

WLUC-TV
EEO PUBLIC FILE REPORT
June 1, 2014 - May 31, 2015

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

| Job Title | Recruitment Sources ("RS") Used to Fill Vacancy | RS Referring Hiree |
|------------------------------------|--|-------------------------------|
| Sales Account Executive | 1-5, 7, 9-10, 12-13, 15-21, 23-26, 29-31, 34-35, 39 | 9 |
| News Anchor | 1-6, 10, 13, 15-26, 29-32, 34, 36, 39 | 29 |
| Accounting Assistant/Receptionist | 1-5, 7, 9-10, 13-26, 29-31, 34, 36, 39 | 26 |
| Interactive Managing Editor | 1-8, 10, 13-26, 29-32, 34, 36, 39 | 8 |
| Broadcast Maintenance TEchnician | 1-5, 7, 10-11, 13-21, 23-31, 33-37, 39 | 14 |
| News Producer | 1-10, 13, 15-26, 29-32, 34, 36, 38-39 | 8 |
| MMJ Reporter & MMJ Bureau Reporter | 2-7, 11, 13-34, 36-37, 39 | 34 |
| MMJ Reporter & MMJ Bureau Reporter | 2-7, 11, 13-34, 36-37, 39 | 29 |
| MMJ Reporter & MMJ Bureau Reporter | 2-7, 11, 13-34, 36-37, 39 | 5 |
| Sales Account Executive | 2-5, 7, 9, 11, 13-21, 23-29, 31, 33-34, 36-37, 39 | 9 |
| On Air Operations Manager | 8, 39 | 8 |

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|--|--|---|
| 1 | Art Institute of Michigan 1414 E Maple Rd Troy, Michigan Url : http://www.aii.edu Email : sbgresumes@sbgstv.com Career Advisor | N | 0 |
| 2 | Bay de Noc Community College 2001 N. Lincoln Rd. Escanaba, Michigan 49829 Phone : 9062174117 Fax : 1-906-789-6952 Kathy Wolak | N | 0 |
| 3 | Bay Mills Indian Community 10001 W. Lakeshore Dr. Brimley, Michigan 49715 Phone : 906-248-3241 Fax : 1-906-248-3283 L. John Lufkins | N | 0 |
| 4 | Careerbuilder.com 1101 15th St. NW Washington, District of Columbia 20005 Url : http://www.careerbuilder.com Email : sbgresumes@sbgstv.com Andrew Hamburger | N | 6 |
| 5 | Central Michigan University Warriner Hall 102 Mount Pleasant, Michigan 48859 Phone : 989-774-3076 Url : http://cmich.edu Email : bca@cmich.edu Career Services | Y | 1 |
| 6 | Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille | N | 0 |

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|------------------|---|--|---|
| 7 | Colorado Media School 404 South Upham St. Lakewood, Colorado 80226 Phone : 303-937-7070 Url : http://beonair.com Terry Cuff Manual Posting | Y | 0 |
| 8 | Current Employee/Internal Promotion | N | 3 |
| 9 | Employee Referral | N | 5 |
| 10 | Finlandia University 601 Quincy Street Hancock, Michigan 49930 Phone : 906-487-7315 Url : http://finlandia.edu Fax : 1-906-487-7383 Shannon Martineau | N | 0 |
| 11 | GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : http://www.glassdoor.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source | N | 0 |
| 12 | Hero 2 Hired 2400 Army Pentagin Washington, District of Columbia 20310 Url : http://www.h2h.jobs Crystal Arcilla Manual Posting | N | 0 |
| 13 | Howard University 5258 Bryant St. NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : cdudley@howard.edu Carol Dudley | N | 0 |
| 14 | Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source | N | 8 |

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|------------------|--|--|---|
| 15 | Ishpeming Salvation Army 222 East Division St. Ishpeming, Michigan 49849 Phone : 9064868121 Email : elne33@yahoo.com Liz Nevala | Y | 0 |
| 16 | Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : http://www.ithaca.edu Email : eloise@ithaca.edu Eloise Green | Y | 0 |
| 17 | Keweenaw Bay Indian Community 16429 Beartown Road Baraga, Michigan 49908 Phone : 906-353-6623 Email : hope@kbic-nsn.gov Fax : 1-906-353-8068 Hope Laramore | Y | 0 |
| 18 | Lake Superior Community Partnership 501 South Front St. Marquette, Michigan 49855 Phone : 906-226-6591 Url : http://marquette.org Email : lscp@marquette.org Amy Clickner | N | 0 |
| 19 | Lake Superior State University 650 W. Easterday Ave. Sault Ste. Marie, Michigan 49783 Phone : 906-632-6841 Url : http://lssu.edu Fax : 1-906-635-7564 Paul Fenlon | N | 0 |
| 20 | Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : http://www.linkedin.com Todd Soffian Manual Posting | N | 1 |

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|------------------|--|--|---|
| 21 | Media Match 8112 1/2 weat 3rd St Los Angeles, California 90048 Url : http://www.media-match.com Email : info@media-match.com Tammy Romaniuk | Y | 0 |
| 22 | Medialine PO Box 51909 Pacific Grove, California 93950 Url : http://www.medialine.com Email : medialine@medialine.com Mark Shilstone | N | 0 |
| 23 | Michigan Association of Broadcasters 819 N. Washington Ave. Lansing, Michigan 48909 Url : http://michimab.com Career Services Manual Posting | N | 0 |
| 24 | Michigan Technological University 1400 Townsend Drive Houghton, Michigan 49931 Phone : 906-487-2313 Url : http://mtu.edu Email : sbgresumes@sbgstv.com Rena DesRochers | N | 1 |
| 25 | Northern Michigan U Job Search Center 1401 Presque Isle Ave Marquette, Michigan 49855 Phone : 906-227-2800 Url : http://nmu.edu Email : sbgresumes@sbgstv.com John Frick | N | 0 |
| 26 | Pure Michigan Talent Connect 300 North Washington Square Lansing, Michigan 48913 Phone : 1-888-522-0103. Url : http://www.hiremi.org Email : sbgresumes@sbgstv.com Kahlea Berry | Y | 5 |

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|------------------|---|--|---|
| 27 | Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source | N | 0 |
| 28 | SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source | N | 0 |
| 29 | Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : http://www.sbgi.net Email : employment@sbgstv.com Sharon Pickeral | N | 11 |
| 30 | Specs Howard School of Broadcast Arts 23801 Industrial Park Dr. Farmington Hills, Michigan 48335 Phone : 248-358-9000 Url : http://specshoward.edu Email : twarren@specshoward.edu Fax : 1-248-746-9772 Traci Warren | Y | 0 |
| 31 | Superior Rehabilitation Services PO Box 367 Iron Mountain, Michigan 49801 Phone : 715-528-4238 Email : barbkaras@gmail.com Barb Karas | Y | 0 |
| 32 | Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, Texas 75039 Url : http://www.talentedynamics.com Email : hedding@talentedynamics.com Christina Hedding | N | 0 |

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|------------------|--|--|---|
| 33 | TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : http://www.theladders.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source | N | 0 |
| 34 | Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway | N | 2 |
| 35 | US Army Wounded Warrior Program 200 Stovall St. Room 7N53 Alexandria, Virginia 22332 Email : Vicki.H.Mullen.cov@mail.mil Vicki Mullen | Y | 0 |
| 36 | US Army Wounded Warrior Program 200 Stovall St., Room 7N53 Alexandria, Virginia 22332 Phone : na Email : Vicki.h.mullen.civ@mail.mil Vicki Mullen | Y | 0 |
| 37 | Walter Cronkite School of Journalism 555 N. Central Avenue, Suite 302 Phoenix, Arizona 85004 Url : www.asu.edu Email : mike.wong@asu.edu Michael Wong | Y | 0 |
| 38 | WLUC Bulletin Board 177 US 41 East Negaunee, Michigan 49866 Phone : 9064757220 Jane Ryan | N | 1 |
| 39 | WLUC-TV6 177 US 41 East Negaunee, Michigan 49866 Phone : 906-475-4141 Url : http://uppermichiganssource.com Email : acboehm@chestv.com Aaron Boehm | N | 1 |

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|--|-----------------------|--|---|
| TOTAL INTERVIEWS OVER REPORTING PERIOD: | | | 45 |

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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 | 6/2/2014 | Listing of each upper-level category opening in a job bank or newsletter | All upper-level jobs are listed with media trade groups whose membership includes substantial participation with women and minority. We also air a thirty-second commercial asking any interested organizations to contact us so that we can add their organization to our job contact list. | 4 | Business Manager News Director Chief Engineer Media Operations Manager | 1.00 |
| 2 | 6/5/2014 | Participation in events or programs sponsored by educational institutions | Gwinn Middle School presentation to 7th grade class (aprox 25 students) by Chief Meteorologist, Karl Bohnak. Karl spoke to this group of students about how his interest in weather as a child developed into a career in television. He talked about how his science classes in middle and high school lead him to choose to become a meteorologist. Sample questions asked following presentation: Where did you go to school? Can you work as a TV weather person without being a meteorologist? How long have you worked at TV6? | 1 | Chief Meteorologist | 0.25 |
| 3 | 8/2/2014 | Participation in Job Fairs | Participants: Sharon Pickeral – Corporate Employment Manager, Stan Heist – News Talent Manager, Blaise Labbe, News Director for WOAI as well as several News employees who were in attendance. Sharon, Stan and Blaise represented ALL news stations for Sinclair at the career expo at the National Association of Black Journalists convention in Boston, MA; they met with 200+ potential candidates and reviewed resumes and tapes and candidates were given a list of all locations and open positions. They talked with candidates about openings and spoke with news directors when they returned about the candidates that were seen. | 3 | Corporate Employment Manager News Talent Manager News Director, WOAI | 0.25 |

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| | Date | Type of Recruitment Initiative (Menu Selection) | Brief Description Of Activity | No. of Stations Participants | Participant Title | Points |
|---|-------------|--|---|-------------------------------------|---|---------------|
| 4 | 8/8/2014 | Participation in Job Fairs | Sharon and Stan represented ALL news stations for Sinclair at the career expo at the National Association of Hispanic Journalists convention in San Antonio, TX; they met with 100+ potential candidates and reviewed resumes and tapes and candidates were given a list of all locations and open positions. They talked with candidates about openings and spoke with news directors when they returned about the candidates that were seen. | 2 | Corporate Employment Manager News Talent Manager | 0.25 |
| 5 | 8/15/2014 | Participation in Job Fairs | Sharon and Stan represented ALL news stations for Sinclair at the career expo at the Asian American Journalist Association convention in Washington, DC; they met with 100+ potential candidates and reviewed resumes and tapes and candidates were given a list of all locations and open positions. They talked with candidates about openings and spoke with news directors when they returned about the candidates that were seen. | 2 | Corporate Employment Manager News Talent Manager | 0.25 |
| 6 | 10/8/2014 | Participation in Job Fairs | Northern Michigan University's Fall Job Fair was held on October 8, 2014. This is a Fair that we attend each year to encourage students to consider pursuing a broadcasting degree. College students who stop by our booth (talked with approximately 30 students) received printed description of each of our departments roll, the jobs inside of each department, and the name and title of our department heads. Jeff answered questions about summer employment opportunities, internships, and how to apply for open positions. | 1 | Media Operations Manager | 0.25 |

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|--|-------------|---|---|-------------------------------------|--------------------------|---------------|
| 7 | 10/30/2014 | Participation in events sponsored by community groups | We participated as a sponsor for The Upper Great Lakes Talent Summit, and provided our News Director as their moderator and speaker. Both education and the work force were addressed during this summit. As part of this Summit, Steve participated as a speaker to a group of approximately 25 people interested in hearing what is required of a news reporter or anchor in education and experience. Some of the questions asked following this presentation were: How long have you worked at TV6? How many positions turn over in a year in the news department? What type of hands-on training does TV6 provide? How do candidates apply for your open positions? | 1 | News Director | 0.25 |
| 8 | 5/8/2015 | Participation in events or programs sponsored by educational institutions | "Pathways to your Future - Career Choices" sponsored by the Marquette Alger Regional Educational Service Agency, Northern Michigan University, and Lake Superior Partners in Education. This event provides students with an opportunity to explore a range of career and educational options available to them. Approximately 150 students attend this event. Students move from presentation to presentation in groups of approximately 30, attending all presentations. Examples of questions asked during this event were: How many people work at TV6? Do you hire high school students? Are there any part-time jobs? How much money does a reporter make? | 1 | Media Operations Manager | 0.25 |
| TOTAL POINTS OVER REPORTING PERIOD: | | | | | | 2.75 |