

Annual EEO Public File Report Form
WBKB-TV, Alpena
Period Covered June 1, 2015 – May 31, 2016

Section 1: Full time vacancies filled during this period

<u>Full Time By Job Title</u>	<u>Date filled</u>	<u>Source of Hire</u>
News Reporter	Hire date: 6-17-15	TVJobs.com
News Reporter	Hire date: 6-1-15	MAB
News Reporter	Hire date: 6/24/15	TVJobs.com
Sports Reporter	Hire date: 8-03-15	Sportscasters Talent
News Reporter	Hire date: 2-24-16	TVJobs.com
Sports Reporter	Hire date: 3-9-16	WBKB Website
Total Number of Persons Interviewed	27	
Michigan Association of Broadcasters	3	
TVJobs.com	10	
WBKB Website	6	
University of Miami	0	
Indeed.com	0	
Central Michigan University	2	
Ferris State University	1	
Sportscasters Talent Agency of America	5	
Specs Howard	0	

Section 2: Recruitment Source Information

<u>Source</u>	<u>Address/Phone</u>	<u>Website</u>	<u>Position</u>	<u>Total Interviewees</u>
MI Assoc. of Broadcasters	819 N. Washington, Lansing, MI 48906 800-986-7622	www.michmab.com	News reporter	3

TVJobs.com	on line	www.tvjobs.com	News reporter	10
WBKB Website	1390 North Bagley, Alpena, MI 49707	www.wbkb11.com	Sports Reporter	6
Ferris State University	Connie Morcom conniemorcom@ferris.edu		News reporter	1
Central Michigan University	344 Moore Hall, Mt. Pleasant, MI 989-774-3851		News reporter	2
Specs Howard	Anjenetta Hicks ahicks@specshoward.edu			0
Sportcxasters Talent Agency	Jon Chelesnik jon@staatalent.com		Sports reporter	5

No other entities have requested that the station notify them about job openings at the station.

Section 3: Supplemental (non-Vacancy Specific) Recruitment Activities Undertaken

1. 2015 MAB Great Lakes Broadcasting Conference on May 2 and 3, 2016

News Director, Bethany Ricciardi; Local Sales Manager, Kim Rabeau; Creative Services, Joe Rybarczyk, Meteorologist, Adam Claibon participated in the 2016 GLBC held in Lansing, Michigan. The Great Lakes Broadcasting Conference & EXPO (GLBC) is the Midwest's premier educational and networking event for radio and television media professionals.

2. On Location Lecture August on 13, 2015

Lynzi and Bethany, news reporters, spoke to the Optimist Club in Alpena about their Journeys to get into broadcast television. They explained their daily tasks and favorite features of news. They also covered their futures in broadcast. The lecture was followed by a question and answer session.

3. Educational Lecture at the Kiwanis Club in Rogers City on August 18, 2016

Adam and Lynzi explained a typical day on the job in News and Weather, their journey to becoming broadcasters. A question and answer session followed.

4. Educational Presentation to the GM Sunrise Side Salaried Retirees on September 30, 2015

Bethany and Neil spoke to the GM Sunrise Side Salaried Retirees at the Sanctuary Inn. They each spoke about their personal history; their journey into broadcast television; daily duties at WBKB; and future goals. An extensive question and answer session followed.

5. Newsroom and Control Room Tour on Monday, October 26, 2015

Lynzi DeLuccia, Adam Claibon and Jon Shideler, news and sports reporters gave a tour to Alpena Cub Scouts and their parents. The group learned about work in the newsroom and development of stories for each newscast. They watched workers in the control room during a newscast. The troop spent time in the studio reading scripts from the prompter and took turns doing the weather in front of the green screen. Staff answered questions about the control room, studio work and necessary backgrounds for television broadcast.

6. Presentation to the Boys and Girls Club of Alpena on October 28, 2015

Erika Fernandez spoke to the Club about her daily work duties, her college curriculum and experiences, and her past volunteer work. Question and answer session followed.

7. Presentation at Lincoln Elementary School in Alpena on March 8, 2016

Bethany went to Lincoln Elementary School in Alpena and spoke to 12 students about reading for on-air broadcasting.

8. Presentation to the Alpena Optimist Club on April 21, 2016

Neil and Kyle, news and sports, presented to the Alpena Optimist Club. They covered their individual journeys through college and respective paths to arrive at WBKB-TV. They spoke about their day-to-day activities at the station and community needs through the eyes of a newscaster and a sportscaster. A question and answer session followed the presentation.

9. Internship Program

WBKB-TV has an ongoing internship program and accepts internships whenever possible. The station works with Alpena Community College, Ferris State University, Grand Valley State and other area schools to solicit student participation in the program. During the period covered by this report, the station had one intern.

As an intern, Preston Donakowski worked with the entire news staff at WBKB News. His main job was scheduling interviews, filming and editing WBKB's weekly segment called Senior Living. He shadowed reporters daily; went out on stories with them; watched them anchor live newscasts. During the last few weeks of his internship, Preston actually did an occasional story and conducted some phone interviews.