

WILX TV
EEO FILE REPORT
May 31, 2015 - June 1, 2016

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Account Executive	1-44	11
Account Executive	1-44	11
MMJ	1-43	38
MMJ	1-43	12
Meteorologist	1-43	11
Anchor/Reporter	1-43	8
Anchor/Reporter	1-43	34
Technical Media Producer	1-43	43
Technical Media Producer	1-43	12
News Producer	1-43	43
News Producer	1-43	15
Photographer	1-43	11
Photographer	1-43	43
Photographer	1-43	8
Photographer	1-43	29
Digital Producer	1-43	43
Meteorologist	1-43	8
Sports Anchor/Reporter	1-43	34

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Albion College - Department of Economics and Management W. C. Dyer Albion College Albion, MI 49224 517-629-0238 Gerstacker@albion.edu	N	
2	Arab American Heritage Council Alex Isaac 515 Stevens St. Flint, MI 48502 810-352-2722 aisaac42@aol.com	N	
3	Baker College of Owosso-Career Svcs. Lisa Lynch 1020 S. Washington Owosso, MI 48867 989-729-3322 lisa.lynch@baker.edu	N	
4	Black Child & Family Institute Adia Boone 835 West Genesee Lansing, MI 48915 517-487-3775 officemngr@bcfi.org	N	
5	Capital Area Michigan Works Talent Bank Teri Sand 2110 S. Cedar St. Lansing, MI 48910 517-492-5599 tsand@camw.net	Y	3
6	Career and Student Employment Western Michigan University 269-387-2745 Lynn C. Kelly Albertson www.broncojobs.wmich.edu	N	

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7	Career Quest Sharri Artale 3215 S. Pennyslvania Lansing, MI 48910 517-853-7241 sartale@cqlc.edu	Y	
8	Central Michigan Univ/Broadcast Peter Orlik 344 Moore Hall Mount Pleasant, MI 48859 989-774-3851 orlik1pb@smich.edu	N	7
9	Chicago State Univ/Communications Gayle Evans 9501 South King Drive 318 Education Building Chicago, IL 60628 773-995-2000 gevans@csu.edu	N	
10	Davenport University 220 E. Kalamazoo St. Lansing, MI 48933 517-484-2600 lacs@davenport.ude	N	
11	Employee Referrals	N	6
12	Gray Television Group Dottie.Boudreau@gray.tv	N	2
13	ITT Technical Institute Grand Rapids Jennifer Hance 4020 Sparks Drive S.E. Grand Rapids, MI 49546 800-632-4676 jhance@itt-tech.edu	N	

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14	Kellogg Community College Laura DePompolo 450 North Avenue Student Employment Services Battle Creek, MI 49017 269-965-3931 jobhelp@kellogg.edu	N	
15	Lansing Community College Alandis Baker PO BOX 40010 Lansing, MI 48917 517-483-1172 cesjoblink@lcc.edu	N	3
16	University of Northwestern Mary Coffman 301-229-2168 m-coffman@northwestern.edu	Y	
17	Media Line mark@medialone.com (News Jobs)	N	1
18	MAB- Includes Job Fairs Sarah Beeskow 819 N. Washington Lansing, MI 48906 800-968-7622 mab@michmab.com	Y	6
19	Michigan State University Theda Rudd 113 Student Services Bld. East Lansing, MI 48824 517-355-9510 ruddt@csp.msu.edu	N	
20	Michigan State University Telecommunications Job Notices N370 N. Business Complex East Lansing, MI 48824 517-355-4451 steinfie@msu.edu	N	1

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21	Michigan State University Career Services and Placement Kelley Bishop Michigan State University 113 Student Services Building East Lansing, MI 48824 517-355-9510 bishopke@csp.msu.edu	N	
22	Michigan State University College of Communication and Art/Science Karin Hanson 287 Comm. Arts Building East Lansing, MI 48824 517-355-6500 hanson39@msu.edu	N	
23	Michigan Works Saginaw County Dennis Brieske 1600 N. Michigan Room 400 102 W. Belle St. Charles, MI 48655 989-865-2477 smb@michiganworks.com	N	
24	Michigan Works Clinton County Douglas Stites 101 W. Cass St. Suite A 2 nd Floor, PO BOX 145 St. Johns, MI 48879 989-224-2000 tsand@camw.net	Y	
25	NAACP Job Placement 408 E 8 th Street Wilmington, DE 19801 302-655-0998 britsmile@aol.com	N	
26	NAACP-Port Huron Branch Juanita Taylor PO Box 610486 Port Huron, MI 48060 810-987-2446 phnaacp@aol.com	N	

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27	NATIONAL ASSOC OF BLACK-OWNED BROADCASTERS PRISCILLA GREEN 1155 CONNECTICUT AVE NW 6TH FL Washington, DC 20036 202-463-8970 nabob@abs.net	N	
28	NATIONAL ASSOC OF HISPANIC JOURNALISTS LETICIA SALAZAR 529 14TH ST NW 1193 NATIONAL PRESS BLD Washington, DC 20045 202-662-7145 jobbank@nahj.org	N	
29	NON Employee Referral	N	2
30	The Specs Howard School of Media Arts W. Nine Mile Road, #100 Southfield, MI 48075 nbonneville@specshoward.edu	Y	3
31	Spring Arbor University Damon Seacott Master of Arts Communication 106 E. Main Spring Arbor, MI 49283 517-750-1200 dseacott@arbor.edu	N	
32	Spring Arbor University Kristy Taylor 106 E. Main Street Spring Arbor, MI 49283 517-750-6347 ktaylor@arbor.edu	N	

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33	Spring Arbor University - WSAE Michelle Dawson 106 E. Main St. Spring Arbor, MI 49283 517.750.9723 michelle@arbor.edu	N	
34	TV Jobs Mark Holloway PO BOX 4116 Oceanside, CA 92502 800-384-0119 jobs@tvjobs.com	N	5
35	UNIV OF NEW MEXICO -DEPT OF COMM & JOURN MARY BIBEAU UNIVERSITY HILL NE Albuquerque, NM 87131 505-277-5305 cjugrads@unm.edu	N	
36	UNIVERSITY OF MICHIGAN /FILM & VIDEO STUDIES JOB NOTICES 105 S STATE ST Ann Arbor, MI 48109 734-764-0147 sikirby@umich.edu	N	
37	University of Phoenix-West Michigan Campus 3100 West Rd. East Lansing, MI 48823 517-333-5133 Jennifer.m.brewer@phoenix.edu	Y	
38	WALTER CRONKITE SCH OF JOURNALISM KAREN SHANNON ARIZONA STATE UNIV Tempe, AZ 85287 480-965-9011 karen.Shannon@asu.edu	N	2

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39	Washtenaw Community College Employment Services David Wildfong 4800 East Huron River Drive Student Center Building, RM 287 Ann Arbor, MI 48106 734-677-5155 dwildfong@wccnet.edu	Y	
40	Washtenaw Community College –Orchard Radio Dave Waskin 4800 East Huron River Dr. P.O. Box D-1 Ann Arbor, MI 48106 (734) 677-5405 dwaskin@wccnet.edu	N	
41	Weber State university Communications Job Listings 1605 University Circle Ogden, UT 88408 801-626-6426 tsanders@weber.edu	N	
42	WILX Bulletin Board	N	2
43	WILX website (www.wilx.com)	N	5
44	WILX On-Air Announcements	N	1
		Total Interviews:	49

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participation in job fairs (6)	<p>During this reporting year, our station participated in the following job fairs.</p> <p>October 8, 2015 Michigan Association of Broadcasters Foundation (MABF) Broadcast and Networking Fair, held at Specs Howard School of Media Arts. Our Creative Services Director attended.</p> <p>October 15, 2015 MABF Broadcast and Networking Fair, held at Central Michigan University. Our News Director attended.</p> <p>October 30, 2015 - MABF Broadcast Career Builder Conference (BCBC) held at Eagle Eye Golf Club and Conference Center. Our Production Manager attended.</p> <p>February 23, 2016, Lansing Community College Job & Internship Fair. Held at the LCC West Campus. Our Production Manager attended.</p> <p>April 9, 2016, The National Association of Television Program Executives Career Day, Job Fair, TV Station Tour. Our News Director attended the job fair and also participated in the job interview demonstration for broadcast positions.</p> <p>May 3, 2016 – MABF, Greater Lansing Broadcast Media Career Fair held at the Lansing Center in Lansing Michigan. Our Creative Services Director and General Sales Manager attended.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Community Activities and Tours	<p>A number of elementary, high school and college students have toured the station. These field trips allowed students to view firsthand how science and technology is used in television to put together a daily local newscast.</p> <p>WILX Anchors and Meteorologists participate in numerous local events and community fundraisers annually; including, the Greater Lansing Kidney Walk, Elle's Race 5k for Grieving Children, National Kidney Foundation Fundraiser, Susan G. Koman Foundation.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in events relating to career opportunities in broadcasting sponsored by educational institutions. (11)	<p>WILX's meteorologists travel to area schools to teach students about weather. They allow the students to work the cameras and see how the operation of "Weather" at WILX is done.</p> <p>11/2/15 – Glencairn Elementary School</p> <p>11/9/15 – IHM/St. Casmir School</p> <p>11/23/15 – Perry Elementary School</p> <p>3/9/16 - Riley Elementary School</p> <p>3/16/16– Neal Elementary School</p> <p>3/30/16 – Steele Elementary School</p> <p>On September 23, 2015, the MSU School of Journalism class came to spend the day in the newsroom. They sat in a news meeting, toured the station, watch the newscasts live in the studio, and hear from people in the newsroom on their careers and creating newscasts.</p> <p>On December 3, 2015 one of our Meteorologists spoke so a science class at Lansing Community College regarding meteorology.</p> <p>On October 13, 2015, our Evolving Media and Content Manager had an MSU student job shadow her. The shadow is an undergraduate student studying the area of effective social media management.</p> <p>In April 2016, Our General Sales Manager talked with a Michigan State University student regarding media advertising. Our GSM answered 'interview' questions. She also helped the student to understand all that goes in to media advertising sales.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Sponsorships	WILX was a major sponsor in the Greater Lansing Media Conference held May 3, 2016. The conference offers broadcasters a unique and valuable opportunity to connect with the future of our industry. The conference sees hundreds of students and young professionals looking to get into the broadcasting field. There are also many seminars centered on broadcasting for newcomers and veterans of the industry.
5	List every upper level job opening in media trade group whose members include substantial participation of women and minorities.	WILX sends job postings to a wide variety of sources that specifically target minority and women applicants. WILX uses these sources for all upper level job openings.