

EEO Report June 1, 2017

For the period of 6/1/16-5/31/17

23 Full-time Hired Employees

Applications received 259

Interviews preformed 123

Recruitment Sources used:	Interviews
CMU	2
9&10 News Website	51
Talent Dynamics	18
Fox 32 News Website	3
Petoskey News Review	3
MI Talent Bank	14
MAB	8
Monster.com	5
Medialine	9
Workable.com	2
Indeed.com	2
Cadillac News	1
Ferris State University	3
Craigslist	2

WWTV/WWUP-TV has participated in 3 Job Fairs during the past year. In attendance from WWTV/WWUP-TV was Kevin Dunaway, News Director, Sean Mahon, News Director and Kristin Filkins, Promotions.

We advertise the job fairs on-air and on-line.

We also host several school tours in our Cadillac studio throughout the school year letting the students see the live noon news cast.

WWTV/WWUP-TV has an ongoing Internship program with Central Michigan University in Mt. Pleasant. We employ between 10-12 interns per year. Interns also come from the Job Fairs we attend.

WWTV/WWUP-TV teams up with Don's Auto Clinic in Cadillac for a scholarship program called Future Leaders. 1st Place is \$2000, 2nd place is \$1000 and 3rd place is \$500.

WWTV/WWUP-TV is again the sponsor of "Best of the Class" where all top seniors in all schools in our viewing area are invited to a special luncheon to be recognized.

Media Line <http://www.medialine.com> Mark Shilstone
MediaLine
P.O. Box 51909
Pacific Grove, CA 93950

Phone: 800-237-8073

www.talentedynamics.com
214-640-3139

Cadillac News
130 N. Mitchell St., P.O. Box 640, Cadillac, Michigan
49601-0640
Phone: 231-775-6565 Fax: 231-775-8790
Chris Huckle

Ferris State University
Steven Cox 231-591-2721 Video Producer/Director-Adjunct coxs@ferris.edu
Nina Muhammad-Academic Advisor 231-591-2707
ninamuhammad@ferris.edu
1201 S. State Street Big Rapids, Michigan USA - 49307

Central MI University Broadcasting Department
Rick Sykes
344 Moore Hall
Mt. Pleasant, MI 48858
989-774-3851

EEO Report 6/1/2015-5/31/2016

Job	Recruitment source	# Inter.	Hire Date
News Reporter	Central MI Univ *	2	6/13/2016
	Talent Dynamics *	3	
	9&10 Website	3	
Photojournalist	Fox 32 Website	0	7/7/2016
	9&10 Website *	2	
	Petoskey News *	3	
	Fox 32 Website	0	
Media Consultant	Talent Dynamics	3	7/11/2016
	MI Talent	1	
	MAB Job Bank	2	
	9&10 Website *	1	
	Monster.com	0	
IT Support	Fox 32 Website	0	7/14/2016
	Medialine	0	
	9&10 Website *	2	
	Talent Dynamics	0	
News Director	Fox 32 Website	0	8/29/2016
	Fox 32 Website	2	
	9 & 10 Website	4	
	MAB Job Bank	5	
	MI Talent	3	
Maintenance	9&10 Website	1	8/29/2016
	Workable.com	2	
	Cadillac News *	1	
Administ. Asst.	9&10 Website	2	9/6/2016
	MI Talent Bank *	1	
	Talent Dynamics	0	
CFO	Medialine *	2	11/1/2016
	9 & 10 Website	2	
	Talent Dynamics	3	
Traffic Coordinator	Medialine	0	11/7/2016
	Indeed.com *	1	
	9&10 Website	2	
Media Consultant	Fox 32 Website	0	11/28/2016
	9 & 10 Website	2	
	Talent Dynamics	1	
	Medialine *	2	
News Reporter	Fox 32 Website	0	11/28/2016
	9&10 News Website	2	
	Talent Dynamics *	2	
News Producer	Fox 32 Website	1	12/12/2016
	Fox 32 Website	0	
	Medialine *	1	
	Ferris State Univ	3	
Web Producer	9&10 News Website	2	1/3/2017
	Medialine	2	
	Talent Dynamics *	2	
	Fox 32 Website	0	
	9&10 News Website	0	

EEO Report 6/1/2015-5/31/2016

Marketing Director	MAB	1	1/3/2017
	Grand Valley State	1	
	9&10 Website *	1	
Photojournalist	MI Talent Bank	0	1/23/2017
	9&10 News Website *	2	
	monster.com	2	
	mitalent.com	0	
Reporter	MI Fox 32 News.com	0	2/13/2017
	9&10 News Web	2	
	Medialine *	2	
	Talent Dynamics	1	
Media Consultant	9&10News Web	2	3/14/2017
	mitalent.com *	1	
	monster.com	2	
IT Support	9&10 News *	4	3/13/2017
	Craigslist	1	
IT Support	MI Talent Bank	1	3/24/2017
	9&10 News *	4	
	Craigslist	1	
Creative Coordinator	MI Talent Bank	1	3/29/2017
	9&10 News *	4	
	MI Talent Bank	2	
	monster.com	1	
Media Consult	MI Fox 32 News.com	0	3/31/2017
	MI Talent Bank	1	
	9&10 News	3	
Reporter	Talent Dynamics *	1	5/11/2017
	9&10 News	2	
	Talent Dynamics *	2	
Media Consultant	MI Talent Bank	1	5/22/2017
	9&10 News *	2	
	mitalent.com	1	
	indeed.com	1	



2016-2017

- Chair
Jennifer Williams
Greater Media, Inc.
- Vice Chair
Paul Jacobs
Jacobs Media/jacAPPS
- Secretary/Treasurer
Pam Manor
WNEM-TV
- Immediate Past Chair
Sue Goldsen
Jackson Radio Works
- President
Karole L. White, MAB
- Don Backus
Broadcast Electronics
- Mary Helen Chiaravino
Washtenaw Community College
- Maria Druz
WDIV-TV, Graham Media
- Bob Gould
Michigan State University
- Eric Hamnerstrom
Marquette Senior High School
- Wendy Hart
Spartan Sports Network
- Tonya Hernandez
Spring Arbor University
- Joe Jason
Joe Jason Media, LLC
- Michael Klein
Midwest Communications, Inc.
- Jim Lutton
WWMT-TV
- Tom Mogush
WMQT-FM/WZAM-AM
- Jam Sardar
WLNS-TV
- Steve Schram
Michigan Public Media
- Randy Scott
Davison High School-DTV
- Peter Tanz
Midwest Communications
MAB Liaison
- Michael Walenta
WGVU-AM/FM/TV
- Jon Whiting
Michigan State University

November 8, 2016

Sean Mahon
Heritage Broadcasting
PO Box 627
Cadillac, Michigan 49601

RE: MABF Broadcast Media Career & Networking Fairs

Dear Sean,

Thank you again for your participation in the 2016 MABF Broadcast Media Career & Networking Fair at CMU. More than 80 students and business-minded professionals attended this year's event. We hope that you were able to meet and collect information on potential employees and interns.

Our records show that the following people attended the career fair on behalf of your station(s):

Sean Mahon

Representing the following call letters:

WWTW, WWUP, WFQZ, WFUP

The information about the MABF Broadcast Media Career Fairs was widely disseminated and marketed, including distribution to resources with a high volume of diverse candidates. In addition, the information was specifically sent to the State of Michigan career sites, veteran affairs organizations, MichiganWorks! locations throughout Michigan, all educational institutions in the state of Michigan as well as displayed on the official Career Fair website www.michiganbroadcastcareers.com.

As you know, participation in the career fair may count as one of the Outreach Prong 3 – Menu Option Initiatives with regards to obtaining EEO credits. As mentioned in previous mailings, your efforts in promoting and planning this event are very important to the FCC in considering possible EEO credit. For MAB members, any questions should be directed to the MAB's Legal Counsel, David Oxenford.

The MABF asks that you place this letter, photos, as well as any other fliers, registration materials, and affidavits of PSAs aired, with your EEO records.

Thank you for your participation, we hope the event proved useful in your station recruiting efforts.

Sincerely,

Alisha Clack
Executive Manager, MAB Foundation

Enclosures



2016-2017

Michigan Association of Broadcasters Foundation

- Chair
Jennifer Williams
Beasley Media Group, Inc.
- Vice Chair
Paul Jacobs
Jacobs Media/jacAPPS
- Secretary/Treasurer
Pam Manor
WNEM-TV
- Immediate Past Chair
Sue Goldsen
Jackson Radio Works
- President
Karole L. White, MAB
- Don Backus
Broadcast Electronics
- Mary Helen Chiaravino
Washtenaw Community College
- Marla Drutz
WDIV-TV, Graham Media
- Bob Gould
Michigan State University
- Eric Hammerstrom
Marquette Senior High School
- Wendy Hart
Spartan Sports Network
- Tonya Hernandez
Spring Arbor University
- Joe Jason
Joe Jason Media, LLC
- Michael Klein
Midwest Communications, Inc.
- Jim Lutton
WWMT-TV
- Tom Mogush
WMQT-FM/WZAM-AM
- Jam Sardar
WLNS-TV
- Steve Schram
Michigan Public Media
- Randy Scott
Davison High School-DTV
- Peter Tanz
Midwest Communications
MAB Liaison
- Michael Walenta
WGVU-AM/FM/TV
- Jon Whiting
Michigan State University

April 13, 2017

Kevin Dunaway
VP/General Manager
WWTV-WWUP Heritage Broadcasting of Michigan

Dear Kevin:

Thank you for your participation in the 2017 MABF Broadcast Media Career & Networking Fair on Tuesday, March 8 at The Lansing Center in Lansing! We had beautiful weather this year and were excited to see more than 200 students and business-minded professionals attend this year's event.

We hope that you were able to meet and collect information on potential employees and interns.

Our records show that the following people attended the career fair on behalf of your company/station(s):

Sean Mahon

The following call letters were represented:

WWUP-TV/WFQX-TV/WFUP-TV/WWTV-TV

The information about the MABF Broadcast Media Career & Networking Fair at GLBC was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates. The variety of students present at the awards ceremony, career fair and career sessions was proof that information regarding employment opportunities was made available to many valuable and new sources.

For Stations - As you know, participation in the career fair may count as one of the Outreach Prong 3 – Menu Option Initiatives with regards to obtaining EEO credits. As mentioned in previous mailings, your efforts in promoting and planning this event are very important to the FCC in considering possible EEO credit. Any questions should be directed to your legal counsel, or, if you are a current MAB member, you can contact MAB's legal counsel, David Oxenford.

The MABF asks that you place this letter, other enclosed items as well as any other promotional materials your station used, and affidavits of PSAs aired, with your EEO records.

Thank you for your participation, we hope the event proved useful in your recruiting efforts.

Sincerely,

Karole L. White
President
Michigan Assn of Broadcasters Foundation