

# EEO Report June 1, 2011

For the period of 6/1/11-5/31/12

10 Full-time Hired Employees

59 Applications received

36 Interviews performed

Recruitment Sources used:	Interviews
9&10 News Website	8
Cadillac Evening News	7
T.C. Record Eagle	6
Specs Howard	2
Central MI University	6
Media Line	2
Fox 32 Website	1
Talent Dynamics	2
Petoskey News	2
Amvets 110	0

WWTV/WWUP-TV has participated in 2 Job Fairs during the past year. In attendance from WWTV/WWUP-TV was our News Director, Promotion Director, General Manager and General Sales Manager. We advertise the Job Fairs on-air. See Attached

We also host several school tours in our Cadillac studio throughout the school year. WWTV/WWUP-TV has an ongoing Internship program with Ferris State University in Big Rapids and Central Michigan University in Mt. Pleasant. We employ between 8-10 interns per year.

Here is some of the schools that have participated:

2/21/12 Mt. Pleasant High School

2/28/12 Elementary

5/23/12 Wex/Miss Tech Center (high school kids)

WWTV/WWUP-TV sponsors Best of the Class ceremony each spring. It bring 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

Magid 319.377.7345 Barbara Frye

Cadillac News

130 N. Mitchell St., P.O. Box 640, Cadillac, Michigan 49601-0640

Phone: 231-775-6565 Fax: 231-775-8790

AMVETS 110

127 W Cass

Cadillac, MI 49601

Jamie Maitland-231-878-4682

Petoskey News

231-347-2544

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

Peter Orlick

344 Moore Hall

Mt. Pleasant, MI 48858

989=774=3851



## 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

## Michigan Association of Broadcasters Foundation

October 21, 2011

Kevin Dunaway  
WWTW/WWUP-TV  
22320 130th Avenue  
Tustin, MI 49688

RE: **MABF Regional Broadcast Media Career & Networking Fairs**

Dear Kevin,

This letter is to thank you for your participation in the 2011 MABF Regional Broadcast Media Career & Networking Fair on **Tuesday, October 11** at the **Central Michigan University** in Mt. Pleasant. 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):

Corey Adkins, Kalin Franks

Representing the following call letters: WWTW/WWUP/WFXQ-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, State of Michigan career websites and to all of the educational institutions in the state of Michigan as well as on the official Career Fair website [www.michiganbroadcastcareers.com](http://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





Founders Club

Chairman's Level

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Tom & Sue Scanlan

Willard Schroeder

Richard Sommerville

Stephen Trivers

William J. Wertz

March 21, 2012

Kevin Dunaway
Heritage Broadcasting
PO Box 627
Cadillac, MI 49601

Dear Kevin:

Thank you for your participation in the 2012 MABF Broadcast Media Career & Networking Fair on Wednesday, March 14 at The Lansing Center in Lansing! More than 325 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:

WWTW/WWUP/WFQX-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, 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 station recruiting efforts.

Sincerely,

Handwritten signature of Julie Sochay

Julie Sochay
Executive Vice President, MAB Foundation

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Lansing, MI 48906
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Fax: (517) 484-5810
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