

Annual EEO Public File Report Form
WBKB-TV, Alpena
Period Covered, June 1, 2021-May 31, 2022

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>
Sports Reporter	Hire Date: 8/23/21	Indeed
News Reporter/Anchor	Hire Date: 8/30/21	Indeed
News Reporter/Anchor	Hire Date: 10/1/21	Indeed
News Reporter/Anchor	Hire Date: 1/7/22	Indeed
Weather Reporter	Hire Date: 2/14/22	Indeed
News Reporter/Anchor	Hire Date: 4/15/22	Indeed
News Director	Hire Date: 4/11/22	Indeed
News Intern	Hire Date: 5/23/22	Indeed

Section 2: Recruitment Source Information

<u>Source</u>	<u>Website</u>	<u>Position</u>	<u>Total Interviews</u>
Michigan Assoc. of Broadcasters Job Bank	michmab.com/careers/job-bank	News Reporter/Anchor	0
LinkedIn	www.linkedin.com	News Reporter/Anchor	3
Newsblues.com	www.newblues.com	News Reporter/Anchor	0
Facebook	www.facebook.com	News Reporter/Anchor	0
Indeed.com	www.indeed.com	News Reporter/Anchor, Sports Reporter, Weather Reporter	12
TV Jobs	www.tvjobs.com	News Reporter/Anchor	1

Job Tweets:

National Association of Black Journalists (NABJ)
National Association of Hispanic Journalists (NAHJ)
Asian American Journalist Association (AAJA)
Native American Journalist Association (NAJA)
The Association of LGBTQ Journalists (NLGJA)
Society of Professional Journalists (SPJ)

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

During the 2021-2022 reporting period, the station's EEO outreach continued to be limited due to the ongoing pandemic, which has hit Michigan particularly hard. The station was, however, able to participate in scholarship programs, undertake internal training, and conduct other outreach activities. As noted below, through his family foundation, the station's principal owner endowed two Michigan Association of Broadcasters scholarships.

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 hired Oliver Moster as a News Intern.

Training: The station conducts periodic training for the sales staff through Local Broadcast Sales, Pulse Research, and the Michigan Association of Broadcasters. Additionally, on-air staff underwent on-air presentation performance training sessions.

Knowledge Bowl: WBKB annually runs a Knowledge Bowl for area high schools. This year, Knowledge bowl aired from 10/4/2021-4/8/2022. Knowledge Bowl was created, produced and aired during the reporting period. There were 14 area high schools involved. It was moderated by Alpena Community College professor Karol Wolchak. The top four teams received trophies. As these programs are taped in the studio, students participating in the Knowledge Bowl see the studio facilities of the station and are exposed to the technical aspects of setting up this locally produced program.

Job Fairs: Alpena High School hosted their first Career and Industry night Tuesday, 4/12/22. Students were welcome to visit the many booths setup around the hallways with representatives from a various number of career paths and companies. New Director Kevin Hodge represented WBKB and answered questions from students about working in the news field. Reporter Erin Griffin was also present and filmed a story on the event which aired on that day's 11PM newscast.

Scholarships: The licensee's sole shareholder has endowed two scholarship programs for students interested in a broadcast career. These scholarships are administered through the Michigan Association of Broadcasters. This shareholder is the current chair of the Association's Board of Directors.

MICHIGAN ASSOCIATION OF BROADCASTERS FOUNDATION

2021-2022

May 31, 2022

CHAIR

Trisha Peterson
WJNR/WOBE/WHTO

Kenn Baynard
WBUP & WBKP ABC 10 & CW 5
1705 Ash St. Suite 5
Ishpeming, MI 49849

VICE CHAIR

Seth Resler
Jacobs Media

SECRETARY/TREASURER

Caleb Gordon
Liggett Communications

RE: WBKP-TV/WBUP-TV/WBKB-TV/WOLV-FM/WCCY-AM/WHKB-FM and The Stephen A. Marks Foundation, Inc. Scholarships

IMMEDIATE PAST CHAIR

Kristin Burns
Futuri Media

Dear Kenn,

PRESIDENT

Sam Klemet
MAB

Thank you again for your participation in the 2022 MAB Foundation Named and General Scholarship Program. This program allows members and stations the opportunity to award qualified college students from designated colleges and universities who are interested in broadcasting as a career a \$1,000 educational scholarship.

Dena Blair
Washtenaw Community College

The recipients of the WBKP-TV/WBUP-TV/WBKB-TV/WOLV-FM/WCCY-AM/WHKB-FM and The Stephen A. Marks Foundation, Inc. Scholarships are Josh Kline, who attends the Michigan Technical University and Joseph Sigourney who attends Northern Michigan University.

Dan Boers
WXMI-TV Fox 17,
E.W. Scripps

The 2022 WBKP-TV/WBUP-TV/WBKB-TV/WOLV-FM/WCCY-AM/WHKB-FM and The Stephen A. Marks Foundation, Inc. Scholarship represented the following call letters:

Marla Drutz
WDIV-TV, Graham Media

WBKP-TV
WBUP-TV
WBKB-TV
WOLV-FM
WCCY-AM
WHKB-FM

Rebecca Falk
Audacy Detroit

Eric Hammerstrom
Marquette Senior
High School

Mark Libke
McKibbin Media Group

Annie Scaramuzzino
Audacy Detroit

Jason Springer
Rockford High School

Karla Vanderhorst
WXMI-TV Fox 17,
E.W. Scripps

As you know, participation in the MAB Foundation Scholarship Program may count as an initiative with regards to obtaining EEO credits. The MABF asks that you place this letter and any affidavits of PSAs aired, with your EEO records. For MAB members, any questions should be directed to the MAB's Legal Counsel, David Oxenford.

August Wallace
Cumulus Media

Thank you for your participation.

Jon Whiting
Michigan State
University

Sincerely,

Rachel Krause

Rachel Krause
Executive Director of Programs
MAB/MAB Foundation

MAB LIAISON

Scott Shigley
Liggett Communications



Career fair at Alpena Public High School

114 views • Apr 12, 2022

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