

Annual EEO Public File Report Form  
WBKB-TV, Alpena  
Period Covered June 1, 2014 – May 31, 2015

**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: 6-16-14	TVJobs.com
News Reporter	Hire date: 7-21-14	MAB
Sports Reporter	Hire date: 8-04-14	Sportscasters Talent
News Reporter	Hire date: 8-20-14	TVJobs.com
MC Director	Hire date: 11-17-14	Internal Promotion
Sports Reporter	Hire date: 2-23-15	WBKB Website
Receptionist	Hire date: 5-18-15	The Alpena Newspaper
Total Number of Persons Interviewed	28	
Michigan Association of Broadcasters	3	
TVJobs.com	4	
Alpena Newspaper	8	
WBKB Website	5	
University of Miami	0	
Indeed.com	0	
Central Michigan University	2	
Ferris State University	1	
Sportscasters Talent Agency of America	3	
Specs Howard	0	
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	<a href="http://www.michmab.com">www.michmab.com</a>	News reporter	3
TVJobs.com	on line	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	News reporter Sports reporter	4
<b>Alpena Newspaper</b>	130 Park Place, Alpena, MI 49707 989-354-3111	<a href="http://www.thealpenenews.com">www.thealpenenews.com</a>	Receptionist	8
WBKB Website	1390 North Bagley, Alpena, MI 49707	<a href="http://www.wbkb11.com">www.wbkb11.com</a>	News reporter Receptionist	5
Ferris State University	Connie Morcom <a href="mailto:conniemorcom@ferris.edu">conniemorcom@ferris.edu</a>		News reporter	1
Central Michigan University	344 Moore Hall, Mt. Pleasant, MI 989-774-3851		News reporter	2
Specs Howard	Anjenetta Hicks <a href="mailto:ahicks@specshoward.edu">ahicks@specshoward.edu</a>			0
Sportcxasters Talent Agency	Jon Chelesnik <a href="mailto:jon@staatalent.com">jon@staatalent.com</a>		Sports reporter	3
Internal Promotion	1390 North Bagley, Alpena, MI 49707		MC Director	2

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. 2015 MAB Great Lakes Broadcasting Conference on March 10 and 11, 2015**

News Director, Alexandra Johnson; Local Sales Manager, Kim Rabeau; Sports Director, Eric Paree; and Creative Services Director, Jonathan Stepanski, Regional Sales, Barbara Bowen and General Manager, Cher Allen participated in the 2015 GLBC held in Lansing, Michigan. The Great Lakes Broadcasting Conference & EXPO (GLBC) is the Midwest's premier educational and networking event for radio, television and media professionals.

### **2. Broadcast Tour on Tuesday, June 17, 2014**

Jonathan Stepanski directed a broadcast tour of the Station students from Alcona High School. He explained his job in creative services. He acquainted them with the process of creating and uploading commercials for broadcast. Students visited our news department. Our news, sports, and weather people explained shooting video, writing news scripts, creating packages, and producing nightly newscasts. Students toured the control room. Jonathan explained how our 3 channels are managed and maintained. He explained the various multi-faceted jobs in the control room for the nightly news casts. The students saw all of the different sets for our various local programming. Jonathan demonstrated how to operate studio cameras, to set correct lighting and to utilize the green screen. Students experimented with reading from the teleprompter and reporting the weather in front of the green screen. We ended with a brief explanation of the live truck. Each step of the tour was open to questions.

**3. Alpena High School Career Day on Thursday, January 15, 2015**

Sports Director, Eric Paree and News Director, Alexandra Johnson spoke at Alpena High's Career Day to further educate students on broadcasting.

**4. Station Tour on Monday, January 26, 2015**

A tour of WBKB for middle school students from All Saints Catholic in Alpena was hosted by Jonathan Stepanski. Jonathan explained how local television is produced. He gave them a brief history of the station and showed them all of the different departments in the station including the news room, the control room, and the studio. He discussed the different educational backgrounds of our employees and how they got here. Equipment functions in the control room including the switcher, audio board, and CG machine were explained in detail. The students saw all of the different sets for our various local programming. Jonathan demonstrated how to operate studio cameras, to set correct lighting and to utilize the green screen. Students experimented with reading from the teleprompter and reporting the weather in front of the green screen. The station's live production truck was explained in detail. Jonathan ended the tour by addressing the students' many questions.

**5. Station Tour on Tuesday, February 10, 2015**

A station tour for a dozen Cub Scouts was hosted by Jon Stepanski from our Creative Services Department. Scouts toured the various departments of the television station. Jonathan gave them a very brief history of the station. He illustrated how to edit commercials and showed them examples of completed projects. Scouts toured the news department where they learned about the specific jobs of our newscasters, sports anchors, and weathermen. Jonathan showed them the camera and mic equipment we use to shoot stories. They toured the control room; Jonathan showed them how all of our three stations run and are maintained, as well as how all the control room duties are performed for the daily newscast. The tour ended in the studio with a camera, mic and lighting demonstration. By far their favorite portion of the tour was projecting weather graphics on the green screen. The scouts asked questions and took pictures on the set.

**6. Job Shadow Meteorologist Tuesday, April 7, 2015**

Students from Alpena Seventh-Day Adventist shadowed Adam Claibon, our Meteorologist. Students discovered the preparation necessary to present a weathercast for television and social media. Students also had an opportunity to experiment in front of the green screen and at the anchor desk.

**7. 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.