

Annual EEO Public File Report Form
 WBKB-TV, Alpena
 Period Covered June 1, 2017 – May 31, 2018

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: 7-16-2017	Indeed
News Reporter	Hire date: 12-27-2017	WBKB Website
Sports Reporter	Hire date: 2-26-2018	WBKB Website
Meteorologist	Hire date: 5-14-2018	TVJobs.com
Total number of persons interviewed	18	
Michigan Association of Broadcasters	2	
TVJobs.com	4	
WBKB Website	5	
Indeed.com	5	
Central Michigan University	1	
DePaul University	1	

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	2
TVJobs.com	on line	www.tvjobs.com	Meteorologist	4
Indeed.com	on line	www.indeed.com	News reporter	5
WBKB Website	1390 North Bagley, Alpena, MI 49707 989-356-3434	www.wbkb11.com	Sports Reporter News Reporter	3 2
Central Michigan University	344 Moore Hall, Mt. Pleasant, MI 989-774-3851	www.cmich.edu	News reporter	1
DePaul University	14 E. Jackson Blvd., Suite 1010, Chicago 312-909-3578 Rick Brown	www.depaul.edu	News Reporter	1

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 Service – Reporter speaks at Kiwanis Club in Alpena July 10, 2017**
During a luncheon at the Ramada Inn, Reporter/anchor, Star Connor spoke to the Kiwanis Club of Alpena about her journey in journalism. Connor spoke about her career in radio before WBKB-TV News, her position at WBKB and her future goals in broadcast. She also spoke about her community service projects and the importance of community service.
2. **Community Service – Meteorologist teaches weather reporting during Free Family Discovery Days at the Besser Museum in Alpena September 9, 2017**
Meteorologist, Ulises Garcia taught children how to use certain weather instruments. He covered a variety of weather topics.
3. **Education and Involvement -- Tour of WBKB given to Thunder Bay Junior High students who were attending Star Base Alpena**
Anchor, Alyssa McCann; meteorologist, Ulises Garcia; and sports reporter, Skubie Mageza gave a station tour and participated in a question and answer session with the junior high students and two teachers.
4. **High School Education and Involvement March 28, 2018**
Four members of the WBKB News team spoke to Christi Schultz's Alpena High School Speech Classes about the challenges and rewards in the work of a multi-media journalist. They covered news issues, video framing, and journalistic writing. They discussed required education, news content and appropriate delivery. The students are creating their own broadcast projects as a further learning experience.
5. **Training and Mentoring: WBKB welcomed Janay Reece to shadow the reporters, producers and anchors at the station March 18, 2018 to March 22, 2018.** Reece traveled from Baltimore, Maryland where she currently lives and studies. She is in her first year of graduate school at Morgan State University with a focus on knowledge based journalism. Reece wanted to experience the ins and outs of storytelling and producing in the hopes of becoming a future news broadcaster. Below is a detailed summary of Reece's week-long shadowing.

Sunday, March 18th

- Reece covered a folk and blues concert at the Alpena Public Library featuring Lee Kitzman and Chris Crown. We wanted to get a feel of her video and interviewing skills. Reece stood with Reporter, Anchor and Producer Elijah Baker as she captured b-roll footage. She also brought her own camera to take video. Reece interviewed one of the band members and used his interview for the VOSOT she wrote for the 11 p.m. news with Baker.

- Baker also introduced Reece to News King, which is the program WBKB uses to produce shows. He quickly showed her how to bump, tease and stack stories in the rundown.
- She also went out and covered a second story with Baker on Sunday. They went to interview students of Alpena High School's FIRST Robotics team. Winning the Chairman's Award gave them an automatic ticket to the state championship. She interviewed the group of girls, mic'd them and captured video footage. Instead of writing a story, Baker showed her how to post to social media to tease stories. Her tweet on the FIRST Robotics team received 3 retweets and 20 likes overall on the WBKB page. It was one of the top social media posts of the week.
- Reece also got some anchoring experience as well Sunday night. The tech crew stayed after to allow Reece to record Block-A at the anchor desk. Sports Anchor Scubie Mageza critiqued Reece as she anchored. He gave her pointers on sounding natural and body language.

Monday, March 19th

- Reece met the entire news team and joined in the morning meeting. It was important for Reece to be present for that because these meetings are the heart of our work week.
- Baker showed Reece more on social media and posting stories online to gain traction on social media.
- Reporter and Anchor Mike Beiermeister briefly went over how to do the weather with Reece.
- Reece and Baker took the time to step outside the office to explore the city too. She went to NOAA and several other places to familiarize herself with the Alpena community.

Tuesday, March 20th

- Beer instructed Reece to hunt for a local story to include in the 6 p.m. newscast. She used the same methods reporters at the station used when searching for story ideas. Knowing its news peg, Reece wrote a story about the Alpena Municipal Council vote on gun control laws, which was relevant to the day's breaking news story on the Thunder Bay Junior High bomb threat.
- Reece also shadowed Reporter, Anchor and Producer Kristen Anzuini. She visited the Huron Humane Society and reported on a dog named Nova whose eye had been ruptured. She focused on how the community rallied together to pay for the dog's surgery. Otherwise, Nova would have been put down. Reece took advantage of the opportunity and put together a package about the pup, including a standup.
- Sports Director and Assistant News Director Michael Gilbert worked one-on-one with Reece to talk about the art of storytelling. He taught her the importance of details in packages, nat pops and audio clarity.

Wednesday, March 21st

- Reece shadowed Baker to Alpena High School to cover the International Save a Life Tour on teenagers and the consequences of unsafe driving. While Baker had his camera, Reece had her own camera to gather footage for another package. The only clips she had from Baker were the interviews. Everything else in Reece's story was all original video, writing and editing. She also did another creative standup.
- Reporter, Anchor and Producers Alyssa McCann and Star Connor showed Reece how to compile a 30-minute newscast using News King.
- Reece also took another stab at anchoring right after the 6 p.m. newscast. She recorded blocks-A and B while Anzuini and Connor critiqued her in between her takes.
- Reece was receptive to everyone's advice, critiques and feedback throughout the entire week.
- Working from Wednesday through early morning Thursday, Gilbert taught Reece how to put together a strong demo reel and portfolio. He gave Reece tips on cover letter writing and interview preparedness. To put all she learned to practice, Reece cut a new demo reel with material she

completed throughout her week at WBKB. Before she left, Reece presented our General Manager with a compilation of work she had compiled from her time with WBKB's anchors, producers and reporters.

6. 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.