

## EEO Report June 1, 2015

For the period of 6/1/14-5/31/15

26 Full-time Hired Employees

Applications received 194

Interviews performed 98

| Recruitment Sources used: | Interviews |
|---------------------------|------------|
| 9&10 News Website         | 35         |
| Cadillac Evening News     | 2          |
| Gaylord Herald            | 2          |
| Mich MAB                  | 2          |
| Media Line                | 21         |
| Fox 32 Website            | 3          |
| Talent Dynamics           | 15         |
| Northwest MI College      | 1          |
| Grand Valley State        | 1          |
| Monster.com               | 14         |
| MI talent.com             | 2          |

WWTW/WWUP-TV has participated in 3 Job Fairs during the past year. In attendance from WWTW/WWUP-TV was Kevin Dunaway, News Director, Tessia Klix, Promotion Director and William Kring, General Manager. We advertise the job fairs on-air. We also host several school tours in our Cadillac studio throughout the school year.

WWTW/WWUP-TV has an ongoing Internship program with Central Michigan University in Mt. Pleasant. We employ between 6-8 interns per year.

WWTW/WWUP-TV sponsors Best of the Class ceremony each spring. It brings together all the top students in their Senior Class from all the high schools in Northern MI.

Media Line <http://www.medialine.com> Mark Shilstone  
MediaLine

P.O. Box 51909  
Pacific Grove, CA 93950

Phone: 800-237-8073

[www.talentedynamics.com](http://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

AMVETS 110  
127 W Cass  
Cadillac, MI 49601  
April Hansen-231-878-4682

Dick Kernan  
**Specs Howard School  
of Broadcast Arts**  
19900 W. Nine Mile Rd.  
Southfield, Michigan 48075  
Phone 248.358.9000

Ferris State University  
Rye, Clayton B Professor (231) 591-2716 Television & Digital Media Production  
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 6/1/2013-5/31/2014

| Job                 | Recruitment source   | # Inter. | Hire Date  |
|---------------------|----------------------|----------|------------|
| Photojournalist     | Medialine            | 1        | 6/23/2014  |
|                     | Talent Dynamics      | 0        |            |
|                     | 9&10 Website *       | 3        |            |
|                     | Fox 32 Website       | 0        |            |
| Reporter            | 9&10 Website *       | 0        | 6/23/2014  |
|                     | Medialine            | 3        |            |
|                     | Fox 32 Website       | 0        |            |
| Producer            | Talent Dynamics *    | 2        |            |
|                     | Medialine *          | 1        | 8/4/2014   |
|                     | Talent Dynamics      | 2        |            |
|                     | 9&10 Website         | 1        |            |
| Producer            | Fox 32 Website       |          |            |
|                     | Medialine            | 0        | 8/4/2014   |
|                     | 9&10 Website         | 2        |            |
|                     | Talent Dynamics *    | 1        |            |
| Sports Anchor       | Fox 32 Website       | 2        | 8/11/2014  |
|                     | 9 & 10 Website       | 0        |            |
|                     | Talent Dynamics *    | 5        |            |
|                     | Medialine            | 3        |            |
| Reporter            | 9&10 Website         | 1        | 8/25/2014  |
|                     | Medialine *          | 2        |            |
|                     | Talent Dynamics      | 0        |            |
| Web Producer        | 9&10 Website *       | 2        | 10/6/2014  |
|                     | Medialine            |          |            |
|                     | Talent Dynamics      | 0        |            |
| N. M Digital        | Medialine *          | 2        | 10/6/2014  |
|                     | 9 & 10 Website       | 2        |            |
|                     | Talent Dynamics      | 3        |            |
| Reporter            | Medialine            |          | 10/20/2014 |
|                     | Talent Dynamics      | 0        |            |
|                     | 9&10 Website *       | 2        |            |
|                     | Fox 32 Website       | 0        |            |
| Anthor/Reporter     | 9 & 10 Website       | 2        | 10/20/2014 |
|                     | Talent Dynamics      | 0        |            |
|                     | Medialine *          | 2        |            |
|                     | Fox 32 Website       | 0        |            |
| Traffic Coordinator | 9&10 News Website    | 2        | 11/18/2014 |
|                     | Cadillac News *      | 2        |            |
|                     | Fox 32 Website       | 1        |            |
| Web Producer        | Fox 32 Website       | 0        | 12/15/2014 |
|                     | Medialine *          | 1        |            |
|                     | Talent Dynamics      |          |            |
| Reporter            | 9&10News             | 2        |            |
|                     | Medialine            | 2        | 12/15/2014 |
|                     | Talent Dynamics *    | 2        |            |
|                     | Fox 32 Website       | 0        |            |
| Creative Services   | 9&10 News Website    | 0        |            |
|                     | MAB                  | 1        | 1/19/2015  |
|                     | Ferris State College | 0        |            |

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|                   |                      |   |           |
|-------------------|----------------------|---|-----------|
|                   | Grand Valley State   | 1 |           |
|                   | 9&10 Website *       | 1 |           |
|                   | CMU                  | 0 |           |
| N. M Digital      | 9&10 News Website *  | 2 | 1/30/2015 |
|                   | monster.com *        | 4 |           |
|                   | mitalent.com         | 1 |           |
|                   | MI Fox 32 News.com   | 0 |           |
| Reporter          | 9&10 News Web *      | 2 | 5/12/2014 |
|                   | Medialine            | 2 |           |
|                   | Talent Dynamics      | 0 |           |
| Media Consultant  | 9&10News Web *       | 2 | 2/17/2015 |
|                   | mitalent.com         | 0 |           |
|                   | monster.com          | 1 |           |
| Media Consultant  | Gaylord Heragl       | 2 | 2/17/2015 |
|                   | mitalent.com         | 0 |           |
|                   | 9&10 News Web        | 0 |           |
|                   | monster.com          | 0 |           |
| Sales Assitant    | 9&10 News web *      | 1 | 2/23/2015 |
| Creative Services | Mich MAB website *   | 1 | 2/23/2015 |
|                   | Ferris State College | 0 |           |
|                   | Pure MI Talent       | 1 |           |
|                   | Northwestern MI coll | 1 |           |
|                   | Grand Valley State   |   |           |
|                   | Central MI Unit      | 0 |           |
| Producer          | Medialine *          | 2 | 3/9/2015  |
|                   | 9&10 News Web        | 1 |           |
|                   | Talent Dynamics      | 0 |           |
| N. M Digital      | monster.com *        | 4 | 3/30/2015 |
|                   | MI Talent.com        | 0 |           |
|                   | 9&10 Website         | 0 |           |
| Photojournalist   | 9&10 News.com *      | 2 | 4/13/2015 |
|                   | Medialine            | 0 |           |
|                   | Talent Dynamics      | 0 |           |
| N.M. Digital      | Monster.com *        | 3 | 5/7/2015  |
|                   | 9&10 Website         | 2 |           |
|                   | mitalent.com         | 0 |           |
| Media Consultant  | 9&10 Website *       | 3 | 5/7/2015  |
|                   | Monster.com          | 2 |           |
|                   | mitalent.com         | 0 |           |



# MAB FOUNDATION

2014-2015

Michigan Association of Broadcasters Foundation

Chair  
Chuck Stokes  
WXYZ-TV (Detroit)

Vice Chair  
Sue Goldsen  
Jackson Radio Works

Secretary/Treasurer  
Jennifer Williams  
Greater Media, Inc.

Immediate Past Chair  
Rick Sykes, Central Michigan  
University

President  
Karole L. White, MAB

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Julie Sochay, MAB Foundation

Eva Aguirre Cooper  
WOOD/WOTV/WXSP-TV  
(Grand Rapids)

Don Backus  
Broadcast Electronics/Commotion

Pete Bowers  
Bloomfield Hills Schools/WBFH-FM

Eduardo Fernandez  
WXYZ-TV/WMYD-TV  
(Detroit) MAB Liaison

Bob Gould  
Michigan State University

Wendy Hart  
Spartan Sports Network

Tonya Hernandez  
Spring Arbor University

Paul Jacobs  
Jacobs Media/jacAPPS

Joe Jason  
CVM Productions

Pam Manor  
WNEM-TV (Saginaw)

Tom Mogush  
WMQT-FM/WZAM-AM (Marquette)

Todd Mohr  
Mitten Media LLC

Jam Sardar  
WLNS-TV (Lansing)

Stephen Schram  
Michigan Public Media

Randy Scott  
Davison High School/DTV

Michael Walenta  
WGVU Public Media  
(Grand Rapids)

March 23, 2015

Kevin Dunaway  
9 & 10 News/Fox 32  
p.o. box 627  
Cadillac, Michigan 49601

Dear Kevin:

Thank you for your participation in the 2015 MABF Broadcast Media Career & Networking Fair on Wednesday, March 11 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):

Kevin Dunaway

The following call letters were represented:

WWTW/WWUP/WFQX

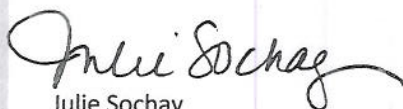
The information about the MABF Broadcast Media Career & Networking Fair at GLBC was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates. The variety of students present at the awards ceremony, career fair and career sessions was proof that information regarding employment opportunities was made available to many valuable and new sources. In addition, your logo and a link was displayed on our website: [www.michiganbroadcastcareers.com](http://www.michiganbroadcastcareers.com).

**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,



Julie Sochay  
Executive Vice President, MAB Foundation

Enclosures

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Jam Sardar

WLNS-TV (Lansing)

Stephen Schram

Michigan Public Media

Randy Scott

Davison High School/DTV

Michael Walenta

WGVU Public Media  
(Grand Rapids)

November 11, 2014

Kevin Dunaway  
WWTV/WWUP-TV  
PO Box 627  
Cadillac, MI 49601

Dear Kevin,

On behalf of the MAB Foundation Board of Directors and the BCBC Planning Committee, thank you for helping to make the 2014 Broadcasting Career Builder Conference (BCBC) a success!

As a valuable sponsor of the BCBC, we are especially appreciative of your support. With your generous sponsorship of a Career Fair Booth, we were able to offer attendees an informative and professional conference. We have received many positive comments from the attendees and our speakers regarding the conference and we believe it to be a great success.

Enclosed you will find examples of some of the recognition and events your sponsorship dollars went for. We had more than 150 students and young professionals participate, many of whom are interested in pursuing and/or furthering their career in broadcasting. Your sponsorship is a true investment into the future of our industry!

Our records show that the following person(s) attended:

Kevin Dunaway

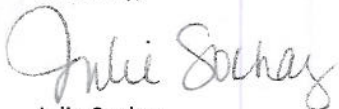
Representing the following call letters/company:

WWTV/WWUP-TV

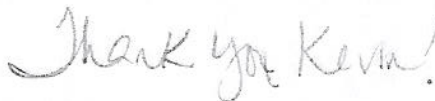
For stations: Your participation, as a sponsor of the BCBC, may offer you the option to receive EEO credit. MABF encourages that you place the enclosed information, as well as any other fliers, registration materials, and affidavits of PSAs aired, with your EEO records. Any questions regarding possible EEO credits should be directed to your Legal Counsel.

Once again, thank you for your sponsorship! We look forward to working with you again in the future.

Sincerely,



Julie Sochay  
MABF Executive Vice President



Enclosures