

EEO Narrative

WPBN-TV, Traverse City, MI (Facility ID 21253) and WTOM-TV, Cheboygan, MI (Facility ID 21254), constitute a station employment unit ("SEU").

The SEU continuously strives to achieve broad and inclusive outreach and has established EEO policies and procedures which focus on the wide dissemination of information about the SEU and its job opportunities to the immediate community and a variety of recruitment sources.

Among the sources targeted for recruitment are colleges and universities, minority groups and organizations, community organizations, area unemployment and other groups or organizations that assist in job placement. The SEU also participates in local job fairs. The SEU's attendance at these events has enabled it to continue its successful recruiting efforts. In addition to its traditional recruiting efforts, the SEU operates an internship program for local college students to prepare them for entry-level jobs in the broadcast industry. Further, the SEU undertakes internal EEO training for all management-level personnel.

The SEU understands the importance of its recruiting obligations, and as such, reviews its policies and procedures on an annual basis in order to make adjustments to its recruiting sources and its community activities.