

Annual EEO Public File Report Form
 WBKB-TV, Alpena
 Period Covered June 1, 2016 – May 31, 2017

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: 6-2-16	Indeed
News Reporter	Hire date: 8-17-16	WBKB Website
Sports Reporter	Hire date: 9-5-16	Sportscasters Talent
Meteorologist	Hire date: 9-19-16	Current employee
News Reporter	Hire date: 10-10-16	TVJobs.com
Sports Reporter	Hire date: 10-31-16	Sportscasters Talent
News Reporter	Hire date: 3-27-17	Indeed
News Reporter	Hire date: 4-3-17	WBKB Website

Total Number of Persons Interviewed 36

Michigan Association of Broadcasters	4
TVJobs.com	10
WBKB Website	6
Indeed.com	8
Central Michigan University	2
Ferris State University	1
Sportscasters Talent Agency of America	5

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	4
TVJobs.com	on line	www.tvjobs.com	News reporter	10
Indeed.com	on line	www.indeed.com	News reporter	8
WBKB Website	1390 North Bagley, Alpena, MI 49707	www.wbkb11.com	Sports Reporter	6
Ferris State University	Connie Morcom conniemorcom@ferris.edu		News reporter	1
Central Michigan University	344 Moore Hall, Mt. Pleasant, MI 989-774-3851		News reporter	2
Sportscasters Talent Agency	Jon Chelesnik jon@staatalent.com		Sports reporter	5

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

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

1. Community Education and Involvement August 15, 2016

Bethany Ricciardi had a full day of community involvement. She started at Alpena High School, participating in the Alpena Hall of Fame Committee. This is her second year helping AHS pick their hall of famer. She sat with other APS board members, students and local leaders, evaluating candidates and voting on top choices. She then met with the Rotarians. She was the Alpena Rotary Club's program speaker. She talked about her work at WBKB. She detailed what other anchor/reporters have done after leaving Alpena. She then conducted a Q & A.

2. Station Tour with Community Mental Health October 21, 2016

Joe Rybarczyk, creative services director gave a tour to a group of 30. The tour included a brief history of the station and an introduction to our news team. Joe gave them a description of job duties. Members of the news team answered questions. The group toured all three sets in our studio and was acquainted with the green screen.

3. "Trunk or Treat" Halloween event October 28, 2016

Star Conner, reporter, Aaron Parseghian, anchor and Ulises Garcia, meteorologist represented WBKB at this event. They passed out candy for Halloween and information about WBKB-TV over a 3 hour period.

4. Recognition Award by the Optimist Club December 15, 2016

News reporter, Star Connor was awarded the Certificate of Appreciation for appearing before the Optimist Club. Star spoke about her career as a journalist and her past career as a radio DJ.

5. 2016 MAB Great Lakes Broadcasting Conference on March 7-8, 2017

Creative Services Director, Joe Rybarczyk and Local Sales Manager, Jennifer Lozen participate in the 2017 GLBC held in Lansing, Michigan. The Great Lakes Broadcasting Conference & EXPO (GLBC) is Michigan's premier educational and networking event for radio and television media professionals.

6. Middle School Meteorology Exams Saturday, March 11, 2017

Ulises Garcia, meteorologist at WBKB administered, proctored and graded meteorology exams to 3 middle school groups at Alpena Community College for the Science Olympiad.

7. Community Service – Reporter speaks at Salvation Army’s Golden Agers March 10, 2017

Star Conner spoke with members of the Golden Agers about her career path and her roles at WBKB. She talked about a day in the life of a reporter.

8. Career Day at Aces Academy April 24, 2017

News Anchors, Teresa Lipowski and Jamie Sherrod spoke with students at Aces Academy (ACES Academy offers adult and alternative education as well as community education programs. The alternative education component serves students who have difficulty with the regular program at Alpena High School and prefer an alternative program; the adult education component is for adults who dropped out before earning their high school diploma.) The anchors discussed their everyday routines and responsibilities as anchor/reporters. They reviewed their college backgrounds and explained how the universities prepared them for their careers. Students were interested in the hiring process and about determining a career path.

9. Tour of the control room, newsroom and studio at WBKB May 1, 2017

Reporter, Star Connor gave a tour of WBKB for a Northeast Michigan Girl Scout troop. The troop toured the operations end of the station and learned the job responsibilities of WBKB employees. Connor also allowed the girls to be on set as anchor/reporters and in front of the green screen as the meteorologist.

10. Internship Program

WBKB-TV has an ongoing internship program and accepts internships whenever possible. The station works with Alpena Community College, Ferris State University, Grand Valley State and other area schools to solicit student participation in the program. During the period covered by this report, the station had no interns.