

Annual EEO Public File Report Form
WBKB-TV, Alpena
Period Covered, June 1, 2020-May 31, 2021

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>
Account Executive	Hire Date: 3/11/2021	Indeed
Account Executive	Hire Date: 3/11/2021	Indeed
News Reporter/Anchor	Hire Date: 11/23/2020	Indeed
News Reporter/Anchor	Hire Date: 7/06/2020	Indeed
News Reporter/Anchor	Hire Date: 11/30/2020	TV Jobs

Section 2: Recruitment Source Information

<u>Source</u>	<u>Address/ Phone</u>	<u>Website</u>	<u>Position</u>	<u>Total Interviews</u>
Indeed.com	on line	www.indeed.com	Account Executive	12
WBKB Website	1390 North Bagley Alpena, MI 49707 989-356-3434	www.wbkb11.com	Account Executive	1
The Alpena News	130 Park Place Alpena, MI 49707 898-356-3111	www.thealpenanews.com	Account Executive	0
Newsblues.com	on line	www.newblues.com	News Reporter/Anchor	0
Facebook/Sheri Stuart's (News Director) page		www.facebook.com	News Reporter/Anchor	0
Indeed.com	on line	www.indeed.com	News Reporter/Anchor	10
TV Jobs	on line	www.tvjobs.com	News Reporter/Anchor	1
Michigan Assoc. of Broadcasters	on line	michmab.com/careers/job-bank	News Reporter/Anchor	0
Job Bank				

Job Tweets:

National Association of Black Journalists (NABJ)
National Association of Hispanic Journalists (NAHJ)
Asian American Journalist Association (AAJA)
Native American Journalist Association (NAJA)
The Association of LGBTQ Journalists (NLGJA)
Society of Professional Journalists (SPJ)

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

During the 2020-2021 reporting period, the station's EEO outreach activities were severely curtailed due to the ongoing pandemic, which has hit Michigan particularly hard. Also, the Station Manager, Cher Allen, who was the primary person arranging and handling EEO outreach activities, was suffering from an ongoing, serious illness. She subsequently passed away in January of 2021. The station was, however, able to participate in scholarship programs, undertake internal training, and conduct other outreach activities. As noted below, through his family foundation, the station's principal owner endowed two Michigan Association of Broadcasters scholarships.

Sheri Stuart, WBKB's News Director and 6 PM Anchor, served on Alpena's Martin Luther King, Jr., Committee, which hosts a monthly book and film discussion series on social justice issues. Sheri also serves on the Michigan Association of Broadcasters Foundation Board.

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 no interns.

The station conducts periodic training for the sales staff through Local Broadcast Sales, Pulse Research, and the Michigan Association of Broadcasters. Additionally, on-air staff underwent on-air presentation performance training sessions, including a week-long program in October 2020 and another program in April 2021. The staff members who participated received detailed reviews of their on-air performance.

WBKB annually runs a Knowledge Bowl for area high schools. Knowledge Bowl ran from November 1, 2019 until March 4, 2020, up until the pandemic shut everything down. There were 14 area high schools involved. It was moderated by Alpena Community College professor Karol Wolchak. The top four teams received trophies. As these programs are taped in the studio, students participating in the Knowledge Bowl see the studio facilities of the station and are exposed to the technical aspects of setting up this locally produced program. We anticipate resuming the Knowledge Bowl in Fall 2021.

WBKB participated in the Un-Conventional Career Fair with the Michigan Association of Broadcasters on Tuesday, March 9 and Wednesday, March 10, 2021. We were represented by Kenn Baynard and Lisa Bowers from our affiliated stations in Marquette. This was a virtual job fair due to COVID restrictions.

The licensee's sole shareholder has endowed two scholarship programs for students interested in a broadcast career. These scholarships are administered through the Michigan Association of Broadcasters. This shareholder is the current chair of the Association's Board of Directors.