

Annual EEO Public File Report Form
WBKB-TV, Alpena
Period Covered, June 1, 2019-May 31, 2020

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: 6/3/2019	Indeed
Sports Reporter	Hire Date: 6/9/2019	TV Jobs/Indeed
News Reporter	Hire Date: 7/15/2019	Michigan Assn Broadcasters
News Reporter	Hire Date: 8/20/2019	Indeed
Sports Reporter	Hire Date: 12/23/2019	Transfer from Master Control
News Director	Hire Date: 1/6/2020	Indeed
News Reporter/Anchor	Hire Date: 3/16/2020	TV Jobs/Indeed

Section 2: Recruitment Source Information

<u>Source</u>	<u>Address/ Phone</u>	<u>Website</u>	<u>Position</u>	<u>Total Interviews</u>
TVJobs.com	on line	www.tvjobs.com	News Reporter	3
TVJobs.com	on line	www.tvjobs.com	Sports Reporter	2
TVJobs.com	on line	www.tvjobs.com	News Director	2
Indeed.com	on line	www.indeed.com	News Reporter	1
Indeed.com	on line	www.indeed.com	News Director	1
Indeed.com	on line	www.indeed.com	Sports Reporter	1
WKBK Website	1390 North Bagley Alpena, MI 49707 989-356-3434	www.wbkb11.com	Sports Reporter	2
Central Michigan University	344 Moore Hall Mt. Pleasant, MI 989-774-3851	www.cmu.edu	News Reporter	0
The Alpena News	130 Park Place Alpena, MI 49707 898-356-3111	www.thealpenanews.com	News Reporter	0

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)

880

2020

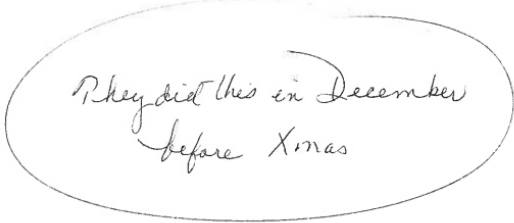
Lauren Mixon and Kevin Hodge hosted WBKB's karaoke contest on January 17 at the Apex in Alpena. The winner was awarded a prize package which includes a trip for two to the 62nd Annual Grammy Awards at the Staples Center in California. The total package is worth \$4,840 and was won by Alexis Young.

Salvation Army Kettle Bells

Subject: Salvation Army Kettle Bells
From: Kevin Hodge <kevin@wbkb11.com>
Date: 1/3/2020, 2:10 PM
To: bstep@wbkb11.com

Reporters Lauren Mixon and Asia Suber along with meteorologist Elie Morrison traveled to Walmart in order to take part in the Salvation Army's kettle bell fundraiser. Red kettle funds provide everything from food and shelter for the homeless and victims of disaster, to after-school care and programs for underprivileged children.

"Any time I can come and get involved in the community. I'm always willing to do that. I feel like this is a great cause so I'm happy to be here with my winter coat on and to be ringing bells for the salvation army." - Lauren Mixon



They did this in December
before Xmas



The Salvation Army
Founded in 1865 by
William and Catherine Booth

12-31-19

WBKB TV and Staff
1390 N. Bagley
Alpena, MI 49707



Brian Peddle
General

Brad Bailey
Territorial Commander

John Turner
Divisional Commander

Kevin & Amy Cedervall
Corps Officers

Dear Friends,

THANK YOU for your continued support through Christmas and throughout the year. We want to let you know how much appreciate your help with news coverage, we are very fortunate to have such a wonderful TV station in Alpena run by such kind and generous people. Also, thank you for ringing bells for us this year and collecting funds we use at Christmas and all year, we hope you had some fun. Its people like you who are the lifeblood of our organization, and your recent contribution toward our goal of \$160,000 will enable us to meet the needs this Christmas and throughout the year. Your donation makes it possible for children to have presents to unwrap and families to have food on the table. We also provide gifts for nearly 400 lonely nursing home residents that we visit and bring a message of hope and love.

But these services do exist....because of you.

During Christmas we will serve close to 300 or more families with food and toys. Everything we do for the people who come to The Salvation Army is transformed into something extraordinary because we offer it with the love of God. Thank you for your willingness to share what you have with those who need our support.

May the Babe of Bethlehem richly bless you throughout this Holy Season,

Kevin & Amy Cedervall,
Corps Officers

Alpena Corps
722 N. 2nd Ave
Alpena, MI 49707
Phone: (989) 358-2769
Fax: (989) 354-5120



EE0

On November 5, 2019, Lauren Mixon went to Ella White to read to read to first grade classrooms. Lauren connected to Parent Engagement Coordinator, Lee Fitzpatrick, to find time to volunteer to read to Alpena students to promote literacy and reward students for reading. Asia Suber went with Lauren to shoot the story, while Lauren scripted and edited the story for broadcast news.

On November 14, 2019 Lauren Mixon read to students at Sanborn Elementary to reward students for accomplishing goals during their mystery reader program. Here, she also read books to two different classrooms.

Not a marijuana guy: Planner becomes Up North pot guru

By CRYSTAL NELSON

News Staff Writer

ALPENA — Tom Reif doesn't consider himself "a marijuana guy," but, rather, "a planning and zoning guy."

Yet the AuGres Township resident and former township Planning Commission member has created his own consulting firm designed to help municipalities make better-informed decisions related to the state's medical and recreational marijuana laws. Voters legalized medical marijuana in 2008

and recreational marijuana last year, but allowed local governments to prohibit marijuana businesses within their boundaries.

"It wasn't anything that I had a particular interest in," he said. "It's just because of my exposure on the Planning Commission that I realized there was a need for information, and it created an opportunity. At some point, every township, city, and village in Michigan has to make a decision on what they want to do. If I can help them understand the laws, then they're in a better position to

make an informed decision, and that's really the goal."

Reif worked extensively with the Hartsville City Council and its Planning Commission to draft that community's first-in-Michigan medical and recreational ordinances, as well as an amendment to the city's zoning ordinance.

Hartsville paid Reif \$5,000 for his services. Mayor Jeff Gehring said the city took a calculated risk when it hired Reif, but that it will recoup that money — and then some

— when the city issues the final licenses for marijuana businesses.

"You can have an attorney that may not be familiar with the industry, leaving yourself open to loopholes and other issues you can't foresee, whereas Tom has the experience to address those loopholes," Gehring said.

HE'S VERY KNOWLEDGEABLE. Since helping Hartsville, he's provided

Reif, see page 2A

PI County allows pot shops

By CRYSTAL NELSON

News Staff Writer

ROGERS CITY — The Presque Isle County Board of Commissioners on Friday agreed to allow recreational marijuana establishments in the county.

The vote only applies to townships within the county that use the county's zoning rules, and marijuana businesses could only open in townships that allowed such shops. The county oversees zoning for Bearinger, Belknap, Biemark, Case, Metz, Moitke, North Albia, Oquago, Posen, Pulaski, and Rogers townships.

Rogers City has prohibited pot shops within its boundaries. Onaway has allowed limited types of marijuana businesses and Rogers Township is considering allowing recreational marijuana businesses.

Call Editor's deadline: 11:30 a.m.



News Photo by Crystal Nelson

A multicultural community

Northeast Michigan diversifying, though not enough for some

By CRYSTAL NELSON
News Staff Writer

ALPENA — Laura Nixon moved to Alpena for an opportunity to anchor the evening news.

The move to Alpena, however, would take Nixon — who is one of a growing number of black Northeast Michiganders — about 250 miles away from the multicultural community she grew up in downstate.

Mixon's move to the Sunrise Side came at a time when the region's demographics are changing.

While the area's total population has fallen since the last census in 2010, census-takers hitting the streets next year are likely to find a continually diversifying region: While the number of white residents in Northeast Michigan fell nearly 4% between 2010 and 2017, the number of black residents and the number of residents who identify with two or more races increased by 36%, according to a News analysis of Census estimates.

The trend is even more pronounced in area schools. The number of students of color in Alpena Public Schools has more than doubled since the 2002-03 school year.

While diversity overall is growing locally, Nixon said she has seen members of the black community come and go.

She described it as "a swap out" — they may come here for a job, but ultimately end up leaving. The area remains overwhelmingly white, with persons of color making up about 3% of the population.

Despite the positive experiences of living in Alpena, Nixon says there's not enough to keep her here when her contract expires in seven months.

"That is simply because I feel like I'm a city girl at heart, and I didn't really realize that until I got here," she said. "As far as being able to have the multicultural experiences, like food and nightlife and just being able to see and interact with people from different backgrounds and take in what you would consider 'city life,' I think, at

The Changing Face of Alpena

About this series

U.S. Census estimates and other data shows the face of Northeast Michigan is changing. While that face is still far more likely than used to be white, straight, and Christian, the 2020 Census next year is likely to find a far more diverse region than it did a decade ago. The News' reporters spent weeks interviewing area residents, officials, and experts from outside the area to understand what those changes might mean for the region and for area residents of color.

■ **Tuesday:** How is Northeast Michigan changing? A look at what the data tells us

■ **Monday:** While the region as a whole is diversifying, that's especially true in area schools

■ **Tuesday:** Some Northeast Michigan groups are actively welcoming the region's growing diversity

■ **Wednesday:** Northeast Michigan's demographics are changing: Is the region doing enough to keep up?

■ **Missed an issue?** Stop by The News offices at 130 Park Place, Alpena, to pick up a copy.

this point in my life, that's something that I need to experience."

'PEOPLE DON'T REALIZE'

Although the minority population continues to grow throughout Northeast Michigan, there are still opportunities for communities in the region to be more inclusive. The News found.

Many representatives from city and county boards in the region

Diversity, see page 3A

Emergency repairs needed at APS

By JULIE GOLDBERG
News Staff Writer

ALPENA — The Alpena Public Schools superintendent says roofs and boilers in the schools need potentially millions of dollars in emergency repairs.

Superintendent John VanWagoner will discuss possible solutions with the

cities and need to be replaced, VanWagoner said. He said Friday the board will have to make a decision on where the money to fix those issues will come from.

It isn't immediately clear how much the emergency needs might cost. The district planned \$4.5 million in roof and boiler work as part of a \$6.3 million bond

VanWagoner is talking to groups around the area to get ideas regarding the district's emergency situation, he said Friday. He doesn't know if another vote for a bond proposal or tax hike would take place.

"I have no authority over the decision," VanWagoner said. "I just share any ideas."

boilers, but there are some parts that aren't fixable. "We are at a critical level across the district — it's just that simple," VanWagoner said. "They're way beyond their lifespan."

A recent study, completed by IRT Commercial Services in Traverse City, showed the roof at Wilson Elementary School should have had another year. The



Presque Isle, see page 3A

Asia Suber

Oct 7, 2019

Alpena Farmers Market

PO Box 123

Alpena, MI

49707

WBKB TV

held on Sept. 21st, 2019
10am - 2pm

Thank you for volunteering your time to support The Alpena Farmer's Market Children Day. Your contribution helped to make this day a big success and well over 500 children and their families participated at this event, with no cost to the family. The Farmers Market as well as the Alpena community appreciate your willingness to give back to the children in our area.

Children Day promotes educating children and their families on making healthy choices as well as supporting our local farmers and vendors.

Thank you again, Alpena Farmers Market and Board Members.

J.B. Cook

I covered Kid's Day at the Farmer's market and ran the event for the 11pm news. I interviewed Mr. J.B. Cook and interacted with local residents. I learned the importance of buying locally sourced foods and enjoyed seeing children have fun!