

# WWTV, WWUP

## EEO PUBLIC FILE REPORT

June 1, 2022 - May 31, 2023

### 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
Media Consultant	2, 7-10, 12, 17	8
Media Consultant	2, 7-10, 12, 17	8
Producer	1-2, 8-10, 12-13, 16-17	10
Producer	1-2, 8-10, 12-13, 16-17	10
Lifestyle/Feature Anchor & Reporter	1-2, 9-10, 12-13, 17	10
Sports Photojournalist	1-2, 5, 9-10, 12-13, 16-17	10
Meteorologist	1-2, 9-10, 12-13, 17	10
Local Sales Director	1-2, 7-10, 12-13, 15, 17	8
Morning Show Reporter	8-10, 12	8
Morning Show Reporter	8-10, 12	8
Sales - Media Consultant	2, 4, 6, 8-10, 12	4
Sales - Media Consultant	2, 4, 6, 8-10, 12	8
Sales - Media Consultant	2, 4, 6, 8-10, 12	4
Sales - Media Consultant	2, 4, 6, 8-10, 12	8
Sales - Media Consultant	2, 4, 6, 8-10, 12	6
Art Director	1-2, 8-10, 13, 17	8
Sales Account Executive	2, 8-10, 12, 17	8
Sales Assistant	2, 7-9	8
Sports Director	1-2, 5, 9-10, 12-13, 16-17	10
Sports Director	1-2, 5, 9-10, 12-13, 16-17	5
Senior Accountant	1-2, 8-10, 12-13, 16-17	8
Media Production Specialist	2, 8-9, 12, 16	8
Technical Director	2, 7-9, 12, 16	7
Features Editor	2, 7-9	7
Executive Producer - Lifestyle	9-10, 12	10
Sports MMJ	1-2, 9-10, 12-13, 16-17	10
Lifestyle Anchor/Reporter	1-3, 9-10, 13	10
Sr Content Producer	1, 8-12	10
Television News Reporter	1, 3, 9-10, 12	3
Television News Reporter	1, 3, 9-10, 12	10
Television News Reporter	1, 3, 9-10, 12	10

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Local Sales Director	9-10	10
Local Sales Director	9-10	10
Accounts Receivable Specialist	2, 8-10	8
Office Manager	2, 8-9	8
Content Lead	2, 9-10	10
Evening News Anchor	9-12	10
Sr Director of News Strategy	4, 7, 9-10, 14	14
Network Administrator	8-10	8
Sales Assistant	2, 8-9	8
Morning Show Host/Reporter	5, 9-10	5
Lifestyle Host/Reporter	5, 9-10	5
Lifestyle Host/Reporter	5, 9-10	5
IT Support Technician	8-10	8

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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	4
3	Consultant Referral	N	3
4	Current Employee	N	3
5	Current Employee - Transfer/Promotion	N	5
6	Did not indicate (Source Unknown)	N	1
7	Employee Referral	N	6
8	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	40
9	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	1
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	47
11	LinkedIn / Word of Mouth	N	2

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
12	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
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	TVNewsCheck 238 Crosshill Rd Wynnewood, Pennsylvania 19096 Phone : 772-521-0027 Url : <a href="http://www.tvnewscheck.com">www.tvnewscheck.com</a> Carmen Lake Manual Posting	N	0
16	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	0
17	<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>114</b>

**WWTW, WWUP**  
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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	6/1/2022	Establishment of an intern program designed to assist members of the community	Internship & Apprentice Program	4	HR Director News Director Apprentice Apprentice
2	10/18/2022	Participation in events or programs sponsored by educational institutions	Manton School Tour and Information Session	4	HR Director News Director HR Generalist Meteorologist
3	10/26/2022	Participation in Job Fairs	NMU Career Fair - Marquette, MI	3	HR Director News Director HR Generalist
4	12/7/2022	Participation in Job Fairs	MAB Career Fair - Ford Field	4	HR Director News Director HR Generalist Meteorologist
5	1/18/2023	Participation in other activities designed by the station employment unit	Leadership Media Day	10	HR Director News Director HR Generalist Operations Director
6	3/7/2023	Establishment of an intern program designed to assist members of the community	NMC Tour and Informational Session	4	HR Director News Director Anchor Office Manager
7	4/4/2023	Participation in events or programs sponsored by educational institutions	Legacy Christian Home School Group tour and informational session	4	HR Director News Director HR Generalist Office Manager
8	5/5/2023	Provision of training to management	EEO Training for Hiring Managers	19	HR Director News Director Sr Director of News Strategy COO
9	5/9/2023	Participation in events or programs sponsored by educational institutions	CAPS Elementary Tour and Information Session	4	HR Director News Director Sr Director of News Strategy HR Generalist