

EEO Report June 1, 2010

For the period of 6/1/10-5/31/11

15 Full-time Hired Employees

122 Applications received

75 Interviews performed

Recruitment Sources used:	Interviews
9&10 News Website	28
Cadillac Evening News	14
T.C. Record Eagle	11
Specs Howard	0
Ferris State University	0
Central MI University	5
Media Line	6
Fox 32 Website	1
Talent Dynamics	10

WWTV/WWUP-TV has participated in 2 Job Fairs during the past year. In attendance from WWTV/WWUP-TV were our News Director, Promotion Director, General Manager and General Sales Manager. We also host several school tours in our Cadillac studio throughout the school year. We advertise these Job Fairs on-air. See Attached.

WWTV/WWUP-TV has an ongoing year round paid Internship program with Ferris State University in Big Rapids and Central Michigan University in Mt. Pleasant. We employ over 10 interns per year.

WWTV/WWUP-TV allows all grades of schools to come to our studio for tours. We take the classes thru each department and they stay and watch our Noon News Live.

Here are some schools that participated.

6/21/10 Central Michigan University

11/23/10 Wex/Miss Tech Center (high school kids)

2/17/11 Elementary

3/8/11 Mt. Pleasant High School

5/3/11 Ludington Area Catholic School

WWTV/WWUP-TV sponsors Best of the Class ceremony each spring. It brings together all of the top students in their Senior Class from all the High Schools in Northern MI. During the ceremony-our News Director and General Manager talk about television jobs.

Media Line <http://www.medialine.com> Mark Shilstone
MediaLine
P.O. Box 51909
Pacific Grove, CA 93950
1-800-237-5204

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

Traverse City Record Eagle
120 W Front Street
Traverse City, MI 49684
231-933-1498
Tina Preuss

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

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

Amvets 110
127 W Cass Street
Cadillac, MI 49601
Jamey Maitland
231-878-4682



Michigan Association of Broadcasters Foundation

Founders Club

Chairman's Level

Michigan Association of Broadcasters

President's Level

W. Lawrence Patrick

Endowment Level

Jerry P. Colvin

Charles D. Fritz

Carl E. Lee

WBKB/WBKP/WBUP-TV & The Marks Foundation

Charles D. Mefford

Gary A. Reid

James H. Quello

Nancy Waters and Mark Waters

Karole L. White

Membership Level

Elaine Baker

Ross A. Biederman

P. Thomas Bryson

Jock T. Fritz

Bruce I. & Susan E. Goldsen

Iacobelli Foundation

Peter A. Kizer

Robert G. Liggett, Jr.

Partick J. Mullen

Robert F. Ottaway

Tom & Sue Scanlan

Willard Schroeder

Richard Sommerville

Stephen Trivers

William J. Wertz

819 N. Washington Ave.

Lansing, MI 48906

Phone: (517) 484-7444

Fax: (517) 484-5810

mabf@michmab.com

www.michmab.com

March 14, 2011

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

Dear Kevin:

Thank you for your participation in the 2011 MABF Broadcast Media Career & Networking Fair on Wednesday, March 9 at the Lansing Center in Lansing! More than 300 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 company/station(s):

Kevin Dunaway

The following call letters were represented:

WWTV/WWUP-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. In addition, your logo and a link was displayed on our website: 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 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 station recruiting efforts.

Sincerely,

Handwritten signature of Julie Sochay

Julie Sochay
Executive Vice President, MAB Foundation

Enclosures



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819 N. Washington Ave.
Lansing, MI 48906
Phone: (517) 484-7444
Fax: (517) 484-5810
mabf@michmab.com
www.michmab.com

Michigan Association of Broadcasters Foundation

November 1, 2010

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

RE: **MABF Regional Broadcast Media Career & Networking Fairs
Western Michigan University, Thursday, October 21**

Dear Kevin,

This letter is to thank you for your participation in the 2010 MABF Regional Broadcast Media Career & Networking Fair on Thursday, October 21 at the Western Michigan University in Kalamazoo. More than 140 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):

Kevin Dunaway

Representing the following call letters: **WWTW/WWUP/WFQX-TV**

The information about the MABF Regional Broadcasting Career Fairs was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates. In addition, the information was specifically sent to area MichiganWorks' offices and to all of the educational institutions in the state of Michigan as well as 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 at 202-973-4256.

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,

Julie Sochay
Executive Vice President, MAB Foundation

Enclosures