

WILX TV
EEO FILE REPORT
June 1, 2016 – May 31, 2017

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Account Executive	1-47	11
News Producer	1-43	29
News Producer	1-47	11
News Producer	1-47	29
Traffic/Media Coordinator	1-47	46
Digital Sales Manager	1-47	47
MMJ	1-47	18
MMJ/Producer	1-47	18
MMJ	1-43	34
MMJ	1-43	34
MMJ	1-47	18
Morning Co-Anchor	1-43	34
Technical Media Producer	1-43	18
Photographer	1-47	8
Photographer	1-43	8
Photographer	1-43	43

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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 12-month period
1	Albion College - Department of Economics and Management W. C. Dyer Albion College Albion, MI 49224 517-629-0238 Gerstacker@albion.edu	N	
2	Arab American Heritage Council Alex Isaac 515 Stevens St. Flint, MI 48502 810-352-2722 aisaac42@aol.com	N	
3	Baker College of Owosso-Career Svcs. Lisa Lynch 1020 S. Washington Owosso, MI 48867 989-729-3322 lisa.lynch@baker.edu	N	
4	Black Child & Family Institute Adia Boone 835 West Genesee Lansing, MI 48915 517-487-3775 officemngr@bcfi.org	N	
5	Capital Area Michigan Works Talent Bank Teri Sand 2110 S. Cedar St. Lansing, MI 48910 517-492-5599 tsand@camw.net	Y	
6	Career and Student Employment Western Michigan University 269-387-2745 Lynn C. Kelly Albertson www.broncojobs.wmich.edu	N	

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7	Career Quest Sharri Artale 3215 S. Pennsylvania Lansing, MI 48910 517-853-7241 sartale@cqlc.edu	Y	
8	Central Michigan Univ/Broadcast Peter Orlik 344 Moore Hall Mount Pleasant, MI 48859 989-774-3851 orlik1pb@smich.edu	N	3
9	Chicago State Univ/Communications Gayle Evans 9501 South King Drive 318 Education Building Chicago, IL 60628 773-995-2000 gevans@csu.edu	N	
10	Davenport University 220 E. Kalamazoo St. Lansing, MI 48933 517-484-2600 lacs@davenport.uide	N	
11	Employee Referrals	N	4
12	Gray Television Group Dottie.Boudreau@gray.tv	N	
13	ITT Technical Institute Grand Rapids Jennifer Hance 4020 Sparks Drive S.E. Grand Rapids, MI 49546 800-632-4676 jhance@itt-tech.edu	N	

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14	Kellogg Community College Laura DePompolo 450 North Avenue Student Employment Services Battle Creek, MI 49017 269-965-3931 jobhelp@kellogg.edu	N	
15	Lansing Community College Alandis Baker PO BOX 40010 Lansing, MI 48917 517-483-1172 cesjoblink@lcc.edu	N	
16	University of Northwestern Mary Coffman 301-229-2168 m-coffman@northwestern.edu	Y	
17	Media Line mark@medialone.com (News Jobs)	N	
18	MAB- Includes Job Fairs Sarah Beeskow 819 N. Washington Lansing, MI 48906 800-968-7622 mab@michmab.com	Y	5
19	Michigan State University Theda Rudd 113 Student Services Bld. East Lansing, MI 48824 517-355-9510 ruddt@csp.msu.edu	N	
20	Michigan State University Telecommunications Job Notices N370 N. Business Complex East Lansing, MI 48824 517-355-4451 steinfie@msu.edu	N	

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21	Michigan State University Career Services and Placement Kelley Bishop Michigan State University 113 Student Services Building East Lansing, MI 48824 517-355-9510 bishopke@csp.msu.edu	N	
22	Michigan State University College of Communication and Art/Science Karin Hanson 287 Comm. Arts Building East Lansing, MI 48824 517-355-6500 hanson39@msu.edu	N	
23	Michigan Works Saginaw County Dennis Brieske 1600 N. Michigan Room 400 102 W. Belle St. Charles, MI 48655 989-865-2477 smb@michiganworks.comn	N	
24	Michigan Works Clinton County Douglas Stites 101 W. Cass St. Suite A 2 nd Floor, PO BOX 145 St. Johns, MI 48879 989-224-2000 tsand@camw.net	Y	
25	NAACP Job Placement 408 E 8 th Street Wilmington, DE 19801 302-655-0998 britsmile@aol.com	N	

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26	NAACP-Port Huron Branch Juanita Taylor PO Box 610486 Port Huron, MI 48060 810-987-2446 phnaacp@aol.com	N	
27	NATIONAL ASSOC OF BLACK-OWNED BROADCASTERS PRISCILLA GREEN 1155 CONNECTICUT AVE NW 6TH FL Washington, DC 20036 202-463-8970 nabob@abs.net	N	
28	NATIONAL ASSOC OF HISPANIC JOURNALISTS LETICIA SALAZAR 529 14TH ST NW 1193 NATIONAL PRESS BLD Washington, DC 20045 202-662-7145 jobbank@nahj.org	N	
29	NON Employee Referral	N	3
30	The Specs Howard School of Media Arts W. Nine Mile Road, #100 Southfield, MI 48075 nbonneville@specshoward.edu	Y	
31	Spring Arbor University Damon Seacott Master of Arts Communication 106 E. Main Spring Arbor, MI 49283 517-750-1200 dseacott@arbor.edu	N	

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32	Spring Arbor University Kristy Taylor 106 E. Main Street Spring Arbor, MI 49283 517-750-6347 ktaylor@arbor.edu	N	
33	Spring Arbor University - WSAE Michelle Dawson 106 E. Main St. Spring Arbor, MI 49283 517.750.9723 michelle@arbor.edu	N	
34	TV Jobs Mark Holloway PO BOX 4116 Oceanside, CA 92502 800-384-0119 jobs@tvjobs.com	N	2
35	UNIV OF NEW MEXICO -DEPT OF COMM & JOURN MARY BIBEAU UNIVERSITY HILL NE Albuquerque, NM 87131 505-277-5305 cjugrads@unm.edu	N	
36	UNIVERSITY OF MICHIGAN /FILM & VIDEO STUDIES JOB NOTICES 105 S STATE ST Ann Arbor, MI 48109 734-764-0147 sakirby@umich.edu	N	
37	University of Phoenix-West Michigan Campus 3100 West Rd. East Lansing, MI 48823 517-333-5133 <u>Jennifer.m.brewer@phoenix.edu</u>	Y	

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38	WALTER CRONKITE SCH OF JOURNALISM KAREN SHANNON ARIZONA STATE UNIV Tempe, AZ 85287 480-965-9011 karen.Shannon@asu.edu	N	
39	Washtenaw Community College Employment Services David Wildfong 4800 East Huron River Drive Student Center Building, RM 287 Ann Arbor, MI 48106 734-677-5155 dwildfong@wccnet.edu	Y	
40	Washtenaw Community College –Orchard Radio Dave Waskin 4800 East Huron River Dr. P.O. Box D-1 Ann Arbor, MI 48106 (734) 677-5405 dwaskin@wccnet.edu	N	
41	Weber State university Communications Job Listings 1605 University Circle Ogden, UT 88408 801-626-6426 tsanders@weber.edu	N	
42	WILX Bulletin Board	N	
43	WILX website (www.wilx.com)	N	2
44	WILX On-Air Announcements	N	

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45	Gray Television site; People Matter	N	3
46	INDEED.com	N	15
47	LinkedIn	N	6
		Total Interviews:	43

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participation in job fairs (5)	<p>During this reporting year, our station participated in the following job fairs.</p> <p>On October 11, 2016 - Michigan Association of Broadcasters Foundation (MABF) Fall Career and Networking Fair, held at Central Michigan University. Our News Director attended.</p> <p>On October 20, 2016 - Michigan Association of Broadcasters Foundation (MABF) Broadcast and Networking Fair, held at Specs Howard School of Media Arts. Our Creative Services Director attended.</p> <p>On November 18, 2016 - MABF Broadcast Career Builder Conference (BCBC) held at Eagle Eye Golf Club and Conference Center. Our Production Manager attended.</p> <p>On March 8, 2017 – MABF, Greater Lansing Broadcast Media Career Fair held at the Lansing Center in Lansing Michigan. Our Creative Services Director attended.</p> <p>On March 25, 2017 – School of Broadcast and Cinematic Arts Career Fair at Central Michigan University. Our News Director attended.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Community Activities and Tours	<p>A number of elementary, high school and college students have toured the station. These field trips allowed students to view firsthand how science and technology is used in television to put together a daily local newscast.</p> <p>Our Creative Services Director gave a station tour and talked about broadcast careers to a total of 36 students for the Student Statesmanship Institute on July 15, 2016</p> <p>Our Creative Services Director gave a station tour and talked about broadcast careers to a total of 25 adults from South Church on June 16, 2016</p> <p>Our Creative Services Director gave a station tour to 13 adults from the Clinton, Eaton, and Ingham Mental Health Board Program on 2/17/17.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in events relating to career opportunities in broadcasting sponsored by educational institutions. (6)	<p>WILX's meteorologists travel to area schools to teach students about weather. They allow the students to work the cameras and see how the operation of "Weather" at WILX is done. Our Chief Meteorologist generally does this for elementary and middle schools.</p> <p>On June 18, 2016, Our evening anchor did a one-day conference with teen girls on the campus of MSU. She spoke to about 150 girls about her broadcasting career path.</p> <p>On September 23, 2016, the MSU School of Journalism classes came to spend the day in the newsroom. The News Director had them participate as well as observe. They sat in a news meeting, toured the station, watched the newscasts live in the studio, and heard from people in the newsroom on their careers and creating newscasts.</p> <p>On December 8, 2016 one of our Meteorologists spoke to 2 science classes at Lansing Community College regarding meteorology.</p> <p>On February 15, 2017 our General Manager had 2 senior students from the Advanced Broadcasting Program at Northwest High School that plan on majoring in Communications/Broadcasting in College in to shadow him and visit the station for a few hours.</p> <p>On April 12, 2017, WILX Assignment Editor, Tim Gillette, spoke to a class at Michigan State University about how public relations people and local newsrooms interact.</p> <p>On May , our evening Meteorologist had a student from Williamston High School shadow him during his day, including preparing for and giving the weather in the evening news.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Sponsorships	WILX was a sponsor in the Greater Lansing Media Conference held March 8, 2017. The conference offers broadcasters a unique and valuable opportunity to connect with the future of our industry. The conference sees hundreds of students and young professionals looking to get into the broadcasting field. There are also many seminars centered on broadcasting for newcomers and veterans of the industry.
5	List every upper level job opening in media trade group whose members include substantial participation of women and minorities.	WILX sends job postings to a wide variety of sources that specifically target minority and women applicants. WILX uses these sources for all upper level job openings.
6	EEO Training to Management Level Personnel	WILX General Manager and the Executive Assistant/HR participated in EEO training provided by Joan Stewart (Wiley Rein on March 23, 2017