

**WLAJ-TV, WLNS-TV**  
**EEO PUBLIC FILE REPORT**  
**May 27, 2015 - May 31, 2016**

**I. VACANCY LIST**

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

| <b>Job Title</b>        | <b>Recruitment Sources ("RS")<br/>Used to Fill Vacancy</b> | <b>RS Referring<br/>Hiree</b> |
|-------------------------|--|-------------------------------|
| Producer                | 2, 4-18  | 4                             |
| Sports Anchor/Reporter  | 1-2, 6-18  | 1                             |
| Video Journalist        | 2, 4, 6-18   | 4                             |
| Videographer            | 1-2, 6-18  | 1                             |
| Sales Assistant         | 2, 4, 6-17   | 9                             |
| Digital Sales Assistant | 2-4, 6-17  | 4                             |
| Sports Anchor/Reporter  | 1-2, 6-17  | 9                             |
| Video Journalist        | 2, 6-17  | 9                             |
| Account Executive       | 1-2, 6-17  | 1                             |
| Producer                | 2, 4, 6-18   | 4                             |
| Producer                | 2, 4, 6-18   | 9                             |
| Copy Coordinator        | 1-2, 6-17  | 1                             |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

| <b>RS Number</b> | <b>RS Information</b>   | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b>No. of Interviewees Referred by RS Over Reporting Period</b> |
|------------------|---|--|---|
| 1                | Call In   | N  | 6   |
| 2                | Cristo Rey Employment & Training<br>1717 N. High Street<br>Lansing, Michigan 48906<br>Phone : 517-371-1700<br>Url : <a href="http://www.cristoreycommunity.org">http://www.cristoreycommunity.org</a><br>Job Bank<br>Manual Posting | N  | 0   |
| 3                | Current Employee  | N  | 1   |
| 4                | Employee Referral   | N  | 7   |
| 5                | Former Employee   | N  | 1   |
| 6                | Ingham County Women's Commission<br>PO Box 319<br>Mason, Michigan 48854<br>Phone : 517-676-7200<br>Url : <a href="http://bc.ingham.org">http://bc.ingham.org</a><br>Becky Bennett<br>Manual Posting                                 | N  | 0   |
| 7                | Lansing Chapter NAACP<br>1801 W. Main Street<br>Lansing, Michigan 48915<br>Phone : 517-484-9171<br>Url : <a href="http://www.naacplansing.org">http://www.naacplansing.org</a><br>Geneva Smith<br>Manual Posting                    | N  | 0   |
| 8                | Lansing Community College<br>Career & Employment Services PO Box 40010<br>Lansing, Michigan 48901<br>Phone : 800-644-4522<br>Url : <a href="http://www.lcc.edu">http://www.lcc.edu</a><br>College Recruiter<br>Manual Posting       | N  | 0   |
| 9                | Media General<br>333 E Franklin Street<br>Richmond, Virginia 23219<br>Phone : 517-367-2116<br>Url : <a href="http://www.mediageneral.com">http://www.mediageneral.com</a><br>Cindy Sullivan<br>Manual Posting                       | N  | 10  |

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| <b>RS<br/>Number</b> | <b>RS Information</b>   | <b>Source Entitled<br/>to Vacancy<br/>Notification?<br/>(Yes/No)</b> | <b>No. of Interviewees<br/>Referred by RS<br/>Over<br/>Reporting Period</b> |
|----------------------|---|--|---|
| 10                   | Media Recruiter<br>9457 So. University Blvd #303<br>Highlands Ranch, Colorado 80126<br>Phone : 303-400-5150<br>Url : <a href="http://www.mediarecruiter.com">http://www.mediarecruiter.com</a><br>Art Scott<br>Manual Posting             | N  | 0   |
| 11                   | Medialine<br>1209 Wood Valley Rd<br>Augusta, Georgia 30909<br>Phone : 706-364-7464<br>Url : <a href="http://www.medialine.com">http://www.medialine.com</a><br>Jobs Editor<br>Manual Posting  | N  | 0   |
| 12                   | Michigan Association of Broadcasters<br>819 N. Washington Ave<br>Lansing, Michigan 48906<br>Phone : 517-484-7444<br>Url : <a href="http://www.michmab.com">http://www.michmab.com</a><br>Job Listings<br>Manual Posting                   | N  | 0   |
| 13                   | Michigan Works Service Center<br>209 E Washington Suite 100<br>Jackson, Michigan 49201<br>Phone : 517-371-1100<br>Url : <a href="http://www.michiganworks.org">http://www.michiganworks.org</a><br>Posting Manager<br>Manual Posting      | N  | 0   |
| 14                   | NAACP - Jackson County Branch<br>Attn: Job Posting Office PO Box 4074<br>Jackson, Michigan 49204<br>Phone : 517-784-3842<br>Url : <a href="http://www.naacpjackson.org">http://www.naacpjackson.org</a><br>Job Postings<br>Manual Posting | N  | 0   |
| 15                   | Specs Howard School<br>1900 W. Nine Mile Road<br>Southfield, Michigan 48075<br>Phone : 248-358-9000<br>Url : <a href="http://www.specshoward.edu">http://www.specshoward.edu</a><br>Andrea Stamps<br>Manual Posting                       | N  | 0   |

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|--|--|--|---|
| 16   | TVJOBS<br>PO Box 4116<br>Oceanside, California 92052<br>Phone : 800-374-0119<br>Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a><br>Job Postings<br>Manual Posting                  | N  | 0   |
| 17   | WLNS-TV (Internal)<br>2820 E Saginaw Street<br>Lansing, Michigan 48912<br>Phone : 517-367-2116<br>Url : <a href="http://www.wlns.com">http://www.wlns.com</a><br>Cindy Sullivan<br>Manual Posting  | N  | 0   |
| 18   | WLNS-TV (website)<br>2820 E Saginaw Street<br>Lansing, Michigan 48912<br>Phone : 517-367-2158<br>Url : <a href="http://www.wlns.com">http://www.wlns.com</a><br>Kevin VanderKolk<br>Manual Posting | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |  |  | <b>25</b>   |

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**III. RECRUITMENT INITIATIVES**

|   | <b>Date</b> | <b>Type of<br/>Recruitment Initiative<br/>(Menu Selection)</b> | <b>Brief Description Of Activity</b>  | <b>No. of<br/>Stations<br/>Participants</b> | <b>Participant Title</b> |
|---|-------------|--|---|---|--------------------------|
| 1 | 9/2/2015    | Provision of training to management                            | On September 2, 2015 WLNS participated in management training provided by Media General, Inc. Associate General Counsel Henry Gola. This training overviewed and explained the FCC's Equal Employment Opportunity rules and policies. | 1   | Business Administrator   |

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|---|-------------|--|---|---|--------------------------|
| 2 | 9/8/2015    | Establishment of an intern program designed to assist members of the community | <p>Sports Department<br/>From September 2015 - December 2015 the Sports Department hosted one (1) intern from Michigan State University.</p> <p>The intern participated in a variety of duties within the Sports Department including: research, shooting video, and editing for Sports packages.</p> <p>News Department<br/>From September 2015 - December 2015 the News Department hosted four (4) interns. Three (3) of the interns were from Michigan State University and one (1) was from the University of Michigan.<br/>From January 2016 - May 2016 the News Department hosted five (5) interns all from Michigan State University<br/>From May 2016 - August 2016 the News Department hosted four (4) interns. Two (2) from Central Michigan University, one (1) from Trine University, and one (1) from Wayne State University.</p> <p>The interns participated in a variety of duties within the News Department including: research, shooting video, editing and producing for our live news broadcast.</p> <p>Production Department<br/>From January 2016 - May 2016 the Production Department hosted one (1) intern from Lansing Community College.<br/>From May 2016 - August 2016 the Production Department hosted two (2) interns. One (1) from Michigan State University and one (1) from Lansing Community College.</p> <p>The interns participated in activities involving commercial production, live</p> | 16  |                          |

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|---|-------------|---|---|-------------------------------------|--------------------------|
|   |             |   | remote production, station promotion production and live on-air news production.  |                                     |                          |
| 3 | 10/15/2015  | Co Sponsoring Job Fair  | On October 15, 2015, WLNS participated in the MAB Career Fair at Central Michigan University. The fair offered valuable career advise, resume/demo reviews, internships, job openings, and promoting a career in broadcasting amoung over 150 students and business-minded professionals. WLNS promoted this event to help the MAB. The WLNS employee attending the career fair had substantial responsibility in making hiring decisions | 1                                   | News Director            |
| 4 | 10/21/2015  | Participation in events or programs sponsored by educational institutions | On October 21, 2015, WLNS participated in the MIPA (Michigan Interscholastic Press Association) Conference in Lansing, MI. The WLNS participant spoke to approximately 2,000 high school media students about breaking into TV News and what it is like to be in the Anchor chair.  | 1                                   | Anchor                   |
| 5 | 10/30/2015  | Participation in events sponsored by community groups                     | On October 30, 2015, WLNS participated in the MAB Behind the Scenes: The Reality of TV; The Reality of Radio seminar. The WLNS employee spoke to between 50 and 60 students about what happens behind the scenes to get to the on-air product that people see.  | 1                                   | Operations Manager       |
| 6 | 3/16/2016   | Participation in events or programs sponsored by educational institutions | On March 16, 2016, WLNS participated in an Annual Career Day event at the Morrice Area Jr/Sr High. The WLNS employee participating in the event spoke to more than 100 students about her career as a Meteorologist and the schooling it takes to get into that career.   | 1                                   | Meteorologist            |

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|----|-------------|---|--|---|--------------------------|
| 7  | 4/20/2016   | Participation in events or programs sponsored by educational institutions | On April 20, 2016 WLNS hosted one (1) student from Lansing Community College for Job Shadowing. The WLNS employee discussed the work environment, job duties, opportunities, and was able to supply advice for the student. The student asked various questions including what are the benefits and challenges of the work.  | 1   | Operations Manager       |
| 8  | 4/27/2016   | Provision of training to management                                       | On April 27, 2016 WLNS participated in management training provided by Media General, Inc. Associate General Counsel Henry Gola. This training overviewed and explained the FCC's Equal Opportunity rules and policies.  | 1   | Business Administrator   |
| 9  | 5/3/2016    | Co Sponsoring Job Fair  | On May 3, 2016, WLNS participated in the MAB Career Fair in Lansing, MI. The fair was "geared toward offering valuable career advice, resume/demo reviews, internships, job openings, and promoting a career in broadcasting or a media-related industry among students and young professionals." WLNS aired promotional advertisements to help the MAB promote the event. The WLNS employee attending the fair had substantial responsibility in making hiring decisions. | 1   | News Director            |
| 10 | 5/23/2016   | Participation in events or programs sponsored by educational institutions | On November 12, 2015 WLNS hosted a student from Pewamo-Westphalia High School for Job Shadowing. The student received a tour of the facility and observed all aspects of the Sports Department. The student was also able to ask several questions about the Sports Department and how to go about getting started in the television business.   | 1   | Sports Director          |