

# EEO Report June 1, 2009

For the period of 6/1/08-5/31/09

## Full-time Vacancies

5 Full-time vacancies occurred, each resulting in a hired employee.

For these positions, the employment unit received 16 applications, which resulted in a total of 13 Interviews from the following recruitment sources:

	Recruitment Sources used:	Interviews
	9&10 News Website	4
	Cadillac Evening News	3
	T.C. Record Eagle	1
	MAB Job Bank	0
	Specs Howard	0
	Ferris State University	0
	Central MI University (CMU)	0
	Media Line	5
	Magid Consultants	0
	Sault Evening News	0
Totals Recruitment Sources & Interviews	10	13

## PRONG 2 Organizations:

In addition, each of the jobs posted were also sent to the following organizations that have asked to be notified:

Name	Address	Contact Person	Telephone Number
Cadillac Mental Health	2105 6th Avenue Cadillac, MI 49601	Betty Clark	231-775-5638
Central MI University Broadcasting Department	344 Moore Hall Mt. Pleasant, MI 48858	Peter Orlick	989-774-3851

**Full-Time Vacancies**

The following is a list of all full-time job vacancies for this reporting period, identified by job title and the recruitment sources used for each such vacancy. The recruitment source that referred the hiree for each full-time vacancy is noted with an asterisk.

Job	Referring Recruitment Sources	Prong 2 Source	# Inter.
Media Consultant	9&10 Website *		1
	Cadillac Evening News		1
	TC Record Eagle		0
	MAB Job Bank		0
	Media Line		1
	Operations	TC Record Eagle	
Reporter	Cadillac Evening News *		1
	MAB Job Bank		0
	9&10 Website		1
	Specs Howard		0
	CMU	Yes	0
	Media Line *		2
Creative Service	Specs Howard		0
	MAB Job Bank		0
	9&10 Website		0
	CMU	Yes	0
	Specs Howard		0
	CMU	Yes	0
Reg. Sales Mgr.	9&10 Website *		1
	Ferris State University		0
	Media Line		2
	TC Record Eagle		1
	CMU	Yes	0
	Media Line		0
	Cadillac Ev. News *		1

**Prong 1 Contacts:**

The name, address contact person and telephone number for each recruitment source is:

Name	Address	Contact Person	Telephone Number
Media Line	P.O. Box 51909 Pacific Grove, CA 93950 <a href="http://www.medialine.com">http://www.medialine.com</a>	Mark Shilstone	800-237-8073
Magid	1 Research Center Mario, Iowa 52302	Barbara Frye	319-377-7345

Cadillac News	130 N. Mitchell St. P.O. Box 640 Cadillac, Michigan 49601-0640	Matthew Seward	231-775-6565
Specs Howard School of Broadcast Arts	19900 W. Nine Mile Rd. Southfield, Michigan 48075	Dick Kernan	248.358.9000
Ferris State University, Television & Digital Media Production	1201 S. State Street Big Rapids, Michigan 49307	Professor Clayton B Rye	231-591-2716
TC Record Eagle	120 W Front Traverse City, MI 49684	Mark Urban	231-946-2000

### **PRONG 3 ACTIVITIES**

#### **Job Fairs:**

WWTV/WWUP-TV has participated in 2 Job Fairs during the past year.

- March 11th at MAB in Grand Rapids where over 250 students and business-minded professionals attended.
- On October 7<sup>th</sup>, we attended a MAB Career fair at Central Michigan University in Mt. Pleasant. See attached letter below.



08 CMU Career Fair  
EEO Ltrs WWTV-WWU

#### **Participation in programs sponsored by educational institutions**

We also host several school tours throughout the school year. At least 25 different schools in the Traverse City/Cadillac, DMA visit the station each year. Most schools get to the station at 11am and stay thru our noon news.

#### **Internship programs**

The employment unit has an ongoing internship program with Ferris State University in Big Rapids and Central Michigan University in Mt. Pleasant. We employ between 8-10 interns per year.