/2024	Provision of training to management	On April 18, 2024, our Office Manager participated in a training on the FCC's EEO Rules and Regulations provided by Joan Steward of Wiley Rein, LLP.	1	Office Manager