

WNEM-TV
EEO PUBLIC FILE REPORT
June 1, 2022 - May 31, 2023

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Reporter/MMJ	1, 3-6, 9-10, 13-14, 17, 19-20, 23, 26-29, 31-37, 40-42, 44-45, 47-55, 57	19
Reporter/MMJ	1, 3-6, 9-10, 13-14, 17, 19-20, 23, 26-29, 31-37, 40-42, 44-45, 47-55, 57	19
Account Executive	1, 3-6, 8-10, 13-14, 17-18, 20, 22-23, 26-29, 31-32, 34-37, 40-42, 44-45, 47-55, 57	18
Producer	2-6, 9-10, 13-14, 17, 19-20, 22-23, 26-29, 31, 34-37, 40-42, 44-45, 47-55, 57	22
Building Maintenance-PT	1, 3-6, 9-10, 13-14, 17, 20, 23, 26-28, 31-32, 34-37, 40-42, 44-45, 47-57	56
Executive Producer	1, 3-6, 9-10, 12-14, 17, 20, 23, 26-29, 31-32, 34-37, 40-45, 47-55, 57	12
Creative Services Director	3-6, 9-10, 12-15, 17, 19-20, 22-23, 26-28, 31-32, 34-37, 40-42, 44-45, 47-54, 57	12
Anchor/MMJ W/E	3-6, 9-10, 12-14, 17, 19-20, 23, 26-28, 31-37, 40-42, 44-45, 47-55, 57	12
Meteorologist	2-6, 9-10, 12-14, 17, 20, 22-24, 26-28, 31, 33-42, 44-45, 47-54, 57	24
Producer	3-6, 9-10, 13-14, 17, 19-20, 22-23, 26-28, 34-37, 40-42, 44-45, 47-54, 57	22
Producer	3-6, 8-10, 13-17, 20, 23, 26-28, 34-37, 40-42, 44-45, 47-54, 57	15
Producer	3-6, 8-11, 13-14, 16-17, 19-20, 22-23, 25-27, 30, 34-37, 40-42, 44-45, 47-54, 57	30
Receptionist/Administrative Assistant	3-7, 9-10, 13-15, 17, 20-23, 26-27, 34-37, 40-42, 44-45, 47-55, 57	15
Assistant News Director	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25-27, 34-37, 40-42, 44-45, 47-54, 57	19
Broadcast Maintenance Technician	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25-27, 30, 34-37, 40-42, 44-45, 47-54, 57	30
Producer	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25-27, 30, 34-37, 40-42, 44-45, 47-54, 56-57	30

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Anchor/MMJ	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25-27, 30, 33-37, 40-42, 44-45, 47-54, 57	19
Producer	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25-27, 30, 34-37, 40-42, 44-45, 47-54, 57	34
Digital Marketing Specialist	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25-27, 30, 34-37, 40-42, 44-45, 47-54, 57	22
Promotion Producer	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25, 27, 34-37, 40-42, 44-45, 47-54, 57	19
Producer	1, 3-6, 8-10, 13-14, 16-17, 19-20, 22- 23, 25-27, 34-37, 40-42, 44-45, 47-54, 57	19
MMJ Sports/News Reporter	3-6, 8-10, 12-14, 16-17, 19-20, 22-23, 25-27, 33-36, 40-42, 44-45, 47-54, 57	12
Multimedia Marketing Consultant	3-6, 8-10, 13-14, 16-17, 19-20, 22-27, 34-36, 40-42, 44-55, 57	24
Local Sales Manager	3-6, 8-10, 12-14, 16-17, 19-20, 22-23, 25-27, 34-36, 40-42, 44-55, 57	12
National Sales Manager	3-6, 8-10, 12-17, 19-20, 22-23, 25-27, 34-36, 40-42, 44-55, 57	15
Broadcast Maintenance Technician	3-6, 8-10, 13-17, 19-20, 22-23, 25-27, 34-36, 40-42, 44-45, 47-54, 57	22
Photographer/Director	3-6, 8-10, 13-17, 19-20, 22-23, 25-27, 34-36, 40-42, 44-45, 47-54, 57	15
Digital Marketing Specialist	3-6, 8-10, 13-14, 16-17, 19-20, 22-23, 25-27, 30, 34-36, 40-42, 44-45, 47-54, 57	22
Sports Director/Reporter/MMJ	3-6, 8-10, 12-14, 16-17, 19-20, 22-23, 25, 27, 30, 33-36, 40-42, 44-45, 47-54, 57	19

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	America's Job Exchange 200 Minuteman Road Suite 203 Andover, Massachusetts 01810 Phone : 866-926-6284 Customer Care Manual Posting	N	0
2	Asian American Journalists Assn 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : national@aaaja.org Daniel Garcia Manual Posting	N	1
3	Baker College of Flint G-1050 W. Bristol Rd. Flint, Michigan 48507 Phone : 810-766-4211 Laura Zuck Manual Posting	Y	0
4	Baker College of Owosso 1020 S. Washington St. Owosso, Michigan 48867 Phone : 989-729-3321 John Adams Manual Posting	Y	0
5	Ball State University Ball Comm Building Room BC 201 Muncie, Indiana 47306 Phone : 765-285-1522 Colton Duffy Manual Posting	N	0
6	Boston University 640 Commonwealth Avenue Dept of Journalism Boston, Massachusetts 02215 Phone : 617-353-3418 Email : adonohue@bu.edu Anne Donohue	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Career Builder 200 N LaSalle Drive Suite1100 Chicago, Illinois 60601 Phone : 773-527-3600 Liz Cannata Manual Posting	N	0
8	CareerBuilder.com (posted from Gray.TV/Careers) 200 N. LaSalle St. Chicago, Illinois 60601 Job Listings Manual Posting	N	2
9	Central Michigan University/Broadcast Cinematic Arts 101 Foust Hall Mount Pleasant, Michigan 48859 Phone : 989-774-3851 Michelle Kalisek Manual Posting	Y	1
10	Columbia University 2950 Broadway New York, New York 10027 Phone : 212-854-4422 Anusha Shrivastava Manual Posting	Y	0
11	Corporate Recruiter	N	1
12	Current Employee	N	12
13	Davenport University 3555 E. Patrick Rd Midland, Michigan 48642 Phone : 989-794-1921 John Jones Manual Posting	Y	0
14	Delta College 1961 Delta Rd. University Center, Michigan 48710 Phone : 989-686-9072 Jeanette Lesko Manual Posting	Y	0
15	Employee Referral	N	8

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Ferris State University 1201 S. State Street Big Rapids, Michigan 49307 Phone : 231-591-5910 Url : ferris@edu Ben Avery Manual Posting	N	1
17	Flint/Saginaw Association of Black Journalists P. O. Box 864 Flint, Michigan 48501 Phone : 810-347-4044 Email : nabjsaginawflint@gmail.com Jamie Sherrod	N	0
18	Former Employee Referral	N	1
19	Gray TV Careers 4370 Peachtree Road, NE Atlanta, Georgia Url : http://gray.tv/careers Human Resources Manual Posting	N	23
20	GST Michigan Works-Business Services 711 N. Saginaw St, Suite 325 B Flint, Michigan 48503 Phone : 810-233-5974 Email : lhairston@gstmiworks.org Fax : 1-810-233-7650 Lisa Hairston	Y	0
21	Indeed.com 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone : 800-475-4361 Url : indeed.com Lindsay Wong Manual Posting	N	0
22	Indeed.com (posted from Gray.TV/Careers) 6433 Champion Grandview Way Austin, Texas 78750 Job Listings Manual Posting	N	39

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	Indiana University 107 S. Indiana Avenue Bloomington, Indiana 47405-7000 Phone : (812) 856-9847 Email : rydera@indiana.edu Anne Ryder	N	0
24	Internship Program	N	2
25	Kalamazoo College 1200 Academy Street Kalamazoo, Michigan 49006-3295 Phone : 269-337-7000 Url : kazoo.edu. Tricia Zelaya-Leon Manual Posting	N	0
26	Kellogg Community College 450 N Avenue Battle Creek, Michigan 49017 Phone : 269-565-2637 Patrick Casey Manual Posting	N	0
27	Lawrence Tech, former Specs Howard School of Broadcast Arts 21000 West Ten Mile Rd. Southfield, Michigan 48705 Phone : 248-204-4104 Url : ltu.edu Tiffany Shamoon Manual Posting	Y	0
28	Leadership Institute (The)-No Response Steven P.J. Wood Building Arlington, Virginia 22201 Phone : 703-647-3207 Ben Woodward Manual Posting	N	0
29	Linked In 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Url : https://www.linkedin.com Katie Ferrick Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
30	Linked In - not directly contacted by SEU	N	9
31	Medialine-Emails failed-do not use 1209 Wood Valley Rd. Augusta, Georgia 30909 Phone : 610-659-8583 Stephanie Siegel Manual Posting	N	0
32	Meredith Corporation-Do Not Use 1716 Locust Street Des Moines, Iowa 50309 Pam Manor Manual Posting	N	0
33	Michaelsmedia.com (Talent Only) 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : info@michaelsmedia.com Michael Bille	Y	0
34	Michigan Association of Broadcasters 819 N. Washington Ave Lansing, Michigan 48906 Phone : 517-484-7444 Dan Kelley Manual Posting	N	3
35	Michigan State University 113 Student Services Building East Lansing, Michigan 48824 Phone : 517-355-9510 Phil Gardner Manual Posting	N	0
36	Mid Michigan Community College 1375 Clare Avenue Harrison, Michigan 48625 Phone : 989-386-6629 Mary Battaglia Manual Posting	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
37	Mott Community College-unsubscribe 11.17.22 709 N. Saginaw St. Flint, Michigan 48503 Phone : 810-762-5620 Aron Gerics Manual Posting Prong 2 Ended Date: 11/17/2022	N	0
38	National Association of Black Journalists 8800 Lakewood Dr . #117 Windsor, California 95492 Phone : 626-792-3846 Keena Davis Manual Posting	N	0
39	National Association of Hispanic Journalists P. O. Box 117 Windsor, California 95492 Phone : 626-792-3846 Url : nahj.org David Pena Manual Posting	N	0
40	Northwood University 4000 Whiting Dr. Midland, Michigan 48640 Phone : 989-837-4320 Greg Stiffler Manual Posting	Y	0
41	NYU Arts & Science 20 Cooper Square, Rm 702 Arthul L. Carter Journalism Institute New York, New York 10003 Phone : 212-992-6974 Email : merbroussard@nyu.edu Fax : 1-212-995-4148 Meredith Broussard	N	0
42	Ohio Center for Broadcasting Columbus Campus 5330 E. Main St. Suite 200 Columbus, Ohio 43213 Phone : 614-230-0461 Lee A. Wagner Manual Posting	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Rick Gevers & Associates 355 E. Ohio St. #303 Indianapolis, Indiana 46204 Phone : 317-635-7912 Url : www.rickgevers.com Rick Gevers Manual Posting	N	0
44	Saginaw Community Action Committee, Inc. 2824 Perkins St. Saginaw, Michigan 48601 Phone : 989-753-7741 Email : zjackson@saginawcac.org Zenobia Jackson	Y	0
45	Saginaw Valley State University 7400 Bay Road University Center, Michigan 48710 Phone : 989-964-4954 Jim Dwyer Manual Posting	Y	0
46	Spots 'n Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Url : spotsndots.com Classified Ads Classified Ads Manual Posting	N	0
47	TVJobs P. O. Box 4116 Broadcast Employment Services Oceanside, California 92052 Phone : 760-754-8177 Url : tvjobs.com Email : admin@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	0
48	University of Michigan, Ann Arbor 515 E. Jefferson Street Ann Arbor, Michigan 48109 Phone : 734-764-7460 Career Placement Manual Posting	N	0

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49	University of Michigan/Flint 432 N. Saginaw St, 1015 NBC Flint, Michigan 48502 Phone : 810-762-0919 Sara Barton Manual Posting	Y	0
50	University of Missouri 181B Gannett Hall School of Journalism Columbia, Missouri 65211 Phone : 573-882-8035 Email : kelleyr@missouri.edu Ronald B. Kelley	N	0
51	University of North Texas 1155 Union Circle #311460 Mayborn School of Journalism Denton, Texas 76203-5017 Phone : 940-565-4917 Email : dorothy.bland@unt.edu Fax : 1-940-565-2370 Dorothy Bland	N	0
52	University of South Carolina 800 Sumter Street Columbia, South Carolina 29208 Phone : 803-777-5203 Email : rspeter@mailbox.sc.edu Richard S. Peterson	N	0
53	University of Southern California 3502 Watt Way, ASC 140 School for Communication & Journalism Los Angeles, California 90089 Phone : 213-740-6045 Email : suzannea@usc.edu Suzanne Alcantara	N	0
54	USC Annenberg School of Comm/Journalism 3502 Watt Way Los Angeles, California 90089-0281 Phone : 213-740-0014 Email : scholder@usc.edu Stacy Scholder	N	0

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55	WNEM.com/Gray Television 107 N. Franklin St. Saginaw, Michigan 48607 Phone : 989-755-8191 Pam Manor Manual Posting	N	0
56	Word of Mouth Referral	N	2
57	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:			105

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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	8/2/2022	Participation in events sponsored by organizations representing the community	WNEM held a job shadow for a student from the Weather Program at Central Michigan University. The student met with the Chief Meteorologist who gave instruction on preparation of the weather forecast for the evening newscasts.	1	Chief Meteorologist
2	8/22/2022	Establishment of training programs for station personnel	Newly hired Media Marketing Consultant attended the Gray New Marketing Training Program in North Carolina for 5 days. Training encompassed cold calling, non-verbal skills, customer needs analysis, and role playing sessions.	1	Media Marketing Consultant
3	8/29/2022	Establishment of training programs for station personnel	Executive producer attended the Magid Producer Conference in Nashville. The conference focused on improving writing skills, newscasts overall and to contribute ideas to improve the on-air product.	1	Executive Producer
4	9/12/2022	Participation in events sponsored by organizations representing the community	WNEM held a job shadow for a student from the Sports/Journalism Program at Delta College. The student met with the Sports Anchor/Reporter who prepared the sports segment for the evening newscast. Student was introduced to editing, pulling video, graphics and writing for the newscast.	1	Sports Anchor/Reporter
5	10/31/2022	Participation in events sponsored by organizations representing the community	TV5 News Anchor presented at the Bay County Vocational Days sponsored by the Rotary Club of Bay City. Presentation to approximately 130 juniors and seniors from across Bay County included how she got into broadcasting, why she loves it and the requirements for working in the media, Students were encouraged to shoot VO on their phones to be included in the evening newscast.	1	Evening News Anchor
6	11/8/2022	Participation in Job Fairs	Director of Engineering and Creative Services Director participated in a Virtual Career Fair at Ferris State University. Specific programs were directed through the College of Engineering Technology and the Kendall College of Arts & Design.	2	Director of Engineering Creative Services Director

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7	2/20/2023	Establishment of an intern program designed to assist members of the community	WNEM hosted a paid internship with a student from the Marketing Program at Northwood University. The internship began 2/20/23 and ended upon graduation in May, 2023. The student utilized skills to assist sales department personnel with presentations and special projects in the Sales department.	1	General Sales Manager
8	2/24/2023	Participation in Job Fairs	WNEM's News Director and Content Manager attended the Central Michigan University Broadcast Job Fair. They spoke to 20 students, all of which had an interest in Broadcast Journalism.	2	News Director Content Manager
9	3/15/2023	Participation in Job Fairs	WNEM's News Director participated in the 2023 Michigan Association of Broadcasters Foundation Career & Networking Fair at the Great Lakes Media Show. The MABF Career Fair was widely disseminated and marketed, including PSA' messages on WNEM-TV, distribution to high schools and colleges through mail. More than 250 students and business-minded professionals attended.	1	News Director
10	4/20/2023	Provision of training to management	On April 20, 2023, our Vice President/General Manager, Business Office Manager, and Administrative Assistant participated in a training webinar on the FCC's EEO Rules and Regulations presented by the firm of Wiley Rein, LLP.	3	Vice President/General Manager Business Manager Administrative Assistant
11	5/9/2023	Establishment of an intern program designed to assist members of the community	WNEM hosted a paid internship with a student from the Journalism Program at Michigan State University. The internship began 5/9/20/23 and will end graduation in 8/22/23 The student utilizes skills to assist news department personnel with content creation, writing, and reporting as well as special projects in the News department.	1	News Director