

**WBUP ABC 10 & WBKP CW 5/2
EEO Public File Report**

EEO Public File Report:
June 1, 2008 – May 31, 2009

Annual EEO Public File Report Form

WBUP, Marquette – WBKP, Calumet

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WBUP, Ishpeming and WBKP, Calumet and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning June 1, 2008 to and including May 31, 2009 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

- 1 A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
- 2 For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
- 3 The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
- 4 Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- 5 A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to Annual EEO Public File Report Form

Covering the Period from June 1, 2008 to May 31, 2009

Station(s) Comprising Station Employment Unit: WBUP - WBKP

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hire	Total Number of Interviewees from All Sources for This Position
1	Account Executive	Michigan Works www.michiganworks.org <u>Hired using Michigan Works</u>	4
2	Master Control Operator	Michigan Works www.michiganworks.org Internal Job Listing <u>Promoted from within</u>	2
3	Traffic Coordinator	Michigan Works www.michiganworks.org <u>Hired using Michigan Works</u>	4
4	Sports Director	TvJobs www.tvjobs.com <u>Hired from TVJobs</u>	3
5	News Reporter	TvJobs	1

		<u>www.tvjobs.com</u>	
		<u>Hired from TVJobs</u>	
6	News Reporter	TvJobs <u>www.tvjobs.com</u>	4
		<u>Hired from TVJobs</u>	
7	News Reporter	TvJobs <u>www.tvjobs.com</u>	3
		<u>Hired from TVJobs</u>	
8	News Reporter	TvJobs <u>www.tvjobs.com</u>	5
		<u>Hired from TVJobs</u>	

Total Number of Persons Interviewed During Applicable Period: 26

Appendix 2 to Annual EEO Public File Report Form

Covering the Period from June 1, 2008 to May 31, 2009

Station(s) Comprising Station Employment Unit: WBUP - WBKP

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	TVJobs.com– internet www.tvjobs.com	16	All positions advertised
B	*Northern Michigan University Career Resources Office Marquette, MI Career Resources Advisor	0	All positions advertised
C	*Michigan Works Job Bank www.michiganworks.org	11	All positions advertised

* Indicates sources that have requested notification of job openings.

Appendix 3 to Annual EEO Public File Report Form

Covering the Period from June 1, 2008 to May 31, 2009

Station(s) Comprising Station Employment Unit:

WBUP – WBKP Section 3:

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken
by WBUP – WBKP

Internships

July 2008 - August 2008

Daniel Digneit completed an internship with college credit in Master Control, learning how to operate studio cameras, directing and technical directing newscasts, audio equipment, graphics equipment, and how to operate our Master Control facilities. 80 hours completed.

January 2009 – February 2009

Jamie Hoehn completed an internship with college credit in Master Control, learning how to operate studio cameras, directing and technical directing newscasts, audio equipment, graphics equipment, and how to operate our Master Control facilities. 80 hours completed.

**Participation in Activities and Events or Programs Sponsored by
Educational Institutions Relating to Career Opportunities in
Broadcasting.**

March 2009 – The station conducted a guided tour of the WBUP/WBKP facilities for the Boy Scouts of Marquette highlighting the operation and different jobs at the television stations. The tour was led by News Director Mike Hoey and Account Executive Tim Thompson.

Career fairs attended held by the following:

Northern Michigan University, Marquette, MI
Attended by: Kenn Baynard, Operations Manager

Michigan Works Job Services
Attended by: Kenn Baynard, Operations Manager