

# WWTV, WWUP

## EEO PUBLIC FILE REPORT

June 1, 2021 - May 31, 2022

### 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
Reporter	3, 7-8, 11, 17	7
Reporter	3, 7-8, 11, 17	3
Reporter	3, 7-8, 11, 17	7
Assistant Controller	2, 6-8, 10	7
Producer	1-2, 7-8, 11, 13, 15	7
Sports Reporter/MMJ	2, 6, 8, 11, 15	6
Major Account Executive	2, 7-10	10
Major Account Executive	2, 7-10	9
Major Account Executive	2, 7-10	9
Associate Producer	1-2, 7-8, 10-11, 13, 17-18	7
Associate Producer	1-2, 7-8, 10-11, 13, 17-18	7
Local Sales Director	12	12
News Director	1-3, 7-8, 11, 13, 18	3
Web Producer/Editor	1-2, 7-8, 10-11, 13, 17-18	7
Web Producer/Editor	1-2, 7-8, 10-11, 13, 17-18	7
Assistant News Director	1-2, 7-8, 10-11, 13, 18	8
IT Support Technician	2, 7-8, 11, 16-18	17
Lifestyle/Feature Anchor	1-2, 7-8, 10-11, 13, 18	10
Sales Assistant	2, 6-8, 11, 14, 18	14
Sales Assistant	2, 6-8, 11, 14, 18	6
Digital Sales Director	1-3, 7-8, 10-11, 13, 17-18	3
Assistant Digital Project Manager	1-2, 7-8, 10-11, 13, 17-18	7
Media Consultant	2, 6-8, 10-11, 18	6
Media Consultant	2, 6-8, 10-11, 18	7
Photojournalist	1-2, 7-8, 10-11, 13, 17-18	7
Photojournalist	1-2, 7-8, 10-11, 13, 17-18	10
HR Generalist	2-3, 8, 10-11, 18	3
Farmer	2, 5, 7-8	5
Producer	1-2, 7-8, 10-11, 13, 17-18	1
Digital Content Producer	1-2, 7, 11, 13, 17	7
Web Developer	2, 7-8	7

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Sports Photojournalist	1-2, 4, 8, 10-11, 13, 17-18	2
Sports Photojournalist	1-2, 4, 8, 10-11, 13, 17-18	4
Computer System Analyst II	2, 7-8, 10-11, 17-18	7
Computer System Analyst II	2, 7-8, 10-11, 17-18	7
Production Specialist	1-2, 7-8, 11, 17-18	17
Graphic Designer	1-2, 7-8, 11, 13, 18	7

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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	CMU #181 Moore Hall Mount Pleasant, Michigan 48859 Phone : 989-774-1744 Email : mayes1m@cmich.edu Maggie Mayes	N	1
2	Company Website 1 Broadcast Way Cadillac, Michigan 49601 Phone : 231-775-3478 Url : <a href="http://www.9and10news.com">http://www.9and10news.com</a> Internal Posting Manual Posting	N	3
3	Current Employee	N	5
4	Current Employee - Transfer/Promotion	N	1
5	Did not indicate (Source Unknown)	N	1
6	Employee Referral	N	5
7	Indeed 6433 Champion Grandview Way Building 1 Austin, North Carolina 78750 Url : <a href="http://www.indeed.com">http://www.indeed.com</a> Job Board Manual Posting	N	62
8	Internal 1 Broadcast Way Cadillac, Michigan 49601 Phone : 231-775-3478 Url : <a href="http://www.9and10news.com">http://www.9and10news.com</a> Internal Posting Manual Posting	N	2
9	Internal Transfer/Promotion	N	3
10	LinkedIn 1000 W Maude Ave Sunnyvale, California 94085 Url : <a href="http://www.linkedin.com">http://www.linkedin.com</a> Job Board Manual Posting	N	28

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	MAB 222 N Chestnut St Lansing, Michigan 48933 Phone : 517-484-7444 Url : <a href="http://www.michmab.com">http://www.michmab.com</a> Email : <a href="mailto:jobbank@michmab.com">jobbank@michmab.com</a> Dan Kelley	N	0
12	Media Staffing Network 150 E Huron St Chicago, Illinois 60611 Phone : 847-222-3258 Url : <a href="http://www.mediastaffingnetwork.com">http://www.mediastaffingnetwork.com</a> Cori Hirsh Manual Posting	N	3
13	MSU 366 W Circle Dr East Lansing, Michigan 48824 Phone : 616-970-5383 Email : <a href="mailto:bgouldmsu@gmail.com">bgouldmsu@gmail.com</a> Robert Gould	N	0
14	Non-Employee Referral	N	1
15	Not Available	N	2
16	Station Website	N	1
17	WMACTC 9901 E 13th St Cadillac, Michigan 49601 Phone : 231-876-2200 Email : <a href="mailto:kcook@wmisd.org">kcook@wmisd.org</a> Kammy Cook	N	2
18	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>120</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	9/1/2021	Provision of training to management	EEO Management Training	13	HR Director CFO COO CIO
2	Ongoing Event	Establishment of an intern program designed to assist members of the community	Digital Video Editor Apprenticeship Program	2	HR Director News Director
3	12/10/2021	Participation in events or programs sponsored by educational institutions	Meteorology Presentation to Middle School Students	1	Meteorologist
4	3/23/2022	Participation in events or programs sponsored by educational institutions	Meteorology Presentation to Elementary School	1	Meteorologist
5	Ongoing Event	Establishment of a mentoring program	<p>Mentorship Program Overview</p> <p>Mentoring is a partnership between two people based on a commitment to the mentoring process, common goals/expectations of the partnership, and mutual trust and respect. The goal of the program is to instill a Culture of Resilience, meaning we will all work to be: optimistic, trusting of one another, generous in our thinking, autonomous, and have meaning in our work. It will promote enthusiasm, curiosity, tolerance, and the ability to THRIVE every day.</p> <p>Every three months, mentors and mentees will change to build and reinforce relationships between everyone in our department. This will also improve our quality and content of work by allowing those that are just starting their career to have support, advice, and direction from more experienced employees. New hires will enter the rotation after being employed for 1 month with the next switch of partners.</p>	18	News Director Anchor Anchor Anchor
6	5/5/2022	Participation in events or programs sponsored by educational institutions	Meteorology Presentation to Middle School	1	Meteorologist

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7	Ongoing Event	Establishment of an intern program designed to assist members of the community	Utilize and intern program to further grow the talent pipeline and interest in broadcast careers. Utilize interns in news, sports, weather and operations.	3	News Director Operations Director HR Director
8	Ongoing Event	Participation in Job Fairs	WMACTC Career Fair	4	News Director HR Generalist Assignment Editor Asst News Director
9	5/31/2022	Participation in events or programs sponsored by educational institutions	Meteorology Presentation to Academy	1	Meteorologist