

EXHIBIT A
(May 2010)

WPBN-TV/WTOM-TV EMPLOYMENT UNIT
2010 FCC Audit Response

Attached are the two most recent Annual EEO Public File Reports for the employment unit comprised of stations WPBN-TV and its satellite WTOM-TV. The unit also includes employees who provide certain services to WGTU (DT) and its satellite WGTQ (DT) pursuant to a shared services agreement.

EXHIBIT B

WPBN-TV/WTOM-TV EMPLOYMENT UNIT 2010 FCC Audit Response

Table of Contents - Summary Full-Time Hires

06/01/08 - 05/31/09 Period

B-1:	Graphic Artist
B-2:	Account Executive
B-3:	Account Executive
B-4:	Account Executive
B-5:	Account Executive
B-6:	Account Executive
B-7:	Account Executive

06/01/09 - 05/31/10 Period

B-8:	Account Executive
B-9:	Account Executive
B-10:	Account Executive
B-11:	Sales/Research Assistant
B-12:	Internet Account Executive
B-13:	Meteorologist
B-14:	News Director
B-15:	Reporter
B-16:	Reporter
B-17:	News Producer
B-18:	Internet Account Executive
B-19:	Account Executive

B-1: Graphic Artist

Date of Hire: 7/23/08

Referral Source of Hire: Employee Referral

of Interviewees for position and
referral sources of interviewees 6 Interviewees

Station Website (2)

MAB (1)

Career & Empl. Services (1)

Employee referral (2)

B-2: Account Executive

Date of Hire: 8/29/08

Referral Source of Hire: Website

of Interviewees for position and
referral sources of interviewees 3 Interviewees

Website (1)
Employee referral (2)

B-3: Account Executive

Date of Hire: 12/15/08

Referral Source of Hire: WPBN & WGTU On-Air Spot

of Interviewees for position and
referral sources of interviewees 27 Interviewees

WPBN On Air Advertisement (27)

B-4: Account Executive

Date of Hire: 12/15/08

Referral Source of Hire: WPBN &WGTU On Air Spot

of Interviewees for position and
referral sources of interviewees 27 Interviewees

WPBN On Air Advertisement (27)

B-5: Account Executive

Date of Hire: 1/5/09

Referral Source of Hire: WPBN & WGTU On-Air Spot

of Interviewees for position and
referral sources of interviewees 27 Interviewees

WPBN On Air Advertisement (27)

B-6: Account Executive

Date of Hire: 1/5/09

Referral Source of Hire: WPBN & WGTU On-Air Spot

of Interviewees for position and
referral sources of interviewees 27 Interviewees

WPBN On Air Advertisement (27)

B-7: Account Executive

Date of Hire: 1/5/09

Referral Source of Hire: WPBN & WGTU On-Air Spot

of Interviewees for position and
referral sources of interviewees 27 Interviewees

WPBN On Air Advertisement (27)

2010

B-8

Account Executive

Date of Hire:

5/29/09

Referral Source of Hiree:

Station Website (4)

of Interviewees for position and
referral sources of interviewees

4 Interviewees

Station Website (3)

Employee referral (1)

B-9

Account Executive

Date of Hire:

9/28/09

Referral Source of Hire:

Employee Referral

of Interviewees for position and
referral sources of interviewees

5 Interviewees

Traverse City Record Eagle (1)

Station Website (2)

Employee referral (2)

B-10

Account Executive

Date of Hire:

10/12/09

Referral Source of Hire:

Traverse City Record Eagle

of Interviewees for position and
referral sources of interviewees

5 Interviewees

Traverse City Record Eagle (1)

Station Website (2)

Employee referral (2)

B-11

Sales/Research Assistant

Date of Hire:

10/19/09

Referral Source of Hiree:

Employee Referral

of Interviewees for position and
referral sources of interviewees

2 Interviewees

Employee referral (2)

B-12

Internet Account Executive

Date of Hire:

12/1/09

Referral Source of Hiree:

Station Website

of Interviewees for position and
referral sources of interviewees

8 Interviewees

Station Website (6)
Employee referral (2)

B-13

Meteorologist

Date of Hire:

12/14/09

Referral Source of Hiree:

WPBN Website

of Interviewees for position and
referral sources of interviewees

3 Interviewees

Station Website (2)

MAB (1)

B-14	News Director	Greg Baldwin
	Date of Hire:	1/15/10
	Referral Source of Hire:	Employee Referral
	# of Interviewees for position and referral sources of interviewees	15 Interviewees Station Website (9) Employee referral (5) MAB (1)

B-15

Reporter

Date of Hire:

3/8/10

Referral Source of Hiree:

WPBN website

of Interviewees for position and
referral sources of interviewees

2 Interviewees

Station Website (2)

B-16

Reporter

Date of Hire:

2/28/10

Referral Source of Hiree:

Station Website

of Interviewees for position and
referral sources of interviewees

2 Interviewees

Station Website (2)

B-17

News Producer

Date of Hire:

3/14/10

Referral Source of Hiree:

Station Website

of Interviewees for position and
referral sources of interviewees

2 Interviewees

Station Website (2)

B-18

Internet Account Executive

Date of Hire: 1/15/10

Referral Source of Hire: Station Website

of Interviewees for position and
referral sources of interviewees 5 Interviewees

Station Website (2)

Craig's List (1)

Employee referral (2)

B-19

Account Executive

Date of Hire:

4/22/10

Referral Source of Hiree:

Staff Referral

of Interviewees for position and
referral sources of interviewees

2 Interviewees

Employee referral (2)

EXHIBIT C

**WPBN-TV/WTOM-TV EMPLOYMENT UNIT
2010 FCC Audit Response**

**1.
Supplemental Outreach Initiatives
(06/01/08 - 05/31/09)**

C-1: **Internship program (FCC Menu #5).** WPBN has an internship program whose primary purpose is (1) providing instruction and actual work experience for the student, 2) providing adequate student supervision throughout the program by station personnel, 3) developing structured duties, responsibilities and activities for the intern, and 4) assisting the intern in meeting academic criteria at the student's college or university. During the reporting period, the Employment Unit had 3 interns. 2 1 from Northwest Michigan College 1 from Ohio State and 1 from Central Michigan University

Station personnel involved in initiative include Jill Saarela, VP/General Manager; Kim St. Mary, Creative Services Manager; Doug DeYoung, News Director; and Nancy Hess, HR/Personnel.

C-2:

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities (FCC Menu #12). All upper-level positions were advertised in job banks of media trade groups whose membership includes substantial participation of women and minorities through the Broadcast Compliance Website. A few examples are Michigan Association of Broadcasters, Women in the NAACP, Center for Asian American Media and over 15 chapters of the NAACP. The Michigan Association of Broadcasters recommended it's members use Broadcast Compliance in 2005. MAB chose Broadcast Compliance Services because of the broad outreach that the company provides to assist members in their own FCC resource outreach. Rather than relying only on the resources you can develop and maintain, BCS provides you with access to thousands of contacts nationwide. These resources are updated on a regular basis by a staff dedicated to making this the most current database available for EEO purposes.

Names of station personnel involved in the initiative include Nancy Hess, HR Manager.

C-3

Job Fair (FCC Menu # 3). On November 11, 2008 WPBN-TV/WTOM-TV held a Job Fair at the Traverse City Golf and Country Club. We had about 70 applicants. Station personnel involved Jill Saarela, President & CEO & All Sales Management.

C-4

Career Information Outreach (FCC Menu #10/16).

Dates: Ongoing

WPBN Staffers go to area businesses, schools and youth organizations to talk about career exploration and workforce ethics.

Personnel involved and schools visited included

3/11/08 – News Director Doug Deyoung and Chief Engineer Mike Miller maintained the WPBN booth at the GLBC Career Fair in Grand Rapids

4/15/08 Anchor Reporter Kristin Maciorowski attended Cadillac Schools Career Day

5/16/08 News Director Doug Deyoung spoke attended career day at Traverse City West Senior High.

5/30/08 Meteorologist Jayne Smith spoke to 5th graders at Immaculate Conception School

9/28/08 Meteorologist Joe Charlevoix, spoke to 60 1st – 8th graders at Our Lady Of The Lake/Houghton Lake.

C-5

Outreach To Solicit Recruitment Sources, Minority Applicants (FCC Menu #16). WPBN-TV/WTOM-TV run weekly announcements encouraging representatives of organizations to sign up and receive job postings. We also solicit on our website, www.tv7-4.com. In addition, we have created a second announcement aimed at job seekers, stating we're equal opportunity employers and encouraging job applications, which run several times each week. Station personnel involved include Kim St. Mary, Media Operations.

C-6

Station Tours Aimed at Career Development (FCC Menu #16). We conduct station tours on an ongoing basis, however these were for groups specifically interested in broadcasting careers. .

4/28/09: Saint Francis High School. SFTV class 10 students 1 teacher attended a tour of the station with the focus on the news operation and Willow Hill Girls Scouts who were here to earn their media badge. News Director Doug DeYoung hosted the tour

4/7/09: 6 Boy Scouts from the Houghton Lake Schools tour the facility with 3 adults. They spent 1 hour at the station and focused the tour on technology and weather forecasting. Meteorologist Greg Macmaster and News Director Doug DeYoung hosted the tour.

3/16/09 Charlevoix High School Media Class Station Personnel involved include Joe Charlevoix.

1/13/09: Saint Francis High School SFTV class 10 students 1 teacher attended a tour of the station with the focus on the news operation. News Director Doug DeYoung hosted the tour

1/18/09 Immaculate Conception Elementary Girl Scout Troop 12 attended a tour of the station and news operation. News Director Doug DeYoung hosted the tour

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EXHIBIT C

**WPBN-TV/WTOM-TV EMPLOYMENT UNIT
2010 FCC Audit Response**

**2.
Supplemental Outreach Initiatives
(06/01/09 - 05/31/10)**

C-7:

Internship program (FCC Menu #5). WPBN has an internship program whose primary purpose is (1) providing instruction and actual work experience for the student, 2) providing adequate student supervision throughout the program by station personnel, 3) developing structured duties, responsibilities and activities for the intern, and 4) assisting the intern in meeting academic criteria at the student's college or university. During the reporting period, the Employment Unit had 3 interns. 1 from Northwest Michigan College 1 from Michigan State University and 1 from Central Michigan University

Station personnel involved in initiative include Jill Saarela, VP/General Manager; Kim St. Mary, Media Operations Manager; and Nancy Hess, HR/Personnel.

C-8

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities (FCC Menu #12). All upper-level positions were advertised in job banks or media trade groups whose membership includes substantial participation of women and minorities through the Broadcast Compliance Website. All upper-level positions were advertised in job banks of media trade groups whose membership includes substantial participation of women and minorities through the Broadcast Compliance Website. A few examples are Michigan Association of Broadcasters, Women in the NAACP, Center for Asian American Media and over 15 chapters of the NAACP. Names of station personnel involved in the initiative include Nancy Hess, HR Manager.

C-9

Outreach To Solicit Recruitment Sources, Minority Applicants (FCC Menu #16). WPBN-TV/WTOM-TV run weekly announcements encouraging representatives of organizations to sign up and receive job postings. We also solicit on our website, formerly www.tv7-4.com now www.upnorthlive.com. In addition, we have created a second announcement aimed at job seekers, stating we're equal opportunity employers and encouraging job applications, which run several times each week. Station personnel involved include Kim St. Mary, Media Operations.

C-10

Station Management participated in a two hour seminar put on by Manpower North America. Legal guidelines and best practices in employment law with focus on EEO, diversity and discrimination. Station personnel involved in initiative include Jill Saarela, VP/General Manager; Kim St. Mary, Media Operations Manager; Wendy Wakefield, Business Manager, Greg Baldwin, News Director, Betsy Bard, General Sales Manager, Jim Marco, VP of Engineering, Dave Pistor, Local Sales Manager and Nancy Hess, HR/Personnel.

C-11

Station Tours Aimed at Career Development (FCC Menu

#16). **11/20/09** 10 2nd, 3rd and 4th grade students from Mrs. Helen Tredway's Ellsworth Elementary class were given a station tour by meteorologist Jayne Smith.

4/26/10 Meteorologist Joe Charlevoix toured an environmental class from Traverse City West Senior High.

4/28/09 20 Willow Hill Elementary Girl Scout's attended a tour of the station and news operation

10/14/09 Anchor Bill Froehlich toured a troop of Boy Scouts from Traverse City

10/09-4/10 Anchor Marc Schollett gave several station tours to various school groups and scouts

5/5/10 Meteorologist Alana Nehring and News Anchor Melissa Smith gave a tour of the station and talked with Charlevoix High School students

C-4

Career Information Outreach (FCC Menu #10/16).

Dates: Ongoing

WPBN Staffers go to area businesses, schools and youth organizations to talk about career exploration and workforce ethics. Personnel involved and schools visited included

News Anchor Diana Lawson:

3/13/10 Rock your Future event in Benzie County (High School Girls)

4/18/10 Taste of Grand Traverse benefit for the Women's Resource Center.

Several public appearances for the Red Cross Hero's Campaign (various dates)

8/13/09 Main Speaker at the Making Strides Against Breast Cancer breakfast

News Anchor Bill Froehlich:

3/17/10 Spoke to two 5th grade classes at Long Lake Elementary School

3/17/10 Anchor Melissa Smith attended career day through the Zonta Club in Leelanau County; she also attended and spoke at the Grand Traverse Academy career day

3/24/10 Anchor Melissa Smith attended and spoke at the Grand Traverse Academy career day.