

WBKB-TV
EEO PUBLIC FILE REPORT
June 1, 2022 - June 1, 2023

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
News Reporter/Anchor	1-8	3
News Reporter/Anchor	1-8	3
News Reporter/Anchor	1-8	3
IT Administrator	3	3

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Alpena Community College 665 Johnson St. Alpena, Michigan 49707 Email : blumentl@alpenacc.edu Lisa Blumenthal	N	0
2	Ferris State University 1201 S State St. Big Rapids, Michigan 49307 Email : GlenOkonoski@ferris.edu Glen Okonoski	N	0
3	Indeed 6433 Champion Grandview Way Austin, Texas 78750 Job Board Manual Posting	N	6
4	Job Works 315 W Chisholm Alpena, Michigan 49707 Email : blankenships@nemcworks.org Recruiter N/A	N	0
5	MAB Website 222 N.Chestnut St. Lansing, Michigan 48933 Broadcast Association Manual Posting	N	0
6	MSU 1405 S. Harrison East Lansing, Michigan 48823 Email : gouldro@msu.edu Bob Gould	N	0
7	Northern Michigan University 1401 Presque Isle Marquette, Michigan 49855 Duane Bradey Manual Posting	N	0

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8	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			6

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	7/20/2022	Sponsorship of events in the community designed to increase public awareness	WBKB volunteered at Brown Trout Festival "Honoring our Vets Night" by greeting patrons coming to the event. WBKB put a gift basket for drawing at the end of the event.	5	Office Manager Program/Traffic Director Local Sales Receptionist
2	9/11/2022	Sponsorship of events in the community designed to increase public awareness	On September 11, 2022 WBKB's Amanda Sauls (Program Director) and Taylor Truman (Local Sales) and Kevin Hodge (News Director) set up a booth at the Posen Potato Festival. A corn hole game was set up for adult's and children to play for a chance to win one of the prizes. If you got one bean bag in you received on ticket and if you got all 3 in your received two tickets. A adult cooler was given away, along with a kid's filled basket on our WBKB 6pm News the following day.	3	Program/Traffic Director Local Sales News Director
3	9/17/2022	Sponsorship of events in the community designed to increase public awareness	News Director Kevin Hodge and Program Director Amanda Sauls participated in a Corn Maze for certain local businesses to try to beat each other's time.	2	Program/Traffic Director News Director
4	11/17/2022	Sponsorship of events in the community designed to increase public awareness	WBKB's Carter Landis visited the Future Farmers of America Alpena chapter on Thursday at Alpena High School to get a closer look at what they do. The FFA is a national youth leadership organization that specializes in agriculture, science and technology.	1	Reporter
5	12/21/2022	Participation in events or programs sponsored by educational institutions	News Director Kevin Hodge visited Thunder Bay Junior High School to visit a creative writing class taught by Kelli Polli. Kevin talked to students about his job and took their questions. They're currently working on strengthening their journalism skills. Kevin attended two classes that day a gave a \$50 donation to the class which is hoping to get a visit from Michigan Chillers author Johnathan Rand.	1	News Director

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6	3/15/2023	Participation in Job Fairs	General Manager Curt Smith attended the 2023 MAB Foundation Media Career Fair at the Great Lakes Media Show in Detroit MI. Curt had a booth set up welcoming students and business-minded professionals a chance to talk to Curt about WBKB.	1	General Manager