

Annual EEO Public File Report Form
Station WADL-TV

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the Station WADL-TV, Mt. Clemens, Michigan, and is required to be placed in the public inspection files of this station and posted on its website.

The information contained in this Report covers the time period beginning June 1, 2012, to and including June 1, 2013 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if Applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the New EEO Rule, which should be separately identified), identified by name, address, contact Person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source Utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of The FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the Required information. Please note that the numbers listed on Appendix 2 under the column Entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the Full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was Extended but when the hiree accepted the job offer. A person was deemed “interviewed” Whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to
Annual EEO Public File Report Form
Covering the Period from 6/1/2012 to 6/1/2013

Section 1: Vacancy Information

Full-time/Part Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for this Position
1. Account Executive (Lollie)	WADL Website/Commercial Contractor	1
2. Account Executive (Collins)	Referral Contractor	1
3. Call Center (Moore)	WADL Over-air Commercial Part Time	6
4. Call Center (Lancaster)	Intern Hired Part Time	6
5. Account Executive (Little)	WADL Website Contractor	1
6. Account Executive (Naylor)	Referral Contractor	1
7. Call Center (Woods)	Commercial/Church Announcement Part Time	6
8. Call Center (Janesti)	WADL Over-air Commercial Part Time	6
9. Call Center (Darga)	WADL Over-air Commercial Part Time	6
10. Call Center (Pearson)	WADL Over-Air Commercial Part Time	6
11. Account Executive (Fullard)	WADL Website Contractor	10

12. Account Executive (Wesson)	Michigan Talent Bank Contractor	10
13. Call Center (Ogua)	Commercial/Church Announcement Contractor	1
14. Account Executive (Nix)	Michigan Talent Bank Contractor	10
15. Account Executive (Cotton)	WADL Commercial/OTA Contractor	10
16. Account Executive (Paige)	Michigan Talent Bank Contractor	10
17. MCO (Lane)	WADL Website/Referral Contractor	1
18. MCO (Ebben)	Contractor/hired full time	
19. Account Executive (Shelby)	Michigan Talent Bank Contractor	10
20. Call Center (Hilson)	Now Hiring Commercial Part Time	1
21. Production (Clark)	Specs Howard Job Fair Part Time	1
22. Account Executive (Davis)	Internal Referral Contractor	2
23. Account Executive (May)	Ad Crafter Contractor	2
24. MCO (Green Jr.)	WADLWebsite/Referral Contractor	4
25. Call Center (Walker)	Telemarketer Commercial Part Time	3
26. Call Center (Shaw)	Telemarketer Commercial Part Time	3

27. Call Center (Foggio)	Telemarketer Commercial Part Time	3
28. Production (Watts)	Transfer from Sister Station Full Time	2
29. Production (Patterson)	Transfer from Sister Station Full Time	2
30. Sales Assistant (Kilbride)	Michigan Talent Bank Full Time	5
31. Local Sales Manager (Wilson)	Networking/referral	3
32. MCO (Young)	Contractor hired full time Full Time	1
33. Account Executive (Matthew)	Adcrafter Contractor	5
34. Associate Producer (Shovein)	Specs Howard Contractor	7
35. Production Consultant (May)	Contractor Hired Full Time	1

Total Number of Persons Interviewed During Applicable Period: 48

Appendix 2 to
Annual EEO Public File Report Form
Covering the Period from 6/1/2011 to 6/1/2012

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time/Contractor Positions for Which This Source Was Utilized
1. Temp, offered full Time/interoffice interoffice promotion	3	3
2. MIC MAB Posting	0	0
3. Resume on file from prior Recruitment	0	0
4. Referral	6	6
5. Specs Howards	8	1
6. Macomb C College	0	0
7. WADL Website	3	3
8. Job Fair Giant	0	0
9. Mailed to station	0	0
10. Michigan Job bank	12	5
11. Station Transfer/In-House promotion	2	2
12. Adcrafter	2	2
13. Over Air Recruitment Commer.	10	8
14. Church Announcements	2	2

Appendix 3 to
Annual EEO Public File Report Form
Covering the Period from 6/1/2012 to 6/1/2013

Section 3: WADL-TV has a stable work force and does not experience a great amount of turnover in full time employees. However, WADL-TV has taken steps over the last year to achieve a broad and inclusive outreach in the community for actual vacancies and positions that have opened up for full time employment and contractors.

During the last year, 6/2012-6/2013, there were five full time positions open at WADL-TV, and were filled by promoting within the station, Michigan Talent Bank, and promoting an Intern. WADL-TV participated in four job fairs during that period at the following institutions, MAB/Specs Howard Job Fair which also included airing (46) PSA's (to promote the job fair to our viewers), Job Fair Giant for the Metro Bloomfield Hills Area & Macomb Community College, while at Macomb CC we took applications for our summer internship program at the station. WADL-TV also applied to attend job fairs at Walsh College but was not selected being the position that was open at the time, was not in demand at Walsh College. WADL-TV is also scheduled to attend a job fair in the city of Southfield (5/31/13) to recruit for future positions that may open at the station. In general, the station does many different types of job fairs to promote EEO in the Metro Area communities.

All resumes obtained from the job fairs are kept on file at the station in an event a vacancy opens up. In June of 2013, we plan to expand to more college job fairs such as Wayne Community College & Oakland Community College for our recruitment by actively being involved in the job fair programs.

WADL-TV also runs promos on the station to promote contractor positions that are open for our Account Executive positions and our Telemarketing Center that have a high turnover for contractors; we also list job openings on our website.

WADL-TV also reaches out to include internships within the station to local college students majoring in broadcasting/cinematic arts programs. One intern was promoted within for a part time position that opened up at the station.

WADL recently had a "Job Shadowing" announcement at a local church for an Accounting Assistant. The position has been filled by a recent High School Graduate of Renaissance High School, in Detroit Michigan; the graduate has been accepted and starts her education at Grand Valley State University in the fall of 2013.