

Annual EEO Public File Report Form
 WBKB-TV, Alpena
 Period Covered June 1, 2012 – May 31, 2013

Section 1: Full time vacancies filled during this period

<u>Full Time By Job Title</u>	<u>Date filled</u>	<u>Source of Hire</u>
News Reporter	Hire date: 6/11/12	WBKB Website
News Reporter	Hire date: 7/16/12	tvjobs.com
News Reporter	Hire date: 12/3/12	MAB
Meteorologist	Hire date: 12/27/13	tvjobs.com
News Reporter	Hire date: 1/15/13	tvjobs.com
News Reporter	Hire date: 2/20/13	WBKB Website
News Reporter	Hire date: 2/20/13	WBKB Website
News Reporter	Hire date: 3/11/13	MAB
News Reporter	Hire date: 5/29/13	Personal referral
Total Number of Persons Interviewed	25	
Michigan Association of Broadcasters	5	
TVJobs.com	7	
Personal Referral	2	
Alpena Newspaper	0	
WBKB Website	5	
University of Michigan	0	
Indeed.com	2	
Central Michigan University	2	
Ferris State University	2	

Section 2: Recruitment Source Information

<u>Source</u>	<u>Address/Phone</u>	<u>Website</u>	<u>Position</u>	<u>Total Interviewees</u>
MI Assoc. of Broadcasters	819 N. Washington, Lansing , MI 48906 800-986-7622	www.michmab.com	news reporter	5
TVJobs.com	on line	www.tvjobs.com	news reporter Meteorologist	6 1
Personal Referral	Marisa McKay marisa.jane.mckay@gmail.com 517-304-8450		news reporter	2
Alpena Newspaper	130 Park Place, Alpena, MI 49707 989-354-3111	www.thealenenews.com		0
WBKB Website	1390 North Bagley, Alpena, MI 49707	www.wbkb11.com	news reporter	5
U of Miami Alumni Network	tbloom@miami.edu			0
indeed.com	on line	www.indeed.com	meteorologist	2
Ferris State University	Connie Morcom	conniemorcom@ferris.edu		2
Central Michigan University	344 Moore Hall, Mt. Pleasant, MI	989-774-3851		2
Michigan Works	Nancy Smithum	989-358-3136		0

No entities have requested that the station notify them about job openings at the station.

Section 3: Supplemental (non-Vacancy Specific) Recruitment Activities Undertaken

1. Taught Meteorology to two home school children at the station for two days (February 19 and 20, 2013)
Meteorologist, Adam Claibon, taught meteorology, specifically how to forecast. Students studied weather maps and analyzed forecast models to get an understanding of atmospheric conditions and how that could affect future weather. They were taught how to read surface weather station observations and other miscellaneous weather information. They presented their own forecasts in the studio in front of the green screen. The students used this tutorial for a Science Olympiad competition.
2. Presentation at the Alpena Senior Citizens Center (February 5, 2013)
Meteorologist, Adam Claibon spoke about his extensive college preparation for his career. He gave a synopsis of a day on the job gathering weather. The presentation ended with a question and answer session.
3. 2013 MAB Great Lakes Broadcasting Conference (March 13 and 14, 2013)
News Director, Marisa McKay, Sports Director, Jeff Schaffer, Local Sales Manager, Kim Rabeau and General Manager, Cher Allen participated in the in the 2013 GLBC held in Lansing.
4. Media Career Speech for Lions Club (March 19, 2013)
Marisa McKay, News Director, spoke to the Alpena Lions about her extensive preparation in college for her media career. She explained her role at WBKB-TV as journalist, videographer, and editor.
5. Station Tour for Harrisville Cub Scouts (April 17, 2013)

6. Station Tour for Hillman Media Class (March 6, 2013)

A station tour for Erin Brege's Television Broadcasting Class was hosted by Jon Stepanski from our Creative Services Department and Jeff Schaffer, Sports Director. Jonathan explained creative services by showing them the process of creating commercials and uploading them for broadcast. Jeff explained his job of shooting video and writing for packages and nightly sportscasts. Jon gave a brief explanation of lighting, cameras, green screen and the control room. Students remained in the studio to watch the 6 pm News; they were able to see how all of the jobs intermeshed to produce a half hour news cast.

7. Internship Program

WBKB-TV has an ongoing internship program and accepts internships whenever possible. The station works with Alpena Community College, Ferris State University, and other area schools to solicit student participation in the program. During the period covered by this report, one student intern participated in the program.

Thunder Bay Broadcasting Corp.

INTERNSHIP

Intern: Jonathan Stepanski

Dates: June 2012 to August 2012

Department: Creative Services

Supervisor: Robert Race, Creative Services Director

Internship Requirements:

Write, shoot, edit and produce television commercials as assigned.

Display knowledge of all equipment (video & audio) and editing programs used by this television station.

Assist Creative Services Director in the purchase of new equipment. Research HD cameras, lighting packages and tripods to determine the best possible purchases.

Use personal and college skills to design graphics for specific projects.

Assist the News Department in any way possible. Duties would include setting up lighting, shooting video and audio and editing footage shot for on-air News use.

Act as Photojournalist when called upon by the News Department.

NOTES:

Jonathan not only fulfilled all of the above requirements, he became a valuable member of the Creative Services Department. We hired him as a part time employee following his internship. He continues to work with us today and has displayed outstanding professional and personal skills.

Robert A. Race

Creative Services Director

WBKB