

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Promotions Producer	1-63, 65-71	18
Digital Sales Assistant	1-8, 10-26, 28-64, 66-71	18
Digital Sales Assistant	1-8, 10-26, 28-64, 66-71	18
Multimedia Journalist	1-27, 29-62, 65-71	13
Multimedia Journalist	1-27, 29-62, 65-71	61
Multimedia Journalist	1-62, 65-71	61
Multimedia Journalist	1-62, 65-71	61
Assistant Chief Engineer	1-8, 10-26, 28-57, 59-62, 66-71	61
Weekend Anchor/Multimedia Journalist	1-62, 65-71	61
Receptionist / Accounting Assistant/HR Coordinator	1-8, 10-26, 28-57, 59-62, 66-71	18
Multimedia Journalist	1-39, 41-62, 65-71	61
Sales Account Executive	1-8, 10-26, 28-62, 66-71	18
Weekend Meteorologist/Reporter	1-62, 65-71	8
Local Sales Assistant	1-8, 10-26, 28-63, 66-71	18

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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	ABR Employment Services 57 North 12th Avenue Sturgeon Bay, Wisconsin 54235 Phone : 920-743-4543 Url : http://www.abrjobs.com Fax : 1-920-743-4067 Deborah Schaefer	N	0
2	Antrim County Social Services Department 205 East Cayuga Street Bellaire, Michigan 49615 Phone : 616-533-8664 Url : http://www.antrimcounty.org Fax : 1-231-533-8740 Fred Harris	N	0
3	Baker College-Cadillac-Career Services 9600 East 13th Street Cadillac, Michigan 49601 Phone : 231-876-3100 Url : http://www.bakercadillac.com Email : finaid-ca@baker.edu Fax : 1-231-876-3443 Doreen Berndt	N	0
4	Bay City Chamber of Commerce 910 Saginaw St. 3709 Deep River Road Bay City, Michigan 48708 Phone : 989-895-4567 Url : http://www.baycitychamber.com Fax : 1-989-895-5594 Leann Harrison	N	0
5	Bay de Noc Community College - Job Listing Services Bay de Noc Community College 2001 N. Lincoln Road Escanaba, Michigan 49829 Phone : 231-995-1360 Url : http://www.baycollege.edu Email : johnsona@baycollege.edu Ann Johnson	N	0
6	Broadcast And Cinematic Arts 340 Moore Hall Mount Pleasant, Michigan 48859 Phone : 989-774-3851 Url : http://www.careers.cmich.edu Fax : 1-989-774-2426 Dr. Peter Orlik	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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
7	Careerbuilder.com 1101 15th St. NW Washington, District of Columbia 20005 Url : http://www.careerbuilder.com Email : sbgresumes@sbgstv.com Andrew Hamburger	N	0
8	Central Michigan University 1200 S. Franklin St Mount Pleasant, Michigan 48859 Phone : 989-774-4000 Url : http://www.cmich.edu Email : bca@cmich.edu Jackie Soltman	N	2
9	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
10	Delta College-Career & Employment Services P.O. Box 277 1961 Delta Road University Center, Michigan 48710 Phone : 231-845-7391 Url : http://www.delta.edu Fax : 1-920-743-4189 Bernell Wiggins	N	0
11	Ferris State University-Bulldog Radio-FM 1201 South State Street Masselink Hall Big Rapids, Michigan 49307 Phone : 920-388-7030 Url : http://www.bulldogradio.org Fax : 1-231-843-1430 Barb Maskell	N	0
12	Ferris State University-Educational & Career Counseling Starr 313 Big Rapids, Michigan 49307 Phone : 231-591-3057 Url : http://www.ferris.edu/eccc Email : julierudolph@ferris.edu Julie Rudolph	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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
13	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : http://www.glassdoor.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	2
14	Grand Rapids Community College 143 Bostwick NE Room 103 Main Grand Rapids, Michigan 49503 Phone : 616-234-3738 Email : CAllen@grcc.edu Fax : 1-616-234-4173 Chris Allen	N	0
15	Grand Traverse Band of Ottawa and Chippewa Indians 2605 North West Bay Shore Drive Peshawbestown, Michigan 49682 Phone : 231-534-7100 Url : http://www.gtbindians.org Fax : 1-231-534-7904 Phyllis Wnangeshik	N	0
16	Hire a Hero P.O. Box 6808 Morango, California 94705 Phone : 888-501-2278 Url : http://www.hireahero.org Email : sbgresumes@sbgstv.com Broadbean Source Alicia Lawrence	N	0
17	Howard University 5258 Bryant St. NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : cdudley@howard.edu Carol Dudley	N	0
18	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	11

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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
19	Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : http://www.ithaca.edu Email : sbgresumes@sbgstv.com Sharon Pickeral	N	0
20	Journalismjobs.com 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1521 Email : sbgresumes@sbgstv.com Broadbean Source	N	0
21	Kewaunee County Department of Human Services 510 Kilbourn Street Kewaunee, Wisconsin 54216 Phone : 800-237-8073 Url : http://www.kewauneeeco.org Fax : 1-920-388-7044 Pete Reinl	N	0
22	Little Traverse Bay Band of Odawa Indians 915 Emmet Street 7500 Odawa Circle-Government Center Harbor Springs, Michigan 49740 Phone : 231-627-4303 Url : http://www.ltbbodawa-nsn.gov Fax : 1-920-746-2355 Lynn Scheinoha	N	0
23	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : http://www.linkedin.com Todd Soffian Manual Posting	N	1
24	MACKINAC SOCIAL SVC DEPT 199 FERRY LN SAINT IGNACE, Michigan 49781 Phone : 231-347-5150 Url : http://www.socialwelfareservices.org/ Fax : 1-920-743-4504 Mark Shilstone	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Manitowoc County Human Services Department 926 South 8th Street Manitowoc, Wisconsin 54221 Phone : 906-789-0558 Url : http://www.co.manitowoc.wi.us/department/dept Fax : 1-920-746-2519 Randy Neumann	N	0
26	Media Match 8112 1/2 weat 3rd St Los Angeles, California 90048 Url : http://www.media-match.com Email : info@media-match.com Tammy Romaniuk	Y	0
27	Medialine PO Box 51909 Pacific Grove, California 93950 Url : http://www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
28	Michigan Association of Broadcasters Lansing, Michigan 48906 Phone : 800-968-7622 Url : http://www.michmab.com Fax : 1-517-484-5810 Career Services	N	0
29	Michigan State University 409 Communication Arts Building East Lansing, Michigan 48824-1212 Phone : (517) 353-9753 Email : reidg@msu.edu Fax : 1-517-353-1292 Gary Reid	N	0
30	Michigan Tech University 1400 Townsend Dr Houghton, Michigan 49931 Url : www.mtu.edu Email : sbgresumes@sbgstv.com Career Center	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	Michigan Works / Dept of Social Services - Essexville 1399 West Center Road Essexville, Michigan 48732 Phone : 616-832-4100 Url : http://www.socialwelfareservices.org/michigan/esse Fax : 1-989-895-2494 Dave VanHouten	N	0
32	Michigan Works / Dept of Social Services - Gaylord 1999 Walden Drive Gaylord, Michigan 49735 Phone : 517-684-4111 Url : http://www.michigan.gov/dhs Fax : 1-989-732-8715 Dennis Major	N	0
33	Michigan Works / Dept of Social Services - Reed City 220 East Church Street PO Box 63 Reed City, Michigan 49677 Phone : 920-487-3541 Url : http://www.michigan.gov/dhs Fax : 1-231-796-0799 Michael Van Dyke	N	0
34	Michigan Works / Dept of Social Services - Rogers City 1242 West Third Street PO Box 197 Rogers City, Michigan 49779 Phone : 920-743-6915 Url : http://www.michigan.gov/dhs Fax : 1-989-734-2767 Randy Barst	N	0
35	Michigan Works-Bay County-Great Lakes Bay 4061 North Euclid Avenue Bay City, Michigan 48706 Phone : 989-772-5304 Url : http://www.michiganworks.org Fax : 1-920-746-9433 Don Smith	N	0
36	Michigan Works-Crawford County 4595 Salling Road PO Box 333 Grayling, Michigan 49738 Phone : 906-643-8158 Url : http://www.michiganworks.org Fax : 1-920-487-3478 Orrin Bailey	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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
37	Michigan Works-Escanaba-The Job Force Board Six County Employment Alliance 2950 College Avenue Escanaba, Michigan 49829 Phone : 989-631-3073 Url : http://www.michiganworks.org Fax : 1-906-786-5350 Heidi Rich	N	0
38	Michigan Works-Escanaba-The Six County Employment Alliance 2650 College Avenue Escanaba, Michigan 49829 Phone : 231-893-1091 Url : http://www.michiganworks.org Fax : 1-231-591-2688 Paul Griffith	N	0
39	Michigan Works-Isabella County-Mt. Pleasant Service Center 1803 South Mission Street Room 400 Mt Pleasant, Michigan 48858 Phone : 231-922-3700 Url : http://www.michiganworks.org Fax : 1-989-772-4830 Melissa Ruba	N	0
40	Michigan Works-Lake County-Baldwin Service Center 5252 South M-37 Baldwin, Michigan 49304 Phone : 989-826-6107 Url : http://www.michiganworks.org Fax : 1-231-745-2704 Dennis Brieske	N	0
41	Michigan Works-Manistee County Service Center 1660 US 31 South Manistee, Michigan 49660 Phone : 989-249-5232 Url : http://www.michiganworks.org Fax : 1-920-682-1091 Kurt Ries	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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
42	Michigan Works-Midland County Service Center-Great Lakes Bay 1409 Washington Midland, Michigan 48640 Phone : (989) 631-3073 Url : http://www.michiganworks.org Fax : 1-989-631-3990 Bud Shipstead	N	0
43	Michigan Works-Muskegon County-White Lake WDC 541 Slocum Street Whitehall, Michigan 49461 Phone : 231-796-0049 Url : http://www.michiganworks.org Fax : 1-231-258-4482 Robin Richard	N	0
44	Michigan Works-Northwest Michigan Council of Governments-Traverse City 1209 South Garfield Street Suite C Traverse City, Michigan 49686 Phone : 231-775-3408 Url : http://www.michiganworks.org Fax : 1-920-388-2122 Leonard Meisel	N	0
45	Michigan Works-Oscoda County Service Center in Mio 1329 South Mount Tom Street PO Box 608 Mio, Michigan 48647 Phone : 231-348-6600x Url : http://www.michiganworks.org Fax : 1-989-826-2191 Maria Williamson	N	0
46	Michigan Works-Saginaw County MRS Office 614 Johnson Street Saginaw, Michigan 48607 Phone : 231-995-1041x Url : http://www.michiganworks.org Fax : 1-231-242-1635 Michael Wyman	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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
47	Michigan Works-West Central-Newaygo County-Fremont 4747 West 48th Street Fremont, Michigan 49412 Phone : 989-775-5600 Url : http://www.michiganworks.org Fax : 1-906-643-7467 Career Services	N	0
48	Michigan Works-Wexford County Service Center 401 North Lake Street Suite 700 Cadillac, Michigan 49601 Phone : 989-799-4733 Url : http://www.michiganworks.org Fax : 1-231-995-1584 Sherry White	N	0
49	Mid Michigan Community College, Harrison Campus 1375 S. Clare Avenue Harrison, Michigan 48625 Phone : 1-800-848-9722 Url : http://www.midmich.edu Fax : 1-989-386-6613 Kari Kahler	N	0
50	NORTH CENTRAL MICHIGAN COLLEGE HOWARD ST PETOSKEY, Michigan 49770 Phone : 231-348-6699 Url : http://www.ncmich.edu Email : sburns@ncmich.edu Stacey Burns	N	0
51	Northern Michigan University 1401 Presque Isle Ave Marquette, Michigan 49855 Phone : . Url : www.nmu.edu Email : sbgresumes@sbgstv.com Career Center	N	0
52	Northwestern Michigan College-Career Services 1701 East Front Street Traverse City, Michigan 49686 Phone : 906-786-6568 Url : http://www.nmc.edu Fax : 1-989-667-0620 Wanell Cabot	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
53	Oceana Employment Training Center 169 North Michigan Avenue Shelby, Michigan 49455 Phone : 920-746-2300 Url : http://www.michiganworks.org Fax : 1-231-724-6687 Jessie Gonzales	N	0
54	Ohio and Illinois Centers for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio 44125 Phone : 989-249-8844 Url : http://www.beonair.com Fax : 1-989-684-7920 Robert Drew	N	0
55	Pure Michigan Talent Connect 1209 Garfield Ave Traverse City, Michigan 49686 Phone : 231-258-8606x Fax : 1-231-922-3737 Debra Cox, LPC	N	0
56	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
57	Saginaw Chippewa Indian Tribe 7070 E. Broadway Mt. Pleasant, Michigan 48858 Phone : 989-835-6771 Url : http://www.sagchip.com Fax : 1-989-775-5601 Mike Van	N	0
58	Saginaw Public Schools Media Center 1505 Ottawa Blvd. Saginaw, Michigan 48602 Phone : 906-341-2114x Url : http://www.spsd.net Fax : 1-989-348-4998 Sharon Mortenson	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

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
59	SALVATION ARMY 545 W 11TH ST TRAVERSE CITY, Michigan 49684 Phone : 800-374-0119 Url : http://www.salvationarmyusa.net Fax : 1-231-347-4454 ROBYN LOVISKA	N	0
60	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Email : sbgresumes@sbgvtv.com Sinclair SilkRoad Source	N	0
61	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : http://www.sbgi.net Email : employment@sbgvtv.com Sharon Pickeral	N	9
62	Specs Howard School of Media Arts 19900 West 9 Mile Road Southfield, Michigan 48075 Email : KBurns@specshoward.edu Kristin Burns	Y	0
63	Specs Howard School of Media Arts 23801 Industrial Park Dr Farmington Hills, Michigan 48335 Phone : 248-358-9000 ext 8766 Email : twarren@specshoward.edu Fax : 1-248-746-9779 Traci Warren	N	0
64	Station Website	N	1
65	Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, Texas 75039 Url : http://www.talentedynamics.com Email : hedding@talentedynamics.com Christina Hedding	N	0

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
66	The Job Spider 3000 Stanton Circle Carmichael, California 95608 Phone : 916-488-7065 Url : http://www.thejobspider.com Email : sbgresumes@sbgstv.com Broadbean Source	N	0
67	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : http://www.theladders.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
68	Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	2
69	University of Michigan 500 S State St Ann Arbor, Michigan Url : www.umich.edu Email : sbgresumes@sbgstv.com Career Center	N	0
70	US Army Wounded Warrior Program 200 Stovall St, Room 7N53 Alexandria, Virginia 22332 Phone : na Email : Vicki.h.mullen.civ@mail.mil Vicki Mullen	Y	0
71	Walter Cronkite School of Journalism 555 N. Central Ave Suite 302 Phoenix, Arizona 85004 Email : mike.wong@asu.edu Michael Wong	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			28

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/13/2016	Establishment of an intern program designed to assist members of the community	The purpose of our internship program is to establish links between universities/colleges and our company. Sinclair Broadcast Group is committed to recruiting applicants of the highest caliber for this program. Please note that this policy is not intended to set forth expressed or implied contractual obligations of the company to include employment. Program Goal: The goal of our internship program is to recruit students , primarily juniors and seniors, from colleges or universities and prepare them for entry-level jobs within the broadcasting industry. Program Objective 1: Develop links with the universities and colleges to promote Sinclair Broadcast Group and its stations as prospective employers. Program Objective 2: Create a symbolic relationship between interns and Sinclair employees. Program Objective 3: Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry. The station had 1 intern this year from Central Michigan University School of Broadcast and Cinematic Arts from June 13, 2016 to August 12, 2016 in our News Department, shadowing our video production, filming, and editing.	2	News Director Creative Services Director

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
2	8/3/2016	Participation in Job Fairs	The Corporate Employment Manager, News Talent Manager and Director of News Training and Development, along with several station News Managers represented all Sinclair News stations at the career expo for the NABJ/NAHJ combined journalist convention/career expo in Washington DC, August 3-5, 2016. They met potential candidates and reviewed resumes and tapes for current and future job openings across the company. All candidates who stopped by the booth are followed up with and interviews set up where applicable.	6	
3	11/8/2016	Participation in Job Fairs	News Director, Patrick Livingston, attended and participated in the 2016 Michigan Association of Broadcasters Foundation at Central Michigan University on October 11, 2016, where information about our station was shared with potential employees and interns. More than 80 students and business-minded professionals attended the event.	1	News Director
4	3/8/2017	Sponsorship of events in the community designed to increase public awareness	Traverse City West Senior High School sponsored a No Text Zone Challenge event that aligned with their efforts to keep kids safe from distracted driving on March 8, 2017 in Traverse City, MI. Chief Meteorologist Mark Watkins and Account Executive Samantha Glover attended and participated in the event and answered many questions about broadcasting that the high school students had. Samantha and Mark also handed out stickers to the students with the "No Text Zone" logo on them. One student was proud to say that he wanted to become a Meteorologist. There were at least 60 students who signed the No Text Zone Challenge Pledge and the event was aired on WPBN on March 8, 2017 at 5:10 p.m. by Anchor Kristen Lowe.	3	Chief Meteorologist Account Executive Anchor

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	4/6/2017	Participation in events sponsored by community groups	Morning Anchor/Reporter, Melissa Smith, represented WPBN 7&4 in the Zonta Annual Career Exploration Day hosted by Zonta International, Zonta Club of Leelanau, on April 6, 2017 at Vision Center Pointe in Michigan. This event was hosted for 84 eighth grade girls from all over Leelanau County. The Career Exploration Day endeavors to provide young girls with opportunities to develop their self-esteem, educational options and career awareness, as well as encourage healthy lifestyles. Zonta feels that the best method to achieve this goal is to call on successful community women to share their experiences. At the event, Melissa Smith discussed the preparation and efforts she puts into her job and answered questions which engaged the girls in day-to-day operations in broadcasting, as well as motivated a few young girls to want to pursue being a reporter.	1	Anchor/Reporter
6	4/17/2017	Participation in Job Fairs	The station Human Resources Coordinator attended the 2017 IT Career & Job Fair, hosted by Northwest Michigan Works Business Services, at the Northwestern Michigan College Hagarty Center, in Traverse City, MI on April 17, 2017. There, she met with roughly 80 potential candidates discussing the current openings at our station with an emphasis on our IT Broadcast Engineer position.	1	Human Resources Coordinator
7	4/20/2017	Participation in events sponsored by community groups	Sales Management & Staff attended and participated in the 2017 Business Expo, sponsored by the Petoskey Regional Chamber of Commerce, on April 20, 2017, at the Odawa Casino in Petoskey, Michigan. While at the event, all staff shared information about Broadcasting. There were 650 people who attended the event.	10	Local Sales Manager Digital Sales Manager Account Executive Account Executive

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	4/21/2017	Provision of training to management	All station's Supervisors, Managers, and upper level personnel are required to complete numerous on-going, on-line training through the program ThinkHR. Trainings include, but are not limited to, Employment Law for Supervisors, EEO and Lawful Hiring, Employment Law for Supervisors, ADA-What Supervisors Need to Know, Essential HR: For Those Who Have Recently Assumed HR Responsibilities, and Workplace Ethics For Supervisors. Each on-line training ranges from 30 minutes to 60 minutes and each management level personnel is required to complete and pass a test at the end of the training. Staff required to complete these trainings include, but are not limited to, General Manager, Business Manager, Human Resources Coordinator, News Director, Chief Engineer, Digital Sales Manager, Local Sales Manager, etc.	7	General Manager Business Manager HR Coordinator Chief Engineer
9	4/28/2017	Participation in events or programs sponsored by educational institutions	The morning Anchor/Reporter, Melissa Smith, attended a career fair hosted by Kingsley Elementary and Middle School on April 28, 2017 in Kingsley, Michigan. Melissa spoke with 10 classes, each containing at least 30 students. All students learned about where employees in broadcasting work, what the position entails, the education level needed, the day-to-day tasks, and any other interesting stories that Melissa had about broadcasting. She answered many questions from the Middle school students about broadcasting careers.	1	Anchor/Reporter

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2016 - May 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
10	5/1/2017	Participation in events or programs sponsored by educational institutions	Flat Stanley from West Shore Elementary's 1st Grade class room in Fenton, MI visited the station and took photos with Morning Anchor/Reporter Melissa Smith, Morning Anchor Tom Kramer, and Morning Meteorologist Joe Charlevoix. Flat Stanley is a project for 1st graders to make a paper Flat Stanley and mail him to famous people. After a few days and photos at work, Flat Stanley is mailed back to the classroom and the 1st graders keep track of all of the places and jobs that Stanley visited. Melissa Smith wrote a letter back to the class and explained her day to day tasks at the station. The photos that were taken were a good representation of the News room and were mailed back to the school for the 1st graders to see.	3	Anchor/Reporter Anchor/Reporter Meteorologist