

WNWO
EEO PUBLIC FILE REPORT
June 1, 2023 - May 31, 2024

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Consultant	1-52	21
Marketing Consultant (Sales)	1-12, 14-20, 23-52	28

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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 Reporting Period
1	Alabama A & M University 4900 Meridian Street N Huntsville, Alabama 35811 Url : www.aamu.edu Email : sbgresumes@sbgvtv.com Career Center	N	0
2	Arizona State University/Walter Cronkite School of Journalism 555 N Central Ave Ste 302 Phoenix, Arizona 85004 Email : kbordell@asu.edu Karen Bordeleau	Y	0
3	Board of Community Relations One Government Center Suite 2200 Toledo, Ohio 43604 Email : bcr1@toledo.oh.gov Linda Alvarado	N	0
4	Bowling Green State University 302 W. Hall Bowling Green, Ohio 43403 Phone : 4193722531 Email : lorilig@bgsu.edu Lori Liggett	N	0
5	Careerbuilder.com 1101 15th St, NW Washington, District of Columbia 20005 Url : http://www.careerbuilder.com Email : sbgresumes@sbgvtv.com Aaron Brumfield	N	0
6	Central Ohio Technical College 1179 University Dr. Newark, Ohio 43055 Phone : 7403669219 Email : mason.536@mail.cotc.edu Holly Mason	N	0
7	Cheyney University of Pennsylvania 1837 University Circle Cheyney, Pennsylvania 19319 Url : www.cheyney.edu Email : sbgresumes@sbgvtv.com Career Services	N	0

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8	Cleveland State University 2121 Euclid Ave Cleveland, Ohio 44155 Phone : 2166872000 Email : sbgresumes@sbgstv.com Career Services	N	0
9	Craig Newmark Graduate School of Journalism at CUNY 219 West 40th Street New York, New York 10018 Yolanda Rodriguez Manual Posting	N	0
10	Davis College 4747 Monroe St Toledo, Ohio 43623 Phone : 419-473-2700 Url : www.daviscollege.edu Email : dbrunner@daviscollege.edu Diane Brunner	N	0
11	DiversityJobs.com 3980 N Broadway, Ste 103-147 Boulder, Colorado 80304 Url : www.diversityjobs.com Email : sbgresumes@sbgstv.com Rob Steward	N	0
12	Elizabeth City State University 1704 Weeksville Rd Elizabeth City, New York 27909 Url : www.ecsu.edu Email : sbgresumes@sbgstv.com Career Center	N	0
13	Employee Referral	N	1
14	Florida A & M University 1601 S Martin Luther Jr Blvd Tallahassee, Florida 32307 Email : sbgresumes@sbgstv.com Career Center	N	0

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15	G.I Jobs 420 Rouser Rd Moon Township, Pennsylvania 15108 Url : www.gijobs.com Email : sbgresumes@sbgstv.com R. Brandt	N	0
16	HBCU Connect 750 Cross Point Rd, Ste Q Columbus, Ohio 43230 Url : www.hbcuconnect.com Email : sbgresumes@sbgstv.com William Moss	N	0
17	Hire A Hero PO Box 6808 Morango, California 94705 Url : http://www.hireahero.org Email : sbgresumes@sbgstv.com Broadbean Source	N	0
18	Howard University 5258 Bryant St, NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : sbgresumes@sbgstv.com Carol Dudley	Y	0
19	Huston-Tillotson University 900 Chicon Street Austin, Texas 78702 Url : www.htu.edu Email : sbgresumes@sbgstv.com Career Center	N	0
20	IBEW Local 245 705 Lime City Rd Rossford, Ohio 43460 Phone : 4196667439 Email : larry@ibew245.com Larry Tscherne	N	0
21	Indeed.com - Not Directly Contacted by SEU	N	3
22	Internet Ad-not directly contacted by SEU	N	1

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23	Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : http://www.ithaca.edu Email : sbgresumes@sbgstv.com Broadbean Source	Y	0
24	Journalismjobs.com 72 Plaza Drive 2nd fl Berkeley, California 94706 Url : http://www.journalismjobs.com Email : sbgresumes@sbgstv.com Broadbean Source	N	0
25	Kent State Univ. Kent, Ohio 44242 Phone : 3306723000 Url : http://www.kent.edu/career Email : sbgresumes@sbgstv.com Career Services	N	0
26	Kentucky State University 400 E Main St Frankfort, Kentucky 40601 Url : www.kysu.edu Email : sbgresumes@sbgstv.com Career Center	N	0
27	Lawrence Technical College 21000 West Ten Mile Road Southfield, Michigan 48075 Phone : 8002255588 Url : http://www.ltu-csm/symplicity.com Email : sbgresumes@sbgstv.com Career Services	N	0
28	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : http://www.linkedin.com Email : sbgresumes@sbgstv.com Account Manager	N	4

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29	Miles College 5500 Myron Massey Blvd Fairfield, Alabama 35064 Url : www.miles.edu Email : sbgresumes@sbgstv.com Career Center	N	0
30	Morgan State University 1700 E Cold Spring Lane Baltimore, Maryland 21251 Url : www.morgan.edu Email : sbgresumes@sbgstv.com Career Center	N	0
31	National Association of Broadcasters Washington DC Washington DC, District of Columbia Email : sbgresumes@sbgstv.com n/a n/a	N	0
32	North Carolina A&T State University 1601 E Market St Greensboro, North Carolina 27411 Url : www.ncat.edu Email : sbgresumes@sbgstv.com Career Center	N	0
33	Northwestern University 633 Clark St Evanston, Illinois 60208 Phone : 8474913741 Email : sbgresumes@sbgstv.com Career Services	N	0
34	Ohio Media School 9885 Rockside Rd, Ste 160 Valley View, Ohio 44125 Phone : 2342032768 Url : https://beonair.com Email : janatra@beonair.com Jennifer Anatra	N	0
35	Ohio Media School 441 Montgomery Rd. Suite 200 Norwood, Ohio 45212 Phone : 513-342-3512 Email : pbufford@beonair.com Phillip Bufford	Y	0

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36	Ohio Northern University 525 South Main St. Ada, Ohio 45810 Url : http://www.onu-csm.symplicity.com/employers Email : career@onu.edu Career Services	N	0
37	Ohio State University Mount Hall 1050 Carmack Rd Columbus, Ohio 43210 Phone : 6142928860 Email : sbgresumes@sbgstv.com Career Services	N	0
38	Ohio University Baker University Center 533 1 Ohio University Athens, Ohio 45701 Phone : 7405932909 Url : http://www.ohio-csm.symplicity.com/employers Email : sbgresumes@sbgstv.com Career Services	N	0
39	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : http://www.sbg.net Email : employment@sbgstv.com Career Page	N	0
40	Specs Howard School of Broadcast Arts 19900 W Nine Mile Rd Southfield, Michigan 48075 Phone : 2483589000 ext 8958 Email : bcarey@specshoward.edu Brent Carey	Y	0
41	Stautzenberger College 1796 Indianwood Circle Maumee, Ohio 43537 Phone : 4198660261 Url : http://www.stautzenberger.com Email : ragarver@stautzenberger.com Career Services	N	0

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42	Texas Southern University 3100 Cleburne St Houston, Texas 77004 Url : www.tsu.edu Email : sbgresumes@sbgstv.com Career Center	N	0
43	The Muse 1375 Broadway New York, New York 10018 Url : http://www.themuse.com Email : sbgresumes@sbgstv.com Andrea Siegle Prong 2 Ended Date: 12/31/2023	N	0
44	Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : info@tvjobs.com Mark Holloway	N	0
45	University of Arkansas - Pine Bluff 1200 University Dr Pine Bluff, Arkansas 71601 Url : www.uapb.edu Email : sbgresumes@sbgstv.com Career Center	N	0
46	University of Michigan 515 E Jefferson 3200 SAB Ann Arbor, Michigan 48109 Phone : 7347641817 Email : sbgresumes@sbgstv.com Career Services	N	0
47	University of Toledo 2801 W Bancroft Toledo, Ohio 43606 Phone : 4195304341 Email : sbgresumes@sbgstv.com Career Services	N	0

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48	West Virginia State University PO Box 1000 Institute, West Virginia 25112 Url : www.wvstateu.edu Email : sbgresumes@sbgvtv.com Career Center	N	0
49	Winston-Salem State University 601 S Martin Luther King Jr Dr Winston-Salem, North Carolina Email : sbgresumes@sbgvtv.com Career Center	N	0
50	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
51	Xavier University 1 Drexel Dr New Orleans, Louisiana 70125 Url : www.xula.edu Email : sbgresumes@sbgvtv.com Career Center	N	0
52	Youngstown State University One University Plaza Youngstown, Ohio 44555 Phone : 3309413000 Url : http://www.ysu-csm.symplicity.com Email : sbgresumes@sbgvtv.com Career Services	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			9

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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	6/30/2023	Establishment of training programs for station personnel	Sinclair provides a variety of training to its managers designed to help them acquire skills to qualify them to grow in their careers. The Company provides a Core Leadership Series (CLS) for people managers with a focus on building leadership skills. Sinclair recognizes the importance and impact of great people management, and this series is the start of supporting the development of the skillsets needed for managers to become extraordinary leaders and impacting teams positively. This will establish a strong foundation for what it means to be a leader with Sinclair. This is a 3-part series of trainings that people managers will complete. The station had 5 managers complete Part 1 which is focused on embodying servant leadership and the importance of building a strong culture within their teams.	5	Local Sales Manager Digital Sales Manager General Manager Operations Manager
2	9/28/2023	Participation in Job Fairs	Ashley Beam, Station HR Manager for Flint, Toledo and Traverse City, attended the Lawrence Tech University Career fair on 9/28/23. She attended the job fair solely on behalf of Flint, Traverse City, Toledo, and the stations in Kalamazoo. While there, she discussed career and internship opportunities available in Broadcasting and Broadcast Engineering with the students. At the job fair, she specifically discussed the openings at each of the four stations with the intent of hiring for each location. She worked directly with hiring managers at each station immediately following the job fair to ensure that the interested students resumes were followed up on.	1	HR Manager

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3	9/30/2023	Establishment of training programs for station personnel	Sinclair provides a variety of training to its managers designed to help them acquire skills to qualify them to grow in their careers. The Company provides a Core Leadership Series (CLS) for people managers with a focus on building leadership skills. Sinclair recognizes the importance and impact of great people management, and this series is the start of supporting the development of the skillsets needed for managers to become extraordinary leaders and impacting teams positively. This will establish a strong foundation for what it means to be a leader with Sinclair. This is a 3-part series of trainings that people managers will complete. The station had 5 managers complete Part 2 which is focused on communication and team interaction as well as applying skills learned in Part 1.	5	Local Sales Manager Digital Sales Manager General Manager Operations Manager
4	10/17/2023	Participation in events or programs sponsored by educational institutions	Richard Stewart, Operations Manager for WNWO, met with the Advisory Committee at Penta Career Center on October 17, 2023 to talk about various ways to improve their broadcasting program. This allowed students to be prepared for a day in the life of a broadcast employee at the Toledo, OH station. Students were able to ask questions to help prepare them for the future.	1	Operations Manager

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5	11/2/2023	Participation in Job Fairs	<p>Ashley Beam, Station HR Manager for Flint, Toledo and Traverse City, and Kevin Dunaway, General Manager for Flint, attended the Michigan Association of Broadcasters' Great Lakes Broadcast & Sports Media Academy on 11/02/2023. They attended solely to represent the stations they represent – WEYI/WSMH/WBSF, WNWO, WPBN and WWMT. Flint and WWMT (Kalamazoo) share a News Director, so Ashley supports the News Director in recruiting efforts for both Stations. While there, they presented career and internship opportunities available in Broadcasting and Sales with students from across Michigan's schools. They were prepared to discuss the openings at each of the 4 represented stations (Flint, Traverse City, Kalamazoo, and Toledo) with the intent of hiring for each location. They worked directly with hiring managers at each station immediately following the job fair to ensure that the interested students resumes were followed up on.</p>	2	General Manager HR Manager

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6	12/31/2023	Establishment of training programs for station personnel	Sinclair provides a variety of training to its managers designed to help them acquire skills to qualify them to grow in their careers. The Company provides a Core Leadership Series (CLS) for people managers with a focus on building leadership skills. Sinclair recognizes the importance and impact of great people management, and this series is the start of supporting the development of the skillsets needed for managers to become extraordinary leaders and impacting teams positively. This will establish a strong foundation for what it means to be a leader with Sinclair. This is a 3-part series of trainings that people managers will complete. The station had 3 managers complete Part 3 which is focused on personalized support on upskilling leadership skills to make a positive impact.	3	Local Sales Manager Digital Sales Manager Operations Manager
7	1/17/2024	Participation in scholarship programs	In keeping with promoting diversity in the Broadcast industry as well as promoting broadcasting careers as a whole, WNWO has publicly shared information on their website regarding the Sinclair Diversity Scholarship. This \$5,000 scholarship opportunity is offered to college students from diverse ethnic backgrounds, who are in their sophomore or junior years of a 4-yr college or university, and are pursuing a career in broadcasting, digital, social media, or marketing. There is no specific college major required. By promoting this at the local WNWO station level, it will bring visibility to this scholarship at local colleges who may have interested and eligible students.	0	

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8	3/15/2024	Participation in events or programs sponsored by educational institutions	Richard Stewart, Operations Manager, represented WNWO at PENTA Career Center for their Mock Interview Day on March 15, 2024. This was for their video production department. Richard interviewed a total of 11 students that were both juniors and seniors. The students were able to develop their skills and learn more about how to properly conduct themselves during an interview.	1	Operations Manager
9	3/27/2024	Participation in events or programs sponsored by educational institutions	Richard Stewart, Operations Manager, and Brian MacGeorge, Creative Services Producer, represented WNWO at Springfield High School on March 27, 2024. They spoke with TV production students about their careers in broadcasting. The students were able to ask questions about the broadcast media field. Overall, it was a great event and the students enjoyed hearing stories about their careers.	2	Operations Manager Creative Services Producer
10	4/5/2024	Participation in events or programs sponsored by educational institutions	Kaleb Grine, IT Engineer, represented WNWO at the Genoa Academic Committee's seventh annual College and Career Fair at Genoa High School on April 5, 2024. Kaleb spoke to students in grades ranging from 9th to 12th about potential careers in broadcasting and in communications. Students were able to ask questions and gain more insight into the field.	1	IT Engineer