

Annual EEO Public File Report Form
WBKB-TV, Alpena
Period Covered June 1, 2018 – May 31, 2019

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: 11-26-18	Indeed
Sports Reporter	Hire date: 7-30-18	TVJOBS.com
Accounting Manager	Hire date: 3-19-2019	The Alpena News
Total number of persons interviewed	16	
TVJobs.com	5	
WBKB Website	2	
Indeed.com	4	
The Alpena News	4	

Section 2: Recruitment Source Information

<u>Source</u>	<u>Address/Phone</u>	<u>Website</u>	<u>Position</u>	<u>Total Interviewees</u>
TVJobs.com	on line	www.tvjobs.com	News reporter	3
TVJobs.com	on line	www.tvjobs.com	Sports reporter	2
Indeed.com	on line	www.indeed.com	News reporter	3
Indeed.com	on line	www.indeed.com	Sports reporter	1
WBKB Website	1390 North Bagley, Alpena, MI 49707 989-356-3434	www.wbkb11.com	Sports Reporter News Reporter Accounting Manager	1 1 1
Central Michigan University	344 Moore Hall, Mt. Pleasant, MI 989-774-3851	www.cmich.edu	News reporter	0
The Alpena News	130 Park Place, Alpena MI 49707 989-354-3111	www.thealpenanews.com	Accounting Manager	4
Job Tweets:				
National Association of Black Journalists (NABJ)				1
National Association of Hispanic Journalists (NAHJ)				0
Asian-American Journalists Association (AAJA)				0
Native American Journalists Association (NAJA)				0
The Association of LGBTQ Journalists (NLGJA)				0
Society of Professional Journalists (SPJ)				0

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. Station Tour August 2, 2018

A summer camp group from Onaway led by Leah Arnold of the Thunder Bay Community Health Services visited WBKB-TV on Thursday, August 2, 2018 (1:30-2:30 p.m.) to learn about weather and what a meteorologist does. A total of 22 visitors, 19 youth and 3 adults visited the station. Barb and Elie greeted them at the reception area, Barb led a tour of the front of the station, and Elie took the campers on a brief tour of the newsroom, control room, and studio. Most of the hour was spent in the studio. Elie gave a brief presentation about what meteorologists do (study the weather) and what sectors they work in (government, emergency management, private consulting, research and media). He then engaged with the students about different weather hazards experienced in Northern Michigan each season. After that, the campers got to enjoy being in front of the green screen with chroma-key weather maps and played with green shirts to see what happens when green gets keyed out. Lastly, the campers had the opportunity to take posters and souvenirs of our family of networks' programming home with them.

2. Station Tour for Hinks Elementary School October 31, 2018

Ms. Nicole Wieschowski's third grade class from Hinks Elementary visited WBKB on October 31 (9:30-10:45 a.m.) to learn about weather and what a meteorologist does. 25 students, teachers, and a few parents visited the station. Barb, Cher, and Elie greeted them at the reception area, Barb showed them the front offices of the station, and Elie took the students on a brief tour of the newsroom, control room, and studio. Elie gave a presentation about what meteorologists do (study the weather) and what sectors they work in (government, emergency management, private consulting, research, and media). The students learned about weather maps, and Elie discussed with them about how we monitor current weather and forecast up to seven days in advance. The students got to interact with the touchscreen, and were coached on how to describe the weather conditions shown on various weather maps, such as temperature, wind, and satellite/radar. The students learned about the different types of weather we see in Northeast Michigan, and how weather is broadcast on the news.

3. SEASON OF LIGHT OPENING RECEPTION. NOVEMBER 17, 2018

THE MUSEUM HOSTED THEIR ANNUAL SEASON OF LIGHTS CHRISTMAS PARTY. THE ANNUAL EXHIBIT FEATURES A NIGHT FOR FAMILY AND FRIENDS TO ENJOY MUSIC, FOOD, HOLIDAY CRAFTS AND A SPECIAL PLANETARIUM PRESENTATION.

THE WINTER WONDER LAND FEATURED 16 TREES UNIQUELY DECORATED TO REPRESENT THE SERVICES PROVIDED BY EACH COMMUNITY ORGANIZATION. AT THIS EVENT, REPORTER ELIJAH BAKER DRESSED AS AN ELF. IN ONE CORNER OF THE MUSEUM HE READ TO YOUNG CHILDREN AS PART OF THE NIGHT'S FESTIVITIES. HE POSTED LIVE VIDEO ON SOCIAL MEDIA.

4. SEASON OF LIGHT FIELD TRIPS DECEMBER 19, 2018

REPORTER ELIJAH BAKER PORTRAYED A LATE 18-HUNDREDS HISTORIAN FOR A DAY. GROUPS OF BESSER ELEMENTARY KIDS LISTENED TO BAKER TALK ABOUT WHAT LIFE WAS LIKE MORE THAN 100 YEARS AGO...FROM THE LUMBERJACKS, BLACKSMITHS, AND TOY MAKERS...THE KIDS LEARNED A LOT OF ALPENA'S EARLY HISTORY. VOLUNTEERS TRADITIONALLY LEAD THE SEASON OF LIGHT EXPERIENCE TO GIVE KIDS ANOTHER TAKE ON LEARNING BEYOND THE CLASSROOM.

5. JANUARY 20, 2019 MARTIN LUTHER KING COLLEGE EVENT

REPORTER ELIJAH BAKER PARTICIPATED IN A DAY-LONG MARTIN LUTHER KING JR. DAY EVENT AT ALPENA COMMUNITY COLLEGE. HE TALKED ABOUT BEING A BLACK MAN IN ALPENA, WHICH IS 96% WHITE, AND HOW THE COMMUNITY CAN PROMOTE MORE RACIAL AND ETHNIC UNDERSTANDING AND ACCEPTANCE.

6. FEBRUARY 28, 2019 DIVERSITY SERIES

THUNDER BAY THEATRE AND ART IN THE LOT FIRST ANNUAL "LET'S TALK" DIVERSITY DISCUSSION. ON THE LAST OF BLACK HISTORY MONTH, REPORTER ELIJAH BAKER WAS GUEST PANELIST WITH OTHER MEMBERS OF THE COMMUNITY TO TALK ABOUT BLACKNESS, RACISM AND THE ARTS IN ALPENA.

7. MARCH 11, 2019 - MARCH 15, 2019 (EXCEPT MARCH 14) STORYTELLING

REPORTER ELIJAH BAKER STARTED MAGIC OF STORYTELLING WEEK AS PART OF DISNEY'S MAGIC OF STORYTELLING CAMPAIGN FOR MARCH IS READING MONTH. HE VISITED EVERY ELEMENTARY SCHOOL IN TOWN FOR A WEEK TO READ TO STUDENTS FOR AN HOUR, DISCUSS THE IMPORTANCE OF READING AND ITS BENEFITS TO THEM.

8. MARCH 12, 2019 LIONS CLUB

REPORTER ELIJAH BAKER MADE AN APPEARANCE AT THE LIONS CLUB LUNCH MEETING. THE LIONS CLUB IS A NON-POLITICAL SERVICE ORGANIZATION. ELIJAH WAS GUEST SPEAKER. HE TALKED ABOUT HIS EXPERIENCES GROWING UP, WORKING AT WBKB, AND HIS PHILOSOPHY ON NEWS PROGRAMMING.

9. Educational Weekly Weather Segment in conjunction with local Elementary Schools January 2018 – April, 2019.

Meteorologist Elie Morrison produced and presented a weekly segment called "Wednesday Weather Wonder" in which elementary school students submitted weather-related questions recorded on video, and Elie presented the answers on-air. Topics included temperature forecasting, formation of lake-effect snow, how sleet forms, how radar works, and the difference between microbursts and tornadoes. Elie explained some of the science behind various weather-related processes that affect Northeast Michiganders regularly, and how conditions can range across our viewing area – for example, what happens to temperature if there is more or less cloud cover, and how proximity to Lake Huron affects local weather patterns. Twelve episodes were produced, airing on 12 consecutive Wednesdays from the middle of January to early April 2019.

10. Station visitors on May 26, 2019

Katelyn Carr and her son Gavin visited WBKB on May 26, 2019 for Gavin to see what a meteorologist does. Elie Morrison gave a brief tour of the station, including the newsroom, master control and studio. Elie and Gavin discussed some of the weather data a meteorologist typically looks at, such as current temperature, wind, satellite and radar images. Gavin got to record a weathercast on our large studio touchscreen, just as how the weather is presented on WBKB News.

11. BROADCASTING SCHOLARSHIPS - TWO



2019 THE MARKS GROUP BROADCASTING SCHOLARSHIP
2019 ROBERT RACE SCHOLARSHIP

2018-2019

Michigan Association of Broadcasters Foundation

Chair
Pam Manor
WNEM-TV

March 29, 2019

Vice Chair
Steve Schram
Michigan Public Media

Cher Allen
The Marks Group
1390 N. Bagley St.
Alpena, MI 49707

Secretary/Treasurer
Kristin Burns
Specs Howard School of Media

Immediate Past Chair
Paul Jacobs
Jacobs Media/jacapps

RE: The Marks Group Broadcasting Scholarship

President
Karole L. White, MAB

Dear Cher,

Foundation Director
Jacquelyn Timm

Thank you again for your participation in the 2019 MAB Foundation Scholarship Program. This program allows member stations an opportunity invest \$1,250 to help support one qualified college student interested in broadcasting as a career

Dena Blair
Washtenaw Community College

The 2019 Marks Group Broadcasting Scholarship represented the following call letters:
WBUP, WBKP, WBKB, WOLV, WHKB, WCCY, WIKB and WFER

Julie Brinks
WOOD-TV

The information about The Marks Group Broadcasting Scholarship was widely disseminated and marketed, including distribution to resources with a high volume of diverse students.

Marla Drutz
WDIV-TV, Graham Media

As you know, participation in the MAB Foundation Scholarship Program may count as an initiative with regards to obtaining EEO credits. As mentioned in previous mailings, your efforts in promoting this opportunity 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.

Rebecca Falk
WDZH-FM

The MABF asks that you place this letter, and affidavits of PSAs aired, with your EEO records.

Eric Hammerstrom
Marquette Senior High School

Thank you for your participation.

Wendy Hart
Spartan Sports Network

Sincerely,

Joe Jason
Joe Jason Media, LLC

Rachel Krause

Michael Klein
Midwest Communications, Inc.

Rachel Krause
Program Coordinator
MAB/MAB Foundation

Mark Libke
Jackson Radio Works

Jason Springer
Rockford High School

Jam Sardar
WLNS-TV

Annie Scaramuzzino
Entercom

Trisha Peterson
WJNR/WOBE/WHTO

Michael Walenta
WGVU Public Media

Jon Whiting
Michigan State University

MAB Liaison
Zoe Burdine-Fly
Townsquare Media



2018-2019

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WJNR/WOBE/WHTO

Michael Walenta
WGVU Public Media

Jon Whiting
Michigan State University

MAB Liaison
Zoe Burdine-Fly
Townsquare Media

March 29, 2019

Cher Allen
The Marks Group
1390 N. Bagley St.
Alpena, MI 49707

RE: Robert Race Scholarship

Dear Cher,

Thank you again for your participation in the 2019 MAB Foundation Scholarship Program. This program allows member stations an opportunity invest \$1,000 to help support one qualified college student interested in broadcasting as a career

The 2019 Robert Race Scholarship represented the following call letters:
WBUP, WBKP, WBKB, WOLV, WHKB, WCCY, WIKB and WFER

The information about the Robert Race Broadcasting Scholarship was widely disseminated and marketed, including distribution to resources with a high volume of diverse students.

As you know, participation in the MAB Foundation Scholarship Program may count as an initiative with regards to obtaining EEO credits. As mentioned in previous mailings, your efforts in promoting this opportunity 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.

The MABF asks that you place this letter, and affidavits of PSAs aired, with your EEO records.

Thank you for your participation.

Sincerely,

Rachel Krause

Rachel Krause
Program Coordinator
MAB/MAB Foundation



2018-2019

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Michigan State University

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Zoe Burdine-Fly
Townsquare Media

March 11, 2019

Cher Allen
The Michigan Marks Group
1390 N. Bagley St.
Alpena, MI 49707

RE: MABF Broadcast Media Career & Networking Fairs

Dear Cher,

Thank you again for your participation in the 2019 MAB Foundation Broadcast Media Career & Networking Fair at the Great Lakes Media Show in Lansing on Wednesday, March 6, 2019. More than three hundred 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):

Elijah Baker
Mike Beiermeister

Representing the following call letters:

WBKP-TV, WBUP-TV, WBKB-TV, WCCY-AM, WCCY-FM, WFER-AM, WHKB-FM, WIKB-FM, WOLV-FM

The information about the MABF Broadcast Media Career Fair was widely disseminated and marketed, including distribution to resources with a high volume of diverse candidates. In addition, the information was specifically sent to the State of Michigan career sites, Michigan Works locations throughout Michigan, all educational institutions in the state of Michigan as well as displayed 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.

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,

Rachel Krause

Rachel Krause
Program Coordinator
MAB/MAB Foundation

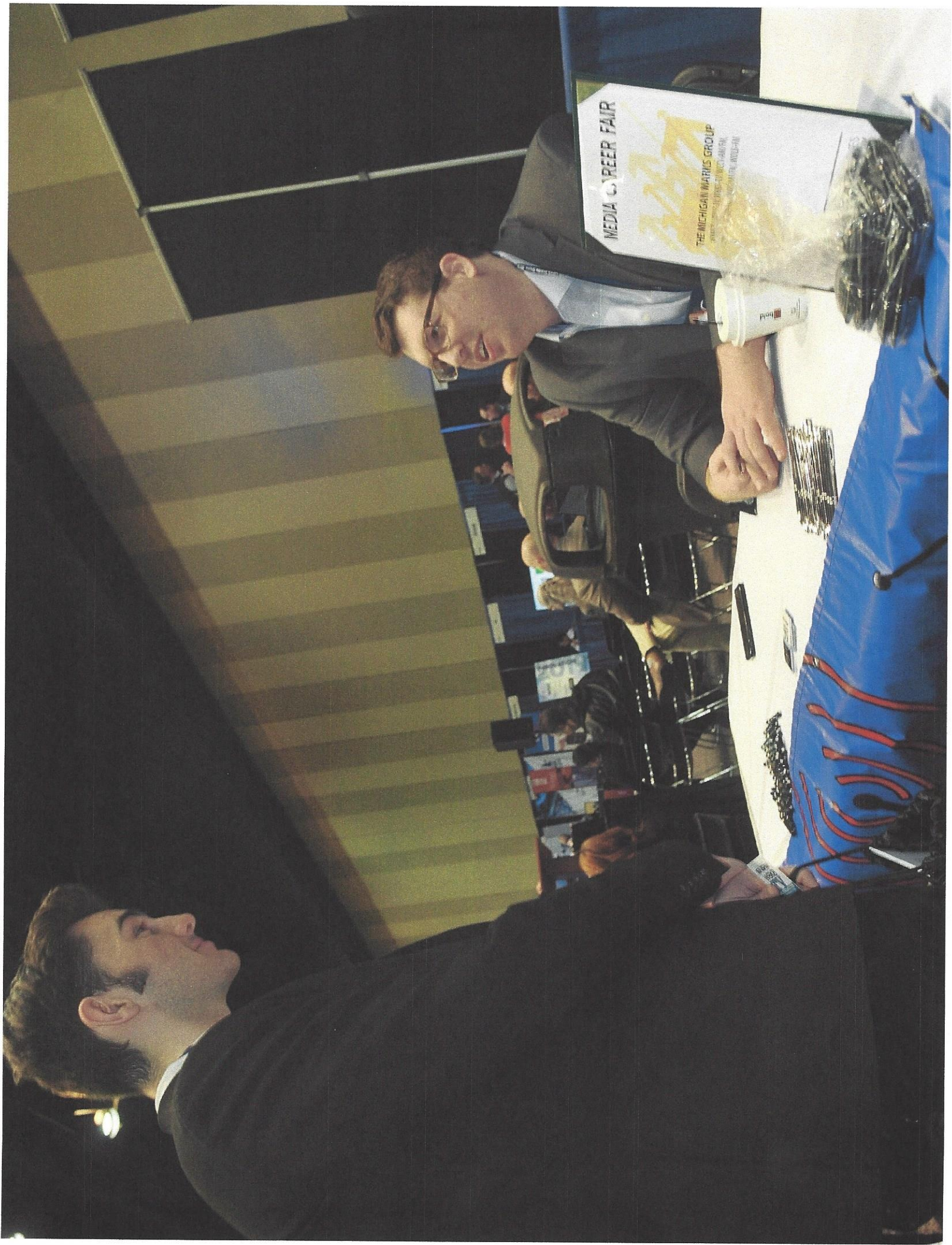
Enclosures

13. **Training and Mentoring: WBKB welcomed Barrett Jones to job shadow for entire month of May, 2019**

Barrett Jones shadowed reporters and anchors to learn more about the field. He helped shoot and edit stories. Shadowing gave him a better grasp on what goes into being a multimedia journalist. Barrett is currently a sophomore at Alpena Community College. He hopes to pursue a career in the communications field.

14. **Internship Program**

WBKB-TV has an ongoing internship program and accepts internships whenever possible. The station works with Alpena Community College, Ferris State University, Central Michigan and other area schools to solicit student participation in the program. During the period covered by this report, the station had no interns.



033

Subject: Summary (Volunteer Work)
From: Michael Beiermeister <michaelb@wbkb11.com>
Date: 9/27/2018 1:02 PM
To: bstep@wbkb11.com

Thunder Bay Junior High Middle School 8th graders traveled to the Alpena Events Complex (APlex) to learn how to budget for a career of their choosing. Each 8th grader was given a salary, a certain amount of student loan debt, and a credit score to figure out how they would live on the fictional income. The students factored in food, clothing, housing, leisure, and other categories that real world adults deal with. Mike Beiermeister volunteered all morning (8:15am to 11:30am) to help the kids on their pursuit to financial success. He worked at the leisure station, helping kids pick an affordable lifestyle that fit the best for their income. Over 150 8th graders attended the event.

Mike B
Assistant News Director/Anchor/Reporter
michaelb@wbkb11.com
(262)-527-4217



CITY/STATE

Learning financial realities



News Photo by Steve Schulwitz
WBKB's Mike Beiermeister, left, helps explain to Thunder Bay Junior High School eighth-grader Dayton Spencer the importance of budgeting for recreational activities. Alpena Alcona Area Credit Union's annual Teen Financial Reality Fair was held at the APlex on Thursday and helped students prepare for days when they will need to budget in real life.

WBKB's Elijah Baker addresses Lions Club

Elijah Baker, news anchor/reporter for WBKB TV 11, spoke at the March 12 meeting of the Alpena Lions Club. Baker shared his personal history and his current objectives with the Lions. Program chair for the meeting was Florence Stibitz.

Baker grew up in Southfield and graduated from Wayne State University. During his education process, he first wanted to be a police officer. He served temporarily as a police officer and worked in a local district court. He then wanted to be an FBI agent and decided being a cop was not for him.

Next, he wanted to protect people and soon changed his

major to journalism.

Upon graduation in 2017, he moved to Alpena and went to work for WBKB. He found Alpena to be a tiny market, but one where you're close to people every day. He has enjoyed covering issues that matter to Alpena. He aims at covering stories people don't see in the news. He aims at treating everyone with respect.

Baker's address to the Li-

ons was also probably a first in the club's history, as his entire program, as well as all the other parts of the Lions meeting, was recorded by a WBKB cameraman.

Lion Camille Nerkowski, along with her husband Victor, were welcomed back. Camille Nerkowski was not able to attend Lions meetings for several years. She served many years ago as the City of Alpena's first fe-

male mayor.

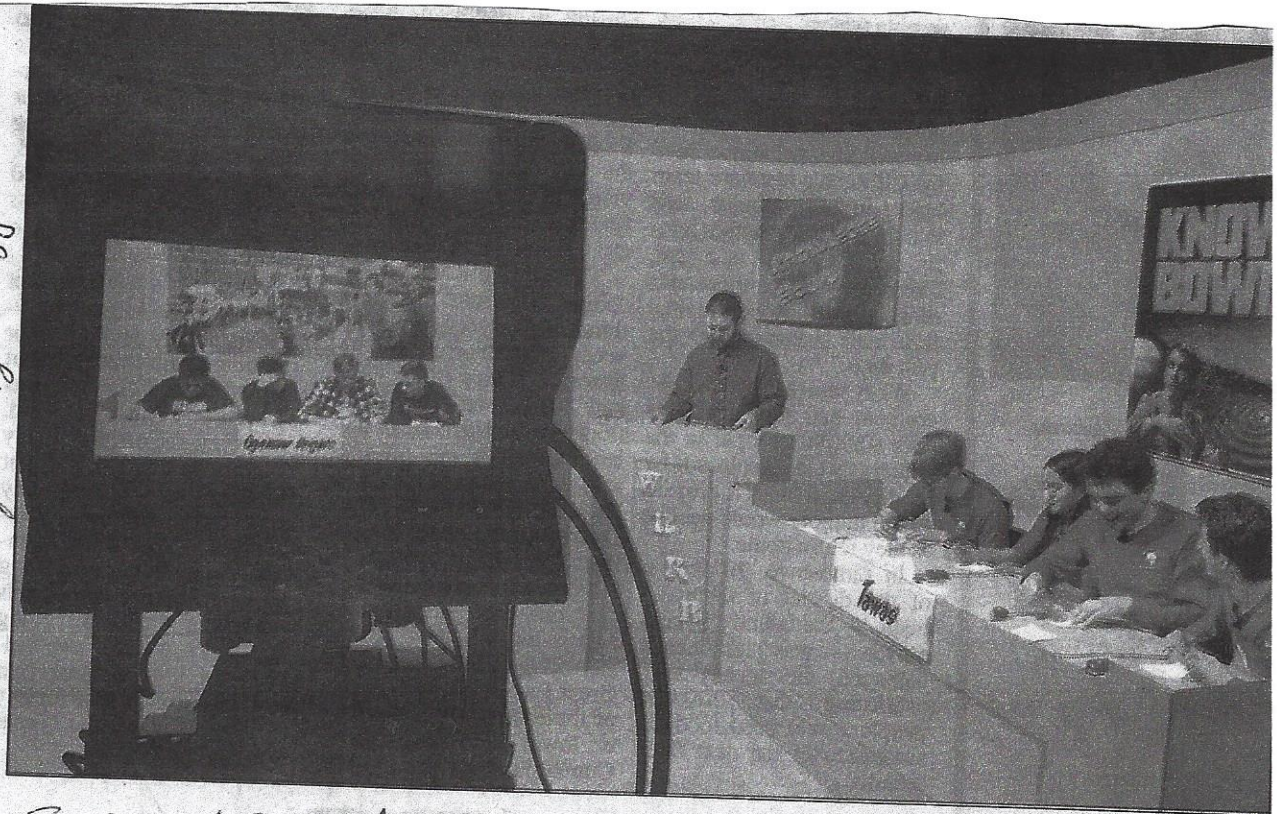
Al Guest announced that the club had raised \$5,500 by selling Lions Mints in 2018. He also reported that Bernie Lamp Jr. was the lead salesman in 2018.

In the prior week's meeting, the Lions heard from Rose Smith, who serves 12 counties with the Area Agency on Aging, part of the Northeast Michigan Community Service Agency.

March 12, 2019

3-12-19

Alpena Newspaper 3-22-2019
Moderator - Joe Rybarczyk



3-22-19 A contest of smarts

The championship round of the 2019 Knowledge Bowl season was held Tuesday at WBKB studios in Alpena. Ogemaw beat Tawas to claim the championship trophy and bragging rights until the next tournament begins.

News Photo by Julie Riddle