

EEO Report 6/1/2015-5/31/2016

Job	Recruitment source	# Inter.	Hire Date
News Reporter	Indeed.com *	2	6/5/2017
	Talent Dynamics	3	
	9&10 Website	3	
	Fox 32 Website	0	
Meteorologist	9&10 Website *	2	6/6/2017
	Indeed.com	3	
	Fox 32 Website	0	
	Talent Dynamics	3	
Promotions Asst	MI Talent	1	6/13/2017
	MAB Job Bank	2	
	9&10 Website *	1	
	Monster.com		
	Fox 32 Website	0	
News Anchor	Medialine	0	6/26/2017
	9&10 Website *	2	
	Talent Dynamics	0	
	Fox 32 Website	0	
News Producer	Fox 32 Website	2	7/10/2017
	9 & 10 Website *	4	
	MAB Job Bank	5	
	MI Talent	3	
Media Consultant	9&10 Website	1	7/17/2017
	Indeed.com	2	
	Cadillac News *	1	
Photojournalist	9&10 Website	2	7/24/2017
	MI Talent Bank *	1	
	Talent Dynamics	0	
Photojournalist	Medialine *	2	11/1/2016
	9 & 10 Website	2	
	Talent Dynamics	3	
Meteorologist	Medialine	0	9/6/2017
	Indeed.com *	1	
	9&10 Website	2	
	Fox 32 Website	0	
Media Consultant	9 & 10 Website *	2	10/23/2017
	Talent Dynamics	1	
	Medialine	2	
	Fox 32 Website	0	
Digital Coordinator	9&10 News Website	0	11/27/2017
	Indeed.com *	5	
	Craigslist	4	
	MI Talent Bank	0	
Accounting A A	Fox 32 Website	0	11/27/2017
	Indeed.com *	3	
	Ferris State Univ	0	
	9&10 News Website	1	
Photojournalist	Medialine	2	1/3/2018
	Talent Dynamics	2	
	Fox 32 Website	0	
	9&10 News Website *	1	

EEO Report 6/1/2015-5/31/2016

Traffic Coordinator	Craigslist*	5	1/8/2018
	9&10 Website	1	
Production Spec.	9&10 News Website *	2	1/15/2018
	monster.com	2	
	mitalent.com	0	
	MI Fox 32 News.com	0	
Photojournalist	9&10 News Web	2	1/15/2018
	Medialine *	2	
	Talent Dynamics	1	
News Reporter	9&10News Web	2	1/15/2018
	Talent Dynamics *	1	
	monster.com	2	
HR Specialist	9&10 News	0	1/15/2018
	Indeed.com *	2	
	Soc. For HR Manage.	0	
Web Producer	9&10 News *	4	2/14/2018
	Craigslist	1	
	MI Talent Bank	1	
Photojournalist	9&10 News *	4	3/14/2018
	MI Talent Bank	2	
	monster.com	1	
	MI Fox 32 News.com	0	
News Reporter	MI Talent Bank	1	4/2/2018
	9&10 News	3	
	Talent Dynamics *	1	
News Reporter	9&10 News	2	5/1/2018
	Talent Dynamics *	2	
	MI Talent Bank	1	

## EEO Report June 1, 2018

For the period of 6/1/17-5/31/18

22 Full-time Hired Employees

Applications received 325

Interviews performed 121

Recruitment Sources used:	Interviews
CMU	0
9&10 News Website	43
Talent Dynamics	17
Fox 32 News Website	2
MI Talent Bank	10
MAB	7
Monster.com	5
Medialine	8
Indeed.com	18
Cadillac News	1
Ferris State University	0
Craigslist	10

WWTV/WWUP-TV has participated in 3 Job Fairs during the past year. In attendance from WWTV/WWUP-TV was Sean Mahon, News Director.

We advertise the job fairs on-air and on-line.

We also host several school tours in our Cadillac studio throughout the school year letting the students see the live noon news cast.

WWTV/WWUP-TV has an ongoing Internship program with Central Michigan University in Mt. Pleasant. We employ between 6-12 interns per year. Interns also come from the Job Fairs we attend. Interns are employed in News and Promotions.f

WWTV/WWUP-TV teams up with Don's Auto Clinic in Cadillac for a scholarship program called Future Leaders. 1<sup>st</sup> Place is \$2000, 2<sup>nd</sup> place is \$1000 and 3<sup>rd</sup> place is \$500.

WWTV/WWUP-TV is again the sponsor of "Best of the Class" where all top seniors in all schools in our viewing area are invited to a special luncheon to be recognized.

MediaLine  
P.O. Box 51909  
Pacific Grove, CA 93950

Phone: 800-237-8073

[www.talentedynamics.com](http://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

Ferris State University  
Steven Cox 231-591-2721 Video Producer/Director-Adjunct [coxs@ferris.edu](mailto:coxs@ferris.edu)  
Nina Muhammad-Academic Advisor 231-591-2707  
[ninamhammad@ferris.edu](mailto:ninamhammad@ferris.edu)  
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



# MAB FOUNDATION

2017-2018

Michigan Association of Broadcasters Foundation

Chair  
Paul Jacobs  
Jacobs Media/jacAPPS

Vice Chair  
Pam Mancr  
WNEM-TV

Secretary/Treasurer  
Steve Schram  
Michigan Public Media

Immediate Past Chair  
Jennifer Williams  
Beasley Media Group, Inc.

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Dena Blair  
Washtenaw Community College

Kristin Burns  
Specs Howard School of Media Arts

Marla Drutz  
WDIV-TV, Graham Media

Rebecca Falk  
WDZH-FM

Eric Hammerstrom  
Marquette Senior High School

Wendy Hart  
Spartan Sports Network

Joe Jason  
Joe Jason Media, LLC

Michael Klein  
Midwest Communications, Inc.

Mark Libke  
Jackson Radio Works

Jim Lutton  
WWMT-TV

Jam Sardar  
WLNS-TV

Annie Scaramuzzino  
Wayne State University

Randy Scott  
Davison High School - DTV

Michael Walenta  
WGVU Public Media

Jon Whiting  
Michigan State University

MAB Liaison  
Gary Baxter  
WSYM-TV, E.W. Scripps Co.

October 20, 2017

Sean Mahon  
Heritage Broadcasting  
PO Box 627  
Cadillac, Michigan 49601

RE: MABF Broadcast Media Career & Networking Fairs

Dear Sean,

Thank you again for your participation in the 2017 MABF Broadcast Media Career & Networking Fair at Central Michigan University. More than fifty students and business-minded professionals attended 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 station(s):

Sean Mahon

Representing the following call letters:  
WWTW-WWUP

The information about the MABF Broadcast Media Career Fairs was widely disseminated and marketed, including distribution to resources with a high volume of diverse candidates. In addition, the information was specifically sent to the State of Michigan career sites, veteran affairs organizations, Michigan Works locations throughout Michigan, all educational institutions in the state of Michigan as well as displayed on the official Career Fair website [www.michiganbroadcastcareers.com](http://www.michiganbroadcastcareers.com).

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. For MAB members, any questions should be directed to the MAB's Legal Counsel, David Oxenford.

The MABF asks that you place this letter, photos, as well as any other fliers, registration materials, and affidavits of PSAs aired, with your EEO records.

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

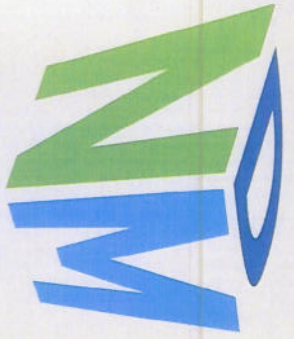
Sincerely,

*Jacquelen Timm*

Jacquelen Timm  
Manager of Education and Development  
MAB/MAB Foundation

Enclosures





Northern Michigan  
Digital

Social Media Marketing



Responsive Web Design



Local SEO



Digital Media Advertising



PPC

**FOX 9&10**  
**NEWS 32**

Heritage Broadcasting of Michigan

WMTV-TV  
WWJ-TV

CAREER FAIR @ 1080 AM  
KVMR





# Fall 2017 Broadcasting Media Career & Networking Fairs

MichiganBroadcastCareers.com

**Wednesday,  
October 18**  
12 p.m. - 4 p.m.  
Western Michigan  
University  
Brown Hall

co-sponsored by WMU's School  
of Communication &  
WMU's Career and Student  
Employment Services

**Thursday,  
October 19**  
12 p.m. - 3 p.m.  
Central Michigan  
University  
Bovee University  
Center

co-sponsored by CMU's School of  
Broadcast & Cinematic Arts

**Thursday,  
October 26**  
4 p.m. - 7 p.m.  
Specs Howard  
School of Media Arts,  
Southfield Location

co-sponsored by Specs Howard  
School of Media Arts

**Friday,  
November 10**  
12 p.m. - 1:30 p.m.  
Lansing Community  
College -  
West Campus

Hosted as part of the MABF  
Broadcast Career Builder  
Conference (BCBC '17).

**NETWORK WITH  
POTENTIAL EMPLOYERS.  
FREE TO ATTEND!**

PRESENTED BY

**MAB  
FOUNDATION**

MichiganBroadcastCareers.com





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Dena Blair  
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Kristin Burns  
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Maria Drutz  
WDIV-TV, Graham Media

Rebecca Falk  
WDZH-FM

Eric Hammerstrom  
Marquette Senior High School

Wendy Hart  
Spartan Sports Network

Joe Jason  
Joe Jason Media, LLC

Michael Klein  
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Mark Litke  
Jackson Radio Works

Jim Luton  
WWMJ-TV

Jan Sardar  
WLNS-TV

Annie Scaramuzzino  
Wayne State University

Randy Scott  
Davison High School - DTV

Michael Walenta  
WGVU Public Media

Jon Whiting  
Michigan State University

MAB Liaison  
Gary Baxter  
WSYM-TV, E.W. Scripps Co

November 13, 2017

Sean Mahon  
Heritage Broadcasting  
PO Box 627  
Cadillac, Michigan 49601

RE: MABF Broadcast Media Career & Networking Fairs-BCBC

Dear Sean,

Thank you again for your participation in the 2017 MABF Broadcast Media Career & Networking Fair at BCBC-Lansing Community College West Campus. Over 150 students and business-minded professionals attended 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 station(s):  
Sean Mahon

Representing the following call letters:  
WWTW-WWUP

The information about the MABF Broadcast Media Career Fairs was widely disseminated and marketed, including distribution to resources with a high volume of diverse candidates. In addition, the information was specifically sent to the State of Michigan career sites, veteran affairs organizations, Michigan Works locations throughout Michigan, all educational institutions in the state of Michigan as well as displayed on the official Career Fair website [www.michiganbroadcastcareers.com](http://www.michiganbroadcastcareers.com).

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. For MAB members, any questions should be directed to the MAB's Legal Counsel, David Oxenford.

The MABF asks that you place this letter, photos, as well as any other fliers, registration materials, and affidavits of PSAs aired, with your EEO records.

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

Sincerely,

*Jacquelen Timm*

Jacquelen Timm  
Manager of Education and Development  
MAB/MAB Foundation

Enclosures





Northern Michigan  
Digital Marketing

Social Media Management

Responsive Web Design

Local SEO

Digital Media Advertising

PPC Marketing



Michigan's Best Broadcasting  
WJTV-TV  
WMMW-TV  
WJTV-RD

CAREER FAIR @ 32 NEWS  
KANSAS CITY, MO







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Randy Scott  
Davison High School - DTV

Michael Walenta  
WGVU Public Media

Jon Whiting  
Michigan State University

MAB Liaison  
Gary Baxter  
WSYM-TV, E.W. Scripps Co.

March 12, 2018

Sean Mahon  
Heritage Broadcasting, 9 & 10 News  
1 Broadcast Way  
Cadillac, MI 49601

RE: MABF Broadcast Media Career & Networking Fairs

Dear Sean,

Thank you again for your participation in the 2018 MABF Broadcast Media Career & Networking Fair on Wednesday, March 7 at the Great Lakes Media Show in Lansing! More than 400 students and business-minded professionals attended this year's career fair. 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 station(s):

Sean Mahon

Representing the following call letters:  
WWTV, WWUP

The information about the MABF Broadcast Media Career Fair at the Great Lakes Media Show was widely disseminated and marketed, including distribution to resources with a high volume of diverse candidates. In addition, the information was specifically sent to the State of Michigan career sites, veteran affairs organizations, Michigan Works locations throughout Michigan, all educational institutions in the state of Michigan as well as displayed on the official Career Fair website [www.michiganbroadcastcareers.com](http://www.michiganbroadcastcareers.com).

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The MABF asks that you place this letter, photos, as well as any other fliers, registration materials, 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,

*Rachel Krause*

Rachel Krause  
Events & Programs Assistant  
MAB/MAB Foundation

Enclosures



SPRING 2018

# MEDIA CAREER FAIR

MichiganBroadcastCareers.com

  GREAT LAKES  
  MEDIA SHOW

**Wednesday, March 7, 2018**

**2:00 - 3:30 p.m.**

Lansing Center  
333 E. Michigan Ave.  
Lansing, MI 48933

Media and broadcast companies from throughout Michigan will be in attendance to meet YOU! Dress to impress and bring several copies of your resume. On-site registration is FREE.

*Companies are looking to hire for jobs and internships in:*

Sales  
Marketing  
Broadcast Engineering  
Traffic  
Journalism  
Graphic Design  
Production  
On-Air Talent  
and much more!

**NETWORK WITH  
POTENTIAL EMPLOYERS.  
FREE TO ATTEND!**

Presented by

  
**MAB  
FOUNDATION**

MichiganBroadcastCareers.com



# 9&10 NEWS

NORTHERN MICHIGAN'S  
NEWS LEADER

**TRUSTED**  
Most Watched Newscast  
**News @ 6pm**  
6pm-6:30pm

**ACCURATE**  
#1 Morning Show  
**Michigan This Morning**  
Starting at 4:30am

**DEPENDABLE**  
Favorite Midday Newscast  
**News @ Noon**  
12n-12:30pm

COMI

