

EEO Report June 1, 2015

For the period of 6/1/14-5/31/15

26 Full-time Hired Employees

Applications received 194

Interviews performed 98

Recruitment Sources used:	Interviews
9&10 News Website	35
Cadillac Evening News	2
Gaylord Herald	2
Mich MAB	2
Media Line	21
Fox 32 Website	3
Talent Dynamics	15
Northwest MI College	1
Grand Valley State	1
Monster.com	14
MItalent.com	2

WWTV/WWUP-TV has participated in 3 Job Fairs during the past year. In attendance from WWTV/WWUP-TV was Kevin Dunaway, News Director, Tessia Klix, Promotion Director and William Kring, General Manager. We advertise the job fairs on-air. We also host several school tours in our Cadillac studio throughout the school year.

WWTV/WWUP-TV has an ongoing Internship program with Central Michigan University in Mt. Pleasant. We employ between 6-8 interns per year.

WWTV/WWUP-TV sponsors Best of the Class ceremony each spring. It brings together all the top students in their Senior Class from all the high schools in Northern MI.

Media Line <http://www.medialine.com> Mark Shilstone
MediaLine

P.O. Box 51909
Pacific Grove, CA 93950

Phone: 800-237-8073

www.talentedynamics.com
214-640-3139

Cadillac News
130 N. Mitchell St., P.O. Box 640, Cadillac, Michigan
49601-0640
Phone: 231-775-6565 Fax: 231-775-8790
Chris Huckle

AMVETS 110
127 W Cass
Cadillac, MI 49601
April Hansen-231-878-4682

Dick Kernan
**Specs Howard School
of Broadcast Arts**
19900 W. Nine Mile Rd.
Southfield, Michigan 48075
Phone 248.358.9000

Ferris State University
Rye, Clayton B Professor (231) 591-2716 Television & Digital Media Production
1201 S. State Street Big Rapids, Michigan USA - 49307

Central MI University Broadcasting Department
Rick Sykes
344 Moore Hall
Mt. Pleasant, MI 48858
989=774=3851

EEO Report 6/1/2013-5/31/2014

Job	Recruitment source	# Inter.	Hire Date
Photojournalist	Medialine	1	6/23/2014
	Talent Dynamics	0	
	9&10 Website *	3	
	Fox 32 Website	0	
Reporter	9&10 Website *	0	6/23/2014
	Medialine	3	
	Fox 32 Website	0	
Producer	Talent Dynamics *	2	
	Medialine *	1	8/4/2014
	Talent Dynamics	2	
	9&10 Website	1	
Producer	Fox 32 Website		
	Medialine	0	8/4/2014
	9&10 Website	2	
	Talent Dynamics *	1	
Sports Anchor	Fox 32 Website	2	8/11/2014
	9 & 10 Website	0	
	Talent Dynamics *	5	
	Medialine	3	
Reporter	9&10 Website	1	8/25/2014
	Medialine *	2	
	Talent Dynamics	0	
Web Producer	9&10 Website *	2	10/6/2014
	Medialine		
	Talent Dynamics	0	
N. M Digital	Medialine *	2	10/6/2014
	9 & 10 Website	2	
	Talent Dynamics	3	
Reporter	Medialine		10/20/2014
	Talent Dynamics	0	
	9&10 Website *	2	
	Fox 32 Website	0	
Anthor/Reporter	9 & 10 Website	2	10/20/2014
	Talent Dynamics	0	
	Medialine *	2	
	Fox 32 Website	0	
Traffic Coordinator	9&10 News Website	2	11/18/2014
	Cadillac News *	2	
	Fox 32 Website	1	
Web Producer	Fox 32 Website	0	12/15/2014
	Medialine *	1	
	Talent Dynamics		
Reporter	9&10News	2	
	Medialine	2	12/15/2014
	Talent Dynamics *	2	
	Fox 32 Website	0	
Creative Services	9&10 News Website	0	
	MAB	1	1/19/2015
	Ferris State College	0	

EEO Report 6/1/2013-5/31/2014

	Grand Valley State	1	
	9&10 Website *	1	
	CMU	0	
N. M Digital	9&10 News Website *	2	1/30/2015
	monster.com *	4	
	mitalent.com	1	
	MI Fox 32 News.com	0	
Reporter	9&10 News Web *	2	5/12/2014
	Medialine	2	
	Talent Dynamics	0	
Media Consultant	9&10News Web *	2	2/17/2015
	mitalent.com	0	
	monster.com	1	
Media Consultant	Gaylord Heragl	2	2/17/2015
	mitalent.com	0	
	9&10 News Web	0	
	monster.com	0	
Sales Assitant	9&10 News web *	1	2/23/2015
Creative Services	Mich MAB website *	1	2/23/2015
	Ferris State College	0	
	Pure MI Talent	1	
	Northwestern MI coll	1	
	Grand Valley State		
	Central MI Unit	0	
Producer	Medialine *	2	3/9/2015
	9&10 News Web	1	
	Talent Dynamics	0	
N. M Digital	monster.com *	4	3/30/2015
	MI Talent.com	0	
	9&10 Website	0	
Photojournalist	9&10 News.com *	2	4/13/2015
	Medialine	0	
	Talent Dynamics	0	
N.M. Digital	Monster.com *	3	5/7/2015
	9&10 Website	2	
	mitalent.com	0	
Media Consultant	9&10 Website *	3	5/7/2015
	Monster.com	2	
	mitalent.com	0	

MAB FOUNDATION

2014-2015

Michigan Association of Broadcasters Foundation

Chair
Chuck Stokes
WXYZ-TV (Detroit)

Vice Chair
Sue Goldsen
Jackson Radio Works

Secretary/Treasurer
Jennifer Williams
Greater Media, Inc.

Immediate Past Chair
Rick Sykes, Central Michigan
University

President
Karole L. White, MAB

Executive Vice President
Julie Sochay, MAB Foundation

Eva Aguirre Cooper
WOOD/WOTV/WXSP-TV
(Grand Rapids)

Don Backus
Broadcast Electronics/Commotion

Pete Bowers
Bloomfield Hills Schools/WBFH-FM

Eduardo Fernandez
WXYZ-TV/WMYD-TV
(Detroit) MAB Liaison

Bob Gould
Michigan State University

Wendy Hart
Spartan Sports Network

Tonya Hernandez
Spring Arbor University

Paul Jacobs
Jacobs Media/jacAPPS

Joe Jason
CVM Productions

Pam Manor
WNEM-TV (Saginaw)

Tom Mogush
WMQT-FM/WZAM-AM (Marquette)

Todd Mohr
Mitten Media LLC

Jam Sardar
WLNS-TV (Lansing)

Stephen Schram
Michigan Public Media

Randy Scott
Davison High School/DTV

Michael Walenta
WGVU Public Media
(Grand Rapids)

March 23, 2015

Kevin Dunaway
9 & 10 News/Fox 32
p.o. box 627
Cadillac, Michigan 49601

Dear Kevin:

Thank you for your participation in the 2015 MABF Broadcast Media Career & Networking Fair on Wednesday, March 11 at The Lansing Center in Lansing! We had beautiful weather this year and were excited to see more than 200 students and business-minded professionals attend this year's event.

We hope that you were able to meet and collect information on potential employees and interns.

Our records show that the following people attended the career fair on behalf of your company/station(s):

Kevin Dunaway

The following call letters were represented:

WWTW/WWUP/WFQX

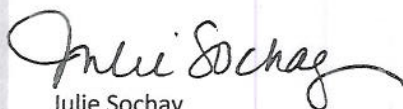
The information about the MABF Broadcast Media Career & Networking Fair at GLBC was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates. The variety of students present at the awards ceremony, career fair and career sessions was proof that information regarding employment opportunities was made available to many valuable and new sources. In addition, your logo and a link was displayed on our website: www.michiganbroadcastcareers.com.

For Stations - As you know, participation in the career fair may count as one of the Outreach Prong 3 – Menu Option Initiatives with regards to obtaining EEO credits. As mentioned in previous mailings, your efforts in promoting and planning this event are very important to the FCC in considering possible EEO credit. Any questions should be directed to your legal counsel, or, if you are a current MAB member, you can contact MAB's legal counsel, David Oxenford.

The MABF asks that you place this letter, other enclosed items as well as any other promotional materials your station used, and affidavits of PSAs aired, with your EEO records.

Thank you for your participation, we hope the event proved useful in your recruiting efforts.

Sincerely,



Julie Sochay
Executive Vice President, MAB Foundation

Enclosures

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Michigan Public Media

Randy Scott

Davison High School/DTV

Michael Walenta

WGVU Public Media
(Grand Rapids)

November 11, 2014

Kevin Dunaway
WWTV/WWUP-TV
PO Box 627
Cadillac, MI 49601

Dear Kevin,

On behalf of the MAB Foundation Board of Directors and the BCBC Planning Committee, thank you for helping to make the 2014 Broadcasting Career Builder Conference (BCBC) a success!

As a valuable sponsor of the BCBC, we are especially appreciative of your support. With your generous sponsorship of a Career Fair Booth, we were able to offer attendees an informative and professional conference. We have received many positive comments from the attendees and our speakers regarding the conference and we believe it to be a great success.

Enclosed you will find examples of some of the recognition and events your sponsorship dollars went for. We had more than 150 students and young professionals participate, many of whom are interested in pursuing and/or furthering their career in broadcasting. Your sponsorship is a true investment into the future of our industry!

Our records show that the following person(s) attended:

Kevin Dunaway

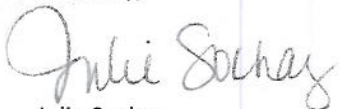
Representing the following call letters/company:

WWTV/WWUP-TV

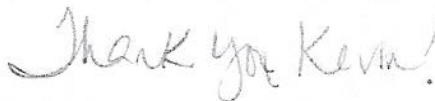
For stations: Your participation, as a sponsor of the BCBC, may offer you the option to receive EEO credit. MABF encourages that you place the enclosed information, as well as any other fliers, registration materials, and affidavits of PSAs aired, with your EEO records. Any questions regarding possible EEO credits should be directed to your Legal Counsel.

Once again, thank you for your sponsorship! We look forward to working with you again in the future.

Sincerely,



Julie Sochay
MABF Executive Vice President



Enclosures