

WPBN, WTOM
EEO PUBLIC FILE REPORT

June 1, 2017 - May 31, 2018

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
IT Engineer	1-8, 10-15, 17-19, 21, 24-31, 33-57, 59-60, 62-69, 73, 75-77, 79-80	11
News Producer	1-10, 12-15, 17-19, 21-22, 24-52, 54-57, 59-60, 62-70, 72-73, 75-77, 79-80	21
Director	1-15, 17-19, 21, 24-60, 62-73, 75-80	71
Digital Content Producer	1-8, 10-12, 14-15, 17-19, 21, 24-31, 33-52, 54-70, 73, 75-77, 79-80	11
News Anchor/Producer	1-15, 17-19, 21, 24-52, 54-60, 62-69, 72-77, 79-80	68
Local Sales Assistant	1-8, 10, 12-15, 17-19, 21, 24-31, 33-60, 62-69, 73-77, 79-80	21
Multimedia Journalist	1-10, 12-15, 17-19, 21, 24-55, 57-60, 62-69, 72-77, 79-80	68
Chief Engineer	1-8, 10, 12-19, 21, 23-31, 33-55, 57-60, 62-69, 73-77, 79-81	68
News Anchor / Producer	1-10, 12-15, 17-21, 24-44, 46-55, 57-60, 62-63, 65-69, 71-77, 79-81	76

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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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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
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	0
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	Employee Referral	N	4

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12	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
13	Ferris State University-Educational & Career Counseling Starr 313 Big Rapids, Michigan 49307 Phone : 1-800-433-7747 Url : http://www.ferris.edu/eccc Email : clacs@ferris.edu Fax : 1-231-591-2685 Michell Albright	N	0
14	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	0
15	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
16	Grand Traverse Band Newsletter 2605 N West Bay Shore Drive Suttons Bay, Michigan 49682 Jared Sonderegger Manual Posting	N	0
17	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
18	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
19	Howard University 5258 Bryant St. NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : cdudley@howard.edu Carol Dudley	N	0
20	Husson University 1 College Circle New England School of Communication Bangor, Maine 04401 Url : **NEWS ONLY** Email : verrillr@husson.edu Rodney Verrill	Y	0
21	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
22	Internal Posting	N	1
23	Internet Ad-not directly contacted by SEU	N	1
24	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
25	Journalismjobs.com 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1521 Email : sbgresumes@sbgstv.com Broadbean Source	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	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
27	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.ltbodawa-nsn.gov Fax : 1-920-746-2355 Lynn Scheinoha	N	0
28	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : http://www.linkedin.com Email : sbgresumes@sbgstv.com Todd Soffian	N	2
29	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
30	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
31	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	Medialine PO Box 51909 Pacific Grove, California 93950 Url : http://www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
33	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
34	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
35	Michigan Tech University 1400 Townsend Dr Houghton, Michigan 49931 Url : www.mtu.edu Email : sbgresumes@sbgstv.com Career Center	N	0
36	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
37	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

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38	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
39	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
40	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
41	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
42	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	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
44	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
45	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
46	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
47	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

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48	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
49	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
50	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
51	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
52	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

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53	Michigan Works-Wexford County Service Center 401 North Lake Street Suite 700 Cadillac, Michigan 49601 Phone : 2317753408 Url : http://www.michiganworks.org Email : ken.gorlewski@networksnorthwest.org Fax : 1-231-775-1587 Ken Gorlewski	N	0
54	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
55	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
56	Northern Michigan University 1401 Presque Isle Ave Marquette, Michigan 49855 Phone : . Url : www.nmu.edu Email : sbgresumes@sbgstv.com Career Center	N	0
57	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

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58	Northwestern Michigan College-WNMC 90.7 FM 1701 East Front Street Traverse City, Michigan 49686 Phone : 989-895-2100 Url : http://www.nmc.edu Fax : 1-231-995-1569 Gerald Svendorf	N	0
59	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
60	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
61	Other Source	N	1
62	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
63	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

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64	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
65	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
66	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
67	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
68	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : http://www.sbgi.net Email : employment@sbgstv.com Sharon Pickeral	N	8
69	Specs Howard School of Media Arts 19900 West 9 Mile Road Southfield, Michigan 48075 Email : KBurns@specshoward.edu Kristin Burns	Y	0

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70	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
71	Station Website	N	2
72	Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, Texas 75039 Url : http://www.talentedynamics.com Email : hedding@talentedynamics.com Christina Hedding	N	0
73	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
74	The Muse 1375 Broadway New York, New York 10018 Phone : 646-861-0284 Email : sbgresumes@sbgstv.com Andrea Siegle	N	0
75	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
76	Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	2

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77	University of Michigan 500 S State St Ann Arbor, Michigan Url : www.umich.edu Email : sbgresumes@sbgstv.com Career Center	N	0
78	Unknown Referral Source	N	1
79	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
80	Walter Cronkite School of Journalism 555 N. Central Ave Suite 302 Phoenix, Arizona 85004 Email : mike.wong@asu.edu Michael Wong	Y	0
81	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			34

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/4/2017	Provision of training to management	The company provides ThinkHR trainings to be available to all staff, including management training required for Managers. Over the past 2017/2018 year, the trainings that have been required of Managers are Business Ethics, Defensive Driving, Workplace Harassment Prevention for Managers, Preventing Harassment in the Global Workplace - Manager Edition, and Union Awareness.	5	Business Manager General Manager Production Manager Sales Manager
2	6/30/2017	Participation in events sponsored by community groups	On June 30, 2017, Kristen Lowe invited ten girls to the station who were from a Right Tree's, an Elk Rapids based 501 (c)(3) organization committed to helping young girls discover their worth, their gifts, their voice, and their future. Kristen gave a tour and answered many questions about being a female in broadcasting and what steps she took to get where she is at today. The young women watched the 5 p.m. live broadcast of the news and being the news studio.	1	Anchor/Reporter
3	8/8/2017	Participation in Job Fairs	The Corporate Sr. Employment Manager, News Talent Manager and Director of News Training and Development, along with several station News Managers and other personnel represented all Sinclair News stations at the career expo for the NABJ 2017 journalist convention/career expo in New Orleans, LA, August 8-11, 2017. 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.	3	Sr. Employment Manager News Talent Manager Director, News Training & Development

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	8/11/2017	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 May 18, 2017 to August 11, 2017 in our News Department, shadowing our morning meteorologists, Joe Charlevoix and Blake Hansen.	3	News Director Meteorologist Meteorologist
5	9/15/2017	Participation in events sponsored by community groups	On September 15, 2017, 14 people from the group Michigan Chapter Alliance for Community Media, toured the station with Michelle Nemmers, the Digital Content Manager. They asked questions about broadcasting, what gear we use, how many employees we have.	1	Digital Content Manager

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6	10/18/2017	Participation in events or programs sponsored by educational institutions	On October 18, 2017, News Director, Patrick Livingston, juniors and seniors who are in the Traverse Bay Area Career Tech Center AM/PM Film and Media Class. The TBA Career Tech Center is located in Traverse City, MI. The students asked the News Director many questions about broadcasting business, delivering the news, and what the jobs will be in the next ten years.	1	News Director
7	10/25/2017	Participation in events sponsored by community groups	On October 25, 2017, Local Sales Manager, Jan Stone, and Marketing Consultants Kyle Arnold and Samantha Glover attended the 2017 Gaylord Area Business Showcase. There were over 60 vendor participants and at least 240 visitors in attendance. The showcase took place at the Ellison Place in Gaylord, Michigan from 9:00 a.m. - 3:00 p.m.	3	Local Sales Manager Marketing Consultant Marketing Consultant
8	12/7/2017	Participation in job banks, internet programs and other programs designed to promote outreach	On December 7, 2017, at the Charlevoix Public Library, News Anchor Marc Schollett participated in the Leadership Charlevoix Media Session, which is a program that trains adults for the working world. In this session, 16 participants were trained by Marc Schollett about interviewing skills, public speaking, how to write press releases, etc.	1	Anchor/Reporter
9	2/1/2018	Listing of each upper-level category opening in a job bank or newsletter	The position of WPBN's Chief Broadcast Engineer, a management position, was posted in the February 2018 GTB Newsletter. The GTB Newsletter is owned by the Grand Traverse Band of Ottawa and Chippewa Indians, a Federally Recognized Tribe. The GTB Newsletter is a monthly newsletter that is published and distributed to all federally recognized tribal members. The posting was on the 4th page of 25 pages and was a quarter page, meaning it was 7 inches tall by 5.5 inches wide. The GTB Newsletters are also published online on the Grand Traverse Band's main website at www.gtbindians.org	1	Human Resources Coordinator

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10	2/21/2018	Participation in Job Fairs	News Director, Patrick Livingston, attended the 2018 BCA Job Fair on Wednesday February 21, 2018 at Central Michigan University in Mt. Pleasant, Michigan from 9:00 a.m. - 12:00 p.m. Patrick spoke to approximately 20 students about their careers in broadcasting.	1	News Director
11	3/31/2018	Participation in other activities designed by the station employment unit	WPBN/WTOM & WGTU/WGTQ ran a weekly 15 second promotion (House # TC-3709) 55 times during 2018 Quarter 1 (01/01/2018 - 03/31/2018), promoting the current position opening for a Marketing Consultant. The notarized script directs the view to our station main website, UpNorthLive.com, for a career link that takes the viewer strait to Sinclair Broadcast open positions, specifically for the Traverse City open positions.	1	Promotions Producer
12	4/5/2018	Participation in scholarship programs	Peter Haines, one of the IT Broadcast Engineers, participated in the Robert Paul Dost Scholarship, which is available to students from Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau counties in Michigan who are pursuing careers in electrical engineering. Peter assisted in reviewing and selection process for six (6) applicants this year along with two other reviewers, Mark Dost and Cheryl. This year's chosen scholarship recipient will receive \$1,340 for the 2018/2019 college year.	1	IT Broadcast Engineer

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
13	4/5/2018	Participation in events sponsored by community groups	Evening Anchor/Reporter, Kristen Lowe, represented WPBN 7&4 in the Zonta Annual Career Exploration Day hosted by Zonta International, Zonta Club of Leelanau, on April 5, 2018 at Vision Center Pointe in Traverse City, Michigan. This event was hosted for more than 80 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, Kristen Lowe 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 inspired a few young girls to want to pursue being an anchor.	1	Anchor/Reporter
14	4/19/2018	Participation in events sponsored by community groups	Sales Management & Staff attended and participated in the 2018 Business Expo, sponsored by the Petoskey Regional Chamber of Commerce, on April 19, 2018, at the Odawa Casino in Petoskey, Michigan. The staff who attended were Jan Stone, Local Sales Manager, Mark Watkins, Chief Meteorologist, and the following Marketing Consultants, Kyle Arnold, Tom Herriott, and TJ Clark. While at the event, all staff shared information about Broadcasting. There were over 500 people who attended the event.	5	Sales Manager Chief Meteorologist Arnold Clark

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15	4/26/2018	Participation in events or programs sponsored by educational institutions	On April 26, 2018, Human Resources Coordinator, Krystina Alveshire, participated in the Senior Exit Interview event located at Traverse City West High School in Traverse City, MI. There were 360 high school seniors who came in to be interviewed by local business professionals. Krystina mock interviewed twelve (12) high school seniors between 4 p.m. - 8 p.m., critiqued their web resumes, and gave feedback on their interviewing verbal and non-verbal skills.	1	Human Resources Coordinator
16	4/27/2018	Participation in events or programs sponsored by educational institutions	On April 27, 2018, Meteorologist Joe Charlevoix headed up a station tour for Cheboygan Intermediate School fourth graders. Joe talked about the different types of jobs at the station to the kids and the kids asked lots of questions about meteorology.	1	Meteorologist
17	5/9/2018	Sponsorship of events in the community designed to increase public awareness	On May 9, 2018, the Human Resources Department sponsored Employer of the Day at Michigan Works / Career Café from 10 a.m. - 3 p.m. Michigan Works / Career Café's are Service Centers that offer a broad spectrum of services to meet the needs of local businesses and assist those seeking employment such as the talent bank (online job bulletin), adult training programs, youth training programs, as well as resume/interview skills. HR Coordinator Krystina Alveshire set up a booth at the front entrance of the Career Café and spoke with all of the employment seekers who entered the building. She answered questions about the current open positions, descriptions of all positions should one open, and the process for applying online.	1	Human Resources Coordinator

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18	5/10/2018	Participation in job banks, internet programs and other programs designed to promote outreach	On May 9, 2018, six (6) open positions were posted on the Pure Michigan Talent Connect, an easily accessible web based labor exchange for business partners and job seekers, also a site in collaboration with Michigan Works and the Michigan Economic Development Corporation. Two (2) of the open positions are un-paid internships for accredited college credit. All six (6) position postings were posted for thirty (30) days and were set to expire on June 9, 2018. The position posting had a direct link to the SilkRoad Open hire site, a site that houses our online application portal.	1	Human Resources Coordinator
19	5/11/2018	Participation in events or programs sponsored by educational institutions	On May 11, 2018, Meteorologists Joe Charlevoix and Blake Hansen headed up a station tour for the Cherry Knoll Elementary School in Traverse City which consisted of a mix of second and third graders, a total of 28 students and 5 adults. Joe and Blake talked about the different types of jobs at the station to the kids and the kids asked lots of questions about meteorology. Most of them were excited to practice being a weatherperson in front of the greenscreen and being on the monitors.	2	Meteorologist Meteorologist
20	5/17/2018	Participation in events sponsored by community groups	On May 17, 2018, Digital Content Producer, Devon Mahieu, headed up a station tour for Grand Traverse Pavilions Senior Citizens. Many staff members talked about the different types of jobs at the station to the seniors. The Seniors were mainly intrigued by meteorology and had a great time with the green screen. Staff who assisted in the tour were Director, Nick Bank, Morning Anchors, Tom Kramer & Melissa Smith, and Meteorologist, Joe Charlevoix.	4	Digital Content Producer Morning Anchor Morning Anchor Meteorologist