

WZZM
EEO PUBLIC FILE REPORT
May 21, 2015 - May 20, 2016

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
MultiMedia Sales Account Executive - WZZM	1-13, 15-18, 21-27, 29-30, 32-33, 35-41	18
Multimedia Producer - WZZM	1-8, 10-13, 15-17, 19-20, 22-28, 30, 32-33, 35-41	13
Multimedia Producer - WZZM	1-8, 10-13, 15-17, 19-20, 22-28, 30, 32-33, 35-41	13
Digital Sales Manager - WZZM	1-8, 10-13, 15-17, 21-27, 30-33, 35-41	13
Digital Sales Specialist - WZZM	5, 13, 41	13
Multimedia Content Producer - WZZM	1-13, 15-18, 22-27, 30, 35-37, 39-41	13
Multi-Media Advertising Sales Consultant - WZZM	1-8, 10-18, 22-27, 30, 34-37, 39-41	13
Multi-Media Advertising Sales Consultant - WZZM	1-8, 10-18, 22-27, 30, 34-37, 39-41	16
Digital Media Director - WZZM	1-8, 10-17, 21-27, 30, 35-37, 39-41	14
TELEVISION MULTIMEDIA TECHNICIAN - NEWSCAST DIRECT	1-8, 10-17, 22-27, 30, 34-37, 39-41	13
Multimedia Technician - PT	1-8, 10-12, 14-18, 22-30, 35-37, 39-41	29

WZZM
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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	Aquinas College 1607 Robinson Road, SE Grand Rapids, Michigan 49506 Phone : 616-331-6708 Url : www.aquinas.edu Email : farleytr@gvsu.edu Fax : 1-616-331-6406 Troy Farley	N	0
2	Asian American Journalist Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : www.aaja.org Email : national@aaja.org Fax : 1-415-346-6343 Kathy Chow	N	0
3	Baker College of Muskegon 1903 Marquette Ave. Muskegon, Michigan 49442 Phone : 231-777-6500 Url : www.Baker.edu Fax : 1-231-777-6501 Margie Broton	N	0
4	Calvin College 3201 Burton St. SE Grand Rapids, Michigan Phone : (616) 526-8744 Url : www.Calvin.edu Email : laurie@calvin.edu Fax : 1-616-957-8551 Laurie Lemmen	N	0
5	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	1

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6	Central Michigan University Rm. 215 Bovee University Center Mt Pleasant, Michigan Phone : 989-774-3068 Url : http://www.careers.cmich.edu/ Email : careers@cmich.edu Fax : 1-989-774-6608 Career Services	N	0
7	City of GR Equal Opportunity Dept 300 Monroe NW Room 840 Grand Rapids, Michigan Phone : (616) 456-3027 Url : http://www.grand-rapids.mi.us/133 Fax : 1-616-456-3199 Ingrid Scott – Weekly	N	0
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
9	Current Employee	N	2
10	Davenport College 415 E. Fulton Grand Rapids, Michigan Phone : (616)732-1150 Url : http://www.davenport.edu/career-services Email : grandrapids.cs@davenport.edu Director of Placement	N	0
11	Eastern Michigan University 311 King Hall Ypsilanti, Michigan Phone : 734-487-0400 Url : http://career.emich.edu/ Email : Sharon.Hughes@emich.edu Fax : 1-734-487-0940 Sharon Hughes	N	0

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12	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
13	Employee Referral	N	9
14	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com URL Manual Posting	N	1
15	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com . Email : slizik@602communications.com Career Services	N	0
16	Grand Valley State University 206 STU, 1 Campus Drive Allendale, Michigan Phone : 616-331-3311 Url : http://www.gvsu.edu/careerresources/ Email : career@gvsu.edu Fax : 1-616-331-2070 Career Services	N	1
17	Hope College 100 E. 8th Street Suite 210 Holland, Michigan 49423 Phone : 616-395-7811 Email : davis@hope.edu Fax : 1-616-395-7169 Carla Davis	N	0
18	Indeed.com - Not Directly Contacted by SEU	N	4
19	Job Fair	N	1
20	Job posting on internet	N	1
21	Linked In	N	4

WZZM
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22	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
23	MI Works Association 2500 Kerry St., Suite 210 Lansing , Michigan Phone : 517-371-1100, 1-800-285-W Url : www.michworks.org Fax : 1-517-371-1140 Career Service	N	0
24	Michigan Association of Broadcasters 819 N. Washington Ave Lansing , Michigan Phone : 517-484-7444 Url : www.michmab.com Email : jobbank@michmab.com Career Service	N	0
25	Michigan Dept. of Career Dev., MDCD/Project MOVE 201 N. Washington Square 5th Floor Lansing , Michigan Phone : 517-241-1189 Email : mckayr1@michigan.gov Fax : 1-517-241-8217 Ralph McKay	N	0
26	National Association Of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
27	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0

WZZM
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May 21, 2015 - May 20, 2016

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28	Non-Employee Referral	N	2
29	Other Source	N	2
30	Promax BDA 5700 Wilshire Blvd, Suite 275 Los Angeles, California Phone : 310-788-7600 Url : www.promax.tv.com Email : carla@promaxbda.org Fax : 1-310-788-7616 Carla Calavitta	N	0
31	Recruiter	N	1
32	Referral - Non-Employee 645 - 3 Mile Rd N.W. Grand Rapids, Michigan Manual Posting Manual Posting	N	0
33	Referred by a WZZM 13 Employee 645 - 3 Mile Rd. N.W. Grand Rapids, Michigan Phone : (616) 785-1313 Career Service Manual Posting	N	0
34	Simply HIred simplyhired.com Sunnyvale, California simplyhired.com URL Manual Posting	N	0
35	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
36	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	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
37	University of Michigan 515 East Jefferson St., 3200 SAB Ann Arbor , Michigan Phone : 734-764-7460 Url : www.careercenter.umich.edu Email : tll@umich.edu Fax : 1-734-763-9268 Terri LaMarco	N	0
38	Unsolicited - Walk-in 645 – 3 Mile Rd. N.W. Grand Rapids, Michigan Phone : (616) 785-1313 Career Service Manual Posting	N	0
39	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Fax : 1-616-285-5898 Career Service	N	0
40	Women's Resource Center 678 Front Ave. NW #180 Grand Rapids, Michigan Phone : 458-5443 Url : http://www.grwrc.org/ Email : info@grwrc.org Fax : 1-616-458-9933 Dantzer Brunswick	N	0
41	WZZM13.com 645 – 3 Mile Rd. NW Grand Rapids, Michigan Url : www.WZZM13.com Career Service Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			29

WZZM
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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	5/28/2015	Establishment of a mentoring program	This program is designed to improve the mentor and mentee's leadership competencies, technical expertise, business knowledge, insight into Gannett and its various aspects of business. The program included an orientation, and weekly calls to discuss leadership and managing experiences. Three employees served as mentor/mentees in the 2014 program.	3	News, Business office, Technical
2	6/22/2015	Establishment of training programs for station personnel	Promax- A four day critical gathering where networks, station groups syndicators and local broadcasters discuss, dialogue and debate the issues, trends and emerging business opportunities driving success in local television.	2	Creative Services Director Marketing Director,
3	8/13/2015	Establishment of training programs for station personnel	Creative Director and News Director led two writing workshops for staff. Covering how we advertise, select stories, or promote over all for the station.	2	Creative Services Director News Director
4	9/21/2015	Participation in other activities designed by the station employment unit	Station offers tuition reimbursement to staff looking to finish a degree or to complete an advanced degree. During the reporting period one employee participated in Tuition Reimbursement at Penn State University for Advanced Topics in Weather Forecasting.	1	Multi Media Producer
5	1/13/2016	Participation in events or programs sponsored by educational institutions	Station Tours are done for many school groups over the course of the reporting period. These tours cover the different positions in a TV station, employee roles and information about the industry. 1/13/2016 - Selah Home School - 15-20 1/27/2016 - Northpoint Christian School - 15-18 3/2/2016 - Chandler Woods Academy - 3 3/9/2016 - Muskegon Community College - 9 4/26/2016 - Our Savior Lutheran School - 24 5/18/2016 - Sacred Heart School - 20	1	Weather Dept.

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6	1/21/2016	Establishment of training programs for station personnel	Management training was provided on the new TEGNA Total Development platform. System for performance reviews, goal setting, coaching and communication with staff.	5	GM Director of Sales Creative Services News Director
7	3/9/2016	Participation in other activities designed by the station employment unit	Meteorologist gave weather presentations including information on opportunities in Broadcasting during the reporting period. 3/9/2016 - Lowell Women's Club 50 attendees 4/26/2016 - Holy Spirit School 7th Graders - 40 attendees Tour of station - SS Peter & Paul Church	1	Meteorologist
8	4/13/2016	Participation in events or programs sponsored by educational institutions	Sales Manager spoke to Grand Valley State University about his position, broadcast sales and marketing and careers in the industry.	1	Sales Manager
9	4/14/2016	Participation in events or programs sponsored by educational institutions	Anchor and Operations Manager spoke to Muskegon Heights High School students about their careers and the industry. Explored the equipment the school has and how to best make use of it for learning.	2	Anchor Operations Manager
10	4/15/2016	Participation in events or programs sponsored by educational institutions	Sales Manager hosted a job shadow for a middle school career day for their technology and communications class.	1	Sales Manager
11	4/18/2016	Establishment of training programs for station personnel	IT Supervisor and Director of Technology attended the National Association of Broadcasts conference in Las Vegas from April 18 to 21, 2016. Attending seminars, training sessions and lectures on technology in the industry.	2	IT Supervisor Director of Technology
12	4/26/2016	Participation in events or programs sponsored by educational institutions	Director of News spoke to the Cornerstone University journalism class about his role, duties and journalism ethics.	1	Director of News