

Annual EEO Public File Report Form
WBKB-TV, Alpena
Period Covered June 1, 2013 – May 31, 2014

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>
MC Director	Hire date: 7-22-13	Internal Promotion
Sports Reporter	Hire date: 6-17-13	Sportscasters Talent
News Reporter	Hire date: 9-2-13	MAB
MC Director	Hire date: 9-11-13	Internal Promotion
Sports Reporter	Hire date: 10-21-13	Sportscasters Talent
News Reporter	Hire date: 2-26-14	WBKB Website
News Reporter	Hire date: 3-19-14	TVJobs.com
Sports Reporter	Hire date: 4-15-14	TVJobs.com
News Director	Hire date: 4-28-14	Personal Referral
Total Number of Persons Interviewed	25	
Michigan Association of Broadcasters	4	
TVJobs.com	3	
Personal Referral	1	
Alpena Newspaper	0	
WBKB Website	5	
University of Michigan	0	
Indeed.com	0	
Central Michigan University	2	
Ferris State University	2	
Sportscasters Talent Agency of America	4	
Specs Howard	2	
Internal Promotion	2	

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	4
TVJobs.com	on line	www.tvjobs.com	News reporter	3
Alpena Newspaper	130 Park Place, Alpena, MI 49707 989-354-3111	www.thealpenenews.com		0
WBKB Website	1390 North Bagley, Alpena, MI 49707	www.wbkb11.com	News reporter	5
U of Miami Alumni Network	tbloom@miami.edu			0
Ferris State University	Connie Morcom conniemorcom@ferris.edu		News reporter	2
Central Michigan University	344 Moore Hall, Mt. Pleasant, MI 989-774-3851		News reporter	2
Specs Howard	Anjenetta Hicks ahicks@specshoward.edu		Sports reporter	2
Sportcxasters Talent Agency	Jon Chelesnik jon@staatalent.com		Sports reporter	4
Personal Referral	Lindsay Iadeluca 401-935-4774		News Director	1
Internal Promotion	1390 North Bagley, Alpena, MI 49707		MC Director	2

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

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

1. 2013 MAB Great Lakes Broadcasting Conference (March 11 and 12, 2014)
News Director, Velen Jones; Local Sales Manager, Kim Rabeau; Adam Claibon, Meteorologist; and Creative Services, Jonathan Stepanski participated in the in the 2014 GLBC held in Lansing.
2. Media Career Speech for Optimist Club (April 10, 2014)
Shannon McGrattan, Sports Director and Ashley Reed, News Anchor spoke to the Optimist Club about their extensive preparation in college for a media career. They explained their roles at WBKB-TV.
3. Station Tour for Alcona Career Day and Talent Event (May 13, 2014)
A station tour for Alcona High's Television Broadcasting Class for students in grades 9 - 12 was hosted by Jon Stepanski from our Creative Services Department and Lindsay Iadeluca, News Director. Jonathan explained creative services by showing them the process of creating commercials and uploading them for broadcast. Lindsay explained her job of shooting video and writing for packages and nightly newscasts. Jon gave a brief explanation of lighting, cameras, green screen and the control room.
4. Career Day at Alpena High School (January 30, 2014)
Alpena High School held a "Career and Dress for Success Day" January 30th from 7:30am to 12:30pm. Velen Jones, our News Director was a professional presenter for the day. She gave six 20 minute presentations on her educational background, career path, daily job duties and details on the broadcast field. During her presentations, she let the students work with a camera and simulate a live newscast. Each presentation ended with a question and answer session.

5. Internship Program

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

Thunder Bay Broadcasting Corp.

INTERNSHIP

Intern: Matt Dziesinski

Dates: January 2014 – April 2014

Department: Sports

Supervisor: Shannon McGrattan, Sports Director

From 1-6-14 through 4-25-14, Matt Dziesinski has served as WBKB's Sports Intern. During his time here, Dziesinski has assisted the department with shooting, editing and writing stories and highlights for the newscast.

Dziesinski is a sophomore at Alpena Community College, looking to pursue a career in the Broadcast Journalism field. He decided to intern at WBKB because he felt it would give him the experience he needs going forward.

According to Dziesinski his editing and shooting have improved since January. In September, Dziesinski will attend Central Michigan University where he hopes to use these developed skills in classes and extra curricular activities.

All in all, Dziesinski has been a pleasure to work with. His dedication, eagerness to learn and promptness have allowed him to excel at WBKB and in future endeavors he may pursue.