

Station Employment Unit: WNEM-TV5/WNEM AM1250/WNEM MY5
EEO PUBLIC FILE REPORT

In compliance with the Equal Employment Opportunity rules of the Federal Communications Commission, WNEM-TV5/WNEM AM1250/WNEM MY5 submits the following FCC EEO Public File Report. This report, required by 47 C.F.R. section 73.2080c(6), is filed on the WNEM-TV5 / WNEM AM1250/WNEM MY5 website and in the WNEM-TV5 / WNEM AM1250/WNEM MY5 Public File and consists of three (3) parts as follows:

1. A form for each job vacancy filled by the station from June 1, 2008, through May 31, 2009 entitled the "**Recruitment Sources Report**" which includes the following information:

*A list of all job vacancies filled by the station employment unit during this reporting period, identified by job title.

*The Recruitment Sources used to fill those job vacancies, identified by name.

*The Recruitment Source referring the hiree for each job vacancy.

2. A second form entitled "Interviewee Records Report" listing the following information:

*Each Recruitment Source listed by name, contact name, address and phone number.

*The total number of persons interviewed for job vacancies between June 1, 2008, through May 31, 2009.

3. A brief description of Recruitment Initiatives.

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WNEM-TV5 / WNEM AM1250

Recruitment Sources Report

For the period of June 1, 2008, through May 31, 2009 WNEM-TV5 / WNEM AM1250/WNEM MY5 filled the following vacancies as defined by the FCC EEO rules.

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	News Producer 6/13/08			Account Executive* 7/7/08			Creative Services Prod Specialist 10/6/08			News Photographer Editor 11/13/08			News Producer Trainee 12/8/08			General Assign Reporter 4/1/09		
(Position Filled Date)	RS/O	X	HS	RS/O	X	HS	RS/O	X	HS	RS/O	X	HS	RS/O	X	HS	RS/O	X	HS
Recruitment Sources																		
Baker College of Flint	x	x		x	x		x	x		x	x		x	x		x	x	
Baker College of Owosso	x	x		x	x		x	x		x	x		x	x		x	x	
Central Michigan University	x	x	HS	x	x		x	x		x	x		x	x		x	x	
Columbia University	x	x		x	x		x	x		x	x		x	x		x	x	
Delta College	x	x		x	x		x	x		x	x		x	x		x	x	
Davenport University	x	x		x	x		x	x		x	x		x	x		x	x	
Kellogg Community College	x	x		x	x		x	x		x	x		x	x		x	x	
Mighigan State University	x	x		x	x		x	x		x	x		x	x		x	x	
Mott Community College	x	x		x	x		x	x		x	x		x	x		x	x	
Northwood University		x			x			x			x			x			x	
Saginaw Valley State University	x	x		x	x		x	x		x	x		x	x		x	x	
Specs Howard School of Broadcast Arts	x	x		x	x		x	x		x	x		x	x		x	x	
University of Michigan		x			x			x			x			x			x	
University of Michigan/Flint	x	x		x	x		x	x		x	x		x	x		x	x	
Action Management Corp.	x	x		x	x		x	x		x	x		x	x		x	x	
Bay County Growth Alliance		x			x			x			x			x			x	
Community Action Committee	x	x		x	x		x	x		x	x		x	x		x	x	
First Ward Community Center		x			x			x			x			x			x	
City of Flint/Human Relations Commission		x			x			x			x			x			x	
City of Bay City/Human Resources Dept.	x	x		x	x		x	x		x	x		x	x		x	x	
Hispanic Ministries Cultural Center		x			x			x			x			x			x	
MI Indian Employment & Training Services		x			x			x			x			x			x	
Michigan Association of Broadcasters	x	x		x	x		x	x		x	x		x	x		x	x	
NATAS Jobline		x			x			x			x			x			x	
National Academy of Television Arts & Sciences		x			x			x			x			x			x	
National Association of Black Journalists	x	x		x	x		x	x		x	x		x	x		x	x	
National Association of Broadcasters Clearinghouse		x			x			x			x			x			x	
Ohio Center for Broadcasting Columbus Campus					x													
Opportunities Industrialization Center of Saginaw	x	x		x	x		x	x		x	x		x	x		x	x	
Spanish Speaking Information Center	x	x		x	x		x	x		x	x		x	x		x	x	
The Leadership Institute	x	x		x	x		x	x		x	x		x	x		x	x	
Black Broadcasters Alliance		x			x			x			x			x			x	
<u>On-line Ads</u>																		
WNEM.com		x			x			x		x	HS		x				x	
Craig's List					x			x										
TV Jobs.com					x			x		x			x				x	
Talent Dynamics.com										x			x				x	
Marketing Ideanet Jobs								x										
Medialine.com								x					x				x	
Spots N Dots					x													
Industry/Employee Referral						ER			ER						IR			IR

Key:

RS/O= Requesting Sources/Organizations that requested and received the job vacancy notice.

X= Represents All Recruiting Sources that received the job vacancy notice.

HS= Source referring Hiree. Choose one of the following:

HS = Recruitment Source that referred the Hiree.

IR/ER= Hiree was referred by an Industry Referral/Employee Referral.

IP = Internal Promotion = this only applies for those job vacancies where the recruitment source process was followed and then the position was filled internally.

WNEM AM1250 positions filled are marked with an (*) by the position title.

WNEM MY5 positions filled are marked with an (**) by the position title.

*If contacts change during the reporting period, note date and name changes below.

Detroit Free Press, Flint Journal, Saginaw News/ deleted from list 3/10/09

Bay County Growth Alliance/ deleted from list 3/10/09, per their request

NATAS Jobline/ deleted from list 3/10/09, moved no forwarding address

Opportunities Industrialization Center of Saginaw/ deleted from list 3/10/09, moved no forwarding address

Black Broadcasters Alliance/ deleted from list 5/15/09, moved no forwarding address

Hispanic Ministries Cultural Center/ deleted from list 5/15/09, moved no forwarding address

Ohio Center for Broadcasting Columbus Campus/ added to list 3/10/09, per their request

WNEM-TV5 / WNEM AM1250/WNEM MY5 INTERVIEWEE RECORDS REPORT

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Job Vacancies: June 1, 2008, through May 31, 2009

This report lists all Recruitment Sources and the total number Interviewees referred by each Recruitment Source during this reporting period.

Interviewees

		Name	Contact Name/Title	Phone Number/Fax Number	E-Mail Address	Address1	Address2	City	State	Zip
.	.	Baker College of Flint	Career Placement Officer	810-766-4211/810-766-4201	laura.donaikowski@baker.edu	Career Placement Office	G-1050 W. Bristol Rd.	Flint	MI	48507
.	.	Baker College of Owosso	Sara Hull	989-729-3321/989-729-3330	sarah.hull@baker.edu		1020 S. Washington St.	Owosso	MI	48867
.	.	Central Michigan University	Career Placement Officer	989-774-3068/989-774-6608	careers@cmich.edu	Career Placement Office	101 Foust Hall	Mount Pleasant	MI	48859
.	1	Central Michigan University	Career Placement Officer	989-774-3851/989-774-2426	mcdon1jk@cmich.edu	Broadcast & Cinematic Arts	340 Moore Hall	Mount Pleasant	MI	48859
.	.	Columbia University	Melanie Huff	212-854-3861/212-854-7837	careers@im.columbia.edu		2950 Broadway	New York	NY	10027
.	.	Delta College	Mary Keyser	989-686-9077/989-686-1395	mmkeyser@alpha.delta.edu		Career & Employment Serv	University Center	MI	48710
.	.	Davenport University	John Jones	989-835-5588/989-835-8363	john.jones@davenport.edu		5300 Bay Road	Saginaw	MI	48604
.	.	Kellogg Community College	Career Placement Officer	269-965-3931/269-962-1099	gigueref@kellogg.edu	Career Placement Office	450 N Avenue	Battle Creek	MI	49017
.	1	Michigan State University	Lily Naomi	on-line posting only	hireaspartan@csp.msu.edu					
.	.	Mott Community College	Cindy McDaniel/Employment Svs	810-762-5620/810-232-2042	cmcdaniel@mcc.edu		1401 E. Court, LL, Rm 12	Flint	MI	48503
.	.	Northwood University	Kim Fisher-Kinne	989-837-4335/989-837-4499	kimfe@northwood.edu	Career Placement Office	4000 Whiting Dr.	Midland	MI	48640
.	.	Saginaw Valley State University	Career Placement Officer	989-964-4954/989-964-2602	careers@svsu.edu	Career Placement Office	7400 Bay Road	University Center	MI	48710
.	.	Specs Howard School of Broadcast Arts	Career Placement Officer	248-358-9000/248-746-9770	kmcintyre@specshoward.edu	Career Placement Office	19900 West Nine Mile Roa	Southfield	MI	48075-3953
.	.	University of Michigan	Lynne Sebill-White	734-764-7460/734-763-9267	www.careercenter.umich.edu	Career Placement Office	515 E. Jefferson Street	Ann Arbor	MI	48109-1316
.	.	University of Michigan/Flint	Career Placement Officer	810-762-3250/810-762-3024	bmgriffi@umflint.edu	Career Placement Office	237 French Hall	Flint	MI	48502-1950
.	.	Action Management Corp.	Cheryl Osmun	810-234-2828/810-234-5159	saleslady9@aol.com		915 S. Grand Traverse	Flint	MI	48502
.	.	Bay County Growth Alliance	Cliff VanDyke	989-893-5596/989-893-8420	bcgaccv@gmail.com	PO Box 369		Bay City	MI	48707
.	.	Community Action Committee	Joyce Rivers	989-753-7741/989-753-2439	vlewis@saginawcac.org	2824 Perkins		Saginaw	MI	48601
.	.	First Ward Community Center	Corinne Coven	989-753-0411/989-753-0630	ccoven@firstward.us	1410 N. 12th Street		Saginaw	MI	48601
.	.	City of Flint	Human Relations Commission	810-766-7430/810-234-8460	cgreen@cityofflint.com	1101 S. Saginaw Street		Flint	MI	48502
.	.	City of Bay City	Gina Schroeder	989-894-8243/989-894-1070	gschroeder@baycitymi.org	Human Resources Dept.	301 Washington Ave	Bay City	MI	48708
.	.	Hispanic Ministries Cultural Center	Gilberto Guevara				5800 Weiss St.	Saginaw	MI	48603
.	.	MI Indian Employment & Training Services	Teri Chance	517-393-0712/517-393-4023	miets40@voyager.net	1048 Pierpont Dr.	Suite 2B	Lansing	MI	48911
.	.	Michigan Association of Broadcasters	Esther Shaw	517-484-7444/517-484-5810	beeskow@michmab.com		819 N. Washington Ave	Lansing	MI	48906
.	.	NATAS Jobline				PO Box 50		Southfield	MI	48037
.	.	National Academy of Television Arts & Sciences	Career Placement Officer	248-827-0931/			24903 Lois Lane	Southfield	MI	48075-6155
.	.	National Association of Black Journalists	Karen Freeman/Executive Director	301-445-7100/301-445-7101	www.nabj.org		8701-A Adelphi Rd	Adelphi	MD	20783-1716
.	.	National Association of Broadcasters Clearinghouse	Career Placement Officer	202-429-5434/		1771 N. St. NW Ste 708		Washington	DC	20036
.	.	Ohio Center for Broadcasting Columbus Campus	Tish Hevel	614-245-0555/614-863-9470	tishhevel.t@bonair.com		5330 E. Main St.	Columbus	OH	43213
.	.	Opportunities Industrialization Center of Saginaw	Frederick D. Ford	989-752-4158/989-752-1600	directorofprograms@oicofmetrosaginaw.com		1000 Tuscola	Saginaw	MI	48607
.	.	Spanish Speaking Information Center	Maggie Pena/Programs Dir.	810-239-4417/810-239-4419	vnieto@catholiccharitiessg.org		901 Chippewa St.	Flint	MI	48503
.	.	The Leadership Institute	Rich Westfall	703-247-4987	rich.westfall@cpbm.org	Steven P.J. Wood Building	1101 N. Highland St	Arlington	VA	22201
.	.	Black Broadcasters Alliance	c/o Sherman Kizart/Interep			205 N. Michigan Avenue	Suite 2015	Chicago	IL	60601
.	.	On-line Ads								
.	11	WNEM.com Website								
.	1	Craigs List								
.	2	TVJobs.com	Broadcast Employment Services	760-754-8177/760-754-2115	info@tvjobs.com					
.	.	Talent Dynamics.com	JJ Davis	214-630-9590/214-951-9610	davis@talentdynamics.com	600 Las Colinas Blvd East	Suite 100	Irving	TX	75030
.	.	Marketing Ideanet	Graeme Newell	919-217-4438/	gnewell@602communications.com	5707 Deer Flag Drive		Lakeland	FL	33811
.	.	Medialine	Mark Shilstone/Manager	800-237-8073/831-648-5204	mark@medialine.com		Box 51909	Pacific Grove	CA	93950
.	.	Spots N Dots		888-884-2630/866-870-6989	ads@spotnsdots.com	600 W. Peachtree St NW	Suite 350	Atlanta	GA	30308
.	16	Industry/Employee Referral								
.	2	Internal Candidates								

TOTAL 34

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Privacy Notice: The FCC requires all stations to report the names of community organizations requesting job vacancy information plus the contact person, address, and telephone number of each organization in an annual EEO Public File Report that is available to the general public. By requesting to be notified of job vacancies, you consent to the public disclosure of this information as required by the FCC.

WNEM-TV5 / WNEM AM1250/WNEM MY5

Recruitment Initiatives Report

WNEM-TV provides MY 5 as a multicast program stream on multicast channel 5.2

Type of Recruitment Initiative	Date	Brief Description of Initiative/Names of station personnel involved in Initiative	Co-Sponsor's (if applicable)
Internship Program	June 1, 2008 to May 31, 2009	<p>13 students participated in the WNEM Internship Program. Interns worked in the News, Sports, Sales and Advertising/Promotion departments.</p> <p>These interns performed such duties as: assisted with station promotions, production and local programming. In addition they worked with newsroom staff with research and story writing; take story ideas over the phone from viewers; attend news meetings; assisted in special projects such as Best Of Class, Our Town, Buick Open and Sweeps Stories. In sales they helped research ratings information for presentations and worked with account executives and marketing for a broad view of sales related positions.</p>	Central Michigan University Delta College University of Michigan/Flint Baker College of Owosso Saginaw Valley State University Specs Howard School of Broadcast Arts

Career Fair	July 23-36, 2008	Representatives from Meredith's Broadcasting Group corporate office, along with several news leader's including WNEM's News Director, participate in the UNITY convention career fair. UNITY is a gathering of members from the four main minority Broadcasting associations – the National Association of Black Journalists (NABJ), the National Association of Hispanic Journalists (NAHJ), the Asian American Journalist Association (AAJA), and the Native American Journalist Association (NAJA). The purpose of Meredith's participation was to educate attendees about Meredith Corporation, inform them of openings at all Meredith locations, network with potential hires, and provide thoughtful critiques of attendees' work.	Unity Convention-Chicago, IL
Career Fair	March 11, 2009	WNEM's News Director and General Sales Manager participated in the GLBC-MABF Career Fair. The GLBC-MABF Career Fair was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates. The influx of students that were present at the awards ceremony, career fair and at the career tract was proof that information regarding employment opportunities was made available to many valuable new sources.	Michigan Association of Broadcasters

Career Fair	March 21, 2009	Managers talked to students about broadcast job opportunities and the internship program.	Central Michigan University
Career Fair	April 9, 2009	WNEM's News Director and General Sales Manager participated in Central Michigan University's Career Fair. Spoke with students about broadcast job opportunities and the internship program.	University of Michigan/Flint
Programs sponsored by educational institutions relating to career opportunities in broadcasting	Ongoing	The morning show meteorologist, Mike Cameron, dayside meteorologist, Chris Gloninger and weekend shows meteorologist, Cindy Althoff participated in school visits talking about weather and careers in broadcasting.	Several local grade schools, middle schools, high schools and Universities
	June 18, 2008	Sports Director, Scott Johnson spoke at the McDonald's High School Scholar Banquet. For several weeks area high school athletes are presented an award for excellence on a segment within our newscasts.	McDonald's High School Scholar Banquet

	September 5, 2008	News Director, Ian Rubin participated in A forum with superintendents in the Bay Arenac Intermediate School District. A number of important themes were discussed including: TV5 news coverage of school related issues over the last year; it is the stations policy to ask permission, whenever possible, from an official before interviewing anyone on school property; the school district is pleased with the efforts to cover more “positive stories: at schools; Ian presented an idea for a Crisis Management Drill that we can help them organize, involving setting up a crisis situation to help them handle the crisis and get the media the information they need.	Bay Arenac Intermediate School District
	September 20, 2008	Morning Anchor, Craig McMorris, participated in the “20 Minutes a Day” Reading Celebration at Wenonah Park and spoke to students about reading importance and careers in broadcasting. He concluded her visit with a Q & A session.	Bay City Library System
	September 23, 2008	News Director, Ian Rubin spoke to students of journalism and communications classes about careers in broadcasting and our internship program. He concluded his visit with a Q & A	University of Michigan

		session.	
	October 28, 2008	Weekday Evening Anchors, Sam Merrill and Katie O'Mara moderated a debate for candidates for local, state and federal offices.	Carrollton Middle School
	November 6, 2008	News Director, Ian Rubin was a guest lecturer for Mike Lewis's journalism class at the University of Michigan/Flint about community journalism, ethics, careers in broadcasting and our internship program. He concluded his visit with a Q & A session.	University of Michigan/Flint
	December 8, 2008	News Director, Ian Rubin spoke to students in the Journalism class at Central Michigan University about careers in broadcasting and our internship program. He concluded his visit with a Q & A session.	Central Michigan University
	December 16, 2008	News Director, Ian Rubin participated in a job shadow with a journalism student from Michigan State University about careers in broadcasting.	Michigan State University
	February 11, 2009	Morning Anchor, Craig Mc Morris visited Immanuel Lutheran School as a guest reader during its annual initiative for "Reading Month". Craig spent some time reading books to the students,	Immanuel Lutheran

		discussed his career and the importance of reading to those of us who earn our livings in the broadcast television business.	
	February 27, 2009	Evening anchor, Erica Donerson, was the emcee for the Q & A contest challenging Genesee County leaders to see if they are smarter than a 5 th grade students from Genesee County. This was a benefit for the Flint Children's Museum.	Kettering University
	March 2, 2009	Morning Anchor, Craig McMorris, participated in a career day at the Bay City Rotary Club. Spoke to attendees about careers in broadcasting. He concluded with a Q & A session.	Bay City Rotary Club-Career Day
	April 1, 2009	Assignment Editor, Nina Sika attended an informational panel hosted by MCTV Network. This was part of an all day educational event for non-profit organizations in the Midland area. The panel focused on tips to these organizations on how to get their stories told, and the proper way to submit them to television, radio and news media.	Dow Library, Midland

	Ongoing	News Director, Ian Rubin visits the Broadcast & Cinematic Arts Department/College TV at University of Michigan/Flint and Central Michigan University 4 times per year to critique college newscasts and talk about career paths. Same program 1 time per year at University of Michigan and Michigan State University.	University of Michigan/Flint University of Michigan/Ann Arbor Central Michigan Michigan State University
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Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Ongoing

WNEM established a paid Producer training program designed to instill and enhance the technical skills of inexperienced new producers with the goal of preparing them for future growth opportunities within the Meredith Broadcasting group.

WNEM TV

Participation through membership to organizations that promote outreach EEO efforts	Ongoing	<p>Vice President/General Manager, Al Blinke is on the board of directors for the Boys and Girls Club of Saginaw.</p> <p>Anchor/Reporter, Jocelyn Connell is a member of the marketing committee for the Boys and Girls Club of Saginaw.</p> <p>Anchor/Reporter, Jocelyn Connell is a board member for the Saginaw Arts & Enrichment Commission.</p>	<p>Boys and Girls Club</p> <p>Boys and Girls Club</p> <p>Saginaw Arts & Enrichment Commission</p>
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Provide training to management level personnel as to methods of ensuring equal opportunity and preventing discrimination.	Ongoing	New Employees participated in the mandatory Code of Business Conduct web based training. This training discusses Meredith's commitment to providing equal opportunity in all aspects of employment and will not tolerate any illegal discrimination or harassment of any kind.	Meredith Corporation's EEO & Employee Relations department
	Ongoing	New Managers participated in mandatory Equal Employment Opportunity Awareness web-based training program. This program reviewed employment discrimination (age, disability, gender, national origin, religion and race) as well as discussion on how to identify discrimination in the workplace.	Meredith Corporation's EEO & Employee Relations department
	Ongoing	New Employees participated in mandatory Working Together at Meredith web-based training program. This program reviewed employment discrimination (age, disability, gender, national origin, religion and race) as well as discussion on how to identify discrimination in the workplace.	Meredith Corporation's EEO & Employee Relations department

	Ongoing	New managers participate in a interviewing training technique to secure the right fit for open positions in broadcasting.	Meredith Corporation's On-line training
	9/22/08 & 1/23/09	Managers and supervisors attended a leadership program titled Leaders of Tomorrow. The two classes were "Essentials of Leadership" and Coaching for Improvement". The training not only provided skill development training to managers and supervisors but provided them with training on how to further coach and develop their employees.	Development Dementions International
	July 14-24, 2008 August 12-14, 2008 November 4-6, 2008	Account Executive, John Curry attended the Broadcast Sales Academy at Belo's Dallas Texas offices. The academy trains recently hired broadcast sales professionals in an intensive program designed to enhance sales skills.	Belo's Dallas Texas offices

Participation in other activities to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might be otherwise unaware of such opportunities	September 5, 2008	Better Mid Michigan's Producer, Kim Wells and Account Executive, Dave Perry participated in the Flint Women's Expo.	Flint Women's Expo
	November 7, 2008	Creative Services Director, Karen Frey, Better Mid Michigan's Producer, Kim Wells and Meteorologist, Cindy Althoff participated in the All About Women's Expo.	All About Women's Expo
	February 24, 2009	Evening Weekday Anchor, Katie O'Mara was the mistress of ceremonies for the annual Go Red for Women Campaign Luncheon.	Go Red for Women Luncheon
	March 14, 2009	Anchor, Erica Donerson was the emcee for the DelSprite Ball-honoring teens for their community service. The DelSprites is a group comprised of girls from local high schools of various racial and socio-economical backgrounds. The girls volunteer in the community and are recognized for their effort at the ball.	Delta Sigma Theta Sorority, Inc.
	April 30, 2009	WNEM was a media sponsor for the Youth Leadership Awards for the Boys & Girls Club of Saginaw County. Morning Anchor, Jocelyn Connell was a co-emcee for the event. WNEM produced the Youth video which was presented at the dinner.	Boys & Girls Club of Saginaw County