

WZZM-TV
EEO PUBLIC FILE REPORT
May 21, 2023 - May 20, 2024

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
Weekend Anchor/MSJ - 13999	1-5, 7, 9-11, 14-16, 19-21	14
Account Executive - 014186	1-5, 7-11, 13-16, 19-21	8
Multi-Skilled Journalist-014193	1-5, 7-11, 14-16, 19-21	8
National Sales Assistant-14317	1-5, 7-11, 14-16, 19-21	14
Digital Content Producer-14326	1-5, 7-11, 14-16, 18-21	14
Anchor/Multi-Skilled Journalist-14645	1-3, 5, 7-11, 13-16, 18-21	13
Multi-Skilled Journalist-14648	1-3, 5, 7-11, 14-16, 18-21	14
Multi-Skilled Journalist-14648	1-3, 5, 7-11, 14-16, 18-21	14
Multi-Platform Producer-14647	1-3, 5, 7-11, 14-16, 18-21	14
Account Manager-14901	1-3, 5, 7, 9-11, 14-16, 18-21	14
Multi-Platform Producer-15104	1-3, 5, 7-11, 14-16, 18-21	14
Research Analyst-15321	1-3, 5-7, 9-12, 14-21	17
Anchor(Sports) / MSJ - 15369	1-3, 5, 7-11, 14-16, 18-21	14
Local Account Manager-15406	1-3, 5, 7-11, 14-16, 18-21	14
Meteorologist/MSJ-15589	1-3, 5, 7, 9-11, 14-16, 18-21	14
Producer-15590	1-3, 5, 7, 9-11, 14-16, 18-21	14
Producer-15590	1-3, 5, 7, 9-11, 14-16, 18-21	14
Visual Journalist & Storyteller-15635	1-3, 5, 7-11, 14-16, 19-21	14
Multi-Skilled Journalist-15749	1-3, 5, 7, 9-11, 14-17, 19-21	17

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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	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
2	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	2
3	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
4	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
5	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
6	Employee Referral	N	1

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7	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
8	Linked In	N	13
9	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
10	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
11	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
12	Non-Employee Referral	N	1
13	Self Referral	N	2
14	TEGNA.com Jones Branch Drive McLean, Virginia Janae Barker Manual Posting	N	72

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15	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
16	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
17	Unknown Referral Source	N	5
18	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Fax : 1-616-285-5898 Career Service	N	0
19	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 Dantzler Brunswick	N	0
20	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0

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21	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:			96

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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	9/25/2023	Establishment of training programs for station personnel	General Manager attended a training seminar on marketing/branding hosted by The Economic Club of Grand Rapids. Learned helpful marketing strategies and tips.	1	General Manager
2	9/27/2023	Participation in Job Fairs	News Director attended a virtual Career Fair sponsored by Michigan Association of Broadcasters. Spoke with Journalism and Broadcasting students about potential career paths and internships, and offered career advice.	1	News Director
3	10/4/2023	Participation in events or programs sponsored by educational institutions	News Director and Meteorologist visited Central Michigan University to lecture students and faculty about careers in Journalism, and gave insight into what it is like working in the broadcasting field.	2	News Director Meteorologist
4	10/11/2023	Participation in Job Fairs	Marketing Director and Anchor/MSJ attended a Career Fair at Grandville High School. Informed seniors about career opportunities, and spoke about marketing careers and news producing.	2	Marketing Director Anchor/MSJ
5	10/12/2023	Participation in Job Fairs	Marketing Director and Producer attended a Career Fair at Grand Valley State University. Spoke to seniors about career opportunities in broadcasting and worked to recruit them for internships and jobs. Answered questions regarding job tasks and daily work responsibilities.	2	Marketing Director Producer
6	11/2/2023	Participation in Job Fairs	News Director and Producer attended the Michigan Association of Broadcasters Career Fair at Ford Field to speak to High School and College students about career opportunities, and answered questions about jobs in broadcasting.	2	News Director Producer
7	11/9/2023	Participation in events or programs sponsored by educational institutions	News Director spoke to a class of Journalism students at Michigan State University about potential career paths, job tasks/responsibilities, and the importance of Journalism.	1	News Director

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8	1/3/2024	Participation in other activities designed by the station employment unit	A Meteorologist guided a group called, "Wednesday Wonder" from Holland, MI on a tour throughout the Station by showing them different departments and job positions. The group also got to see behind-the-scenes of the Studio and Weather Deck where the news is filmed.	1	Meteorologist
9	1/19/2024	Participation in events or programs sponsored by educational institutions	A Meteorologist spoke to a High School Radio/TV class in Thorntown, IN about television and weather careers. Informed the class of different job tasks/careers, and the importance of Meteorology.	1	Meteorologist
10	1/30/2024	Establishment of training programs for station personnel	News Director and MSJ attended the AI and Disinformation training at TEGNA Headquarters in Tysons, VA. Learned about the use of AI programs and how to spot fake media.	2	News Director MSJ
11	2/12/2024	Participation in events or programs sponsored by educational institutions	Marketing Director talked on a panel at Oakwood Intermediate School in Allendale, MI regarding careers in broadcasting. Specifically about marketing, and the components that go into the job position.	1	Marketing Director
12	2/13/2024	Establishment of training programs for station personnel	News Director trained entire Station personnel on disinformation and deepfakes being created by AI programs.	80	News Director Sales Director Marketing Director General Manager
13	2/22/2024	Participation in events sponsored by organizations representing the community	Marketing Director and Digital Producer went to Grand Valley State University's Internship and Career Fair. They attended to recruit Juniors and Seniors, and recent graduates for Internships, Producer in Residency Programs, and open positions at WZZM. Talked to participants about Internship opportunities, what in residence programs consist of, and the roles of different open positions at WZZM.	2	Marketing Director Digital Producer

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14	3/18/2024	Participation in events sponsored by organizations representing the community	Marketing Director and Anchor/MSJ went to the Michigan Association of Broadcasters Student Awards luncheon and Career Fair where they met with High School and College Students to inform them about careers in media. They also built new connections, and recruited some students for internships and open job positions.	2	Marketing Director Anchor/MSJ
15	5/3/2024	Participation in events sponsored by organizations representing the community	General Manager represented WZZM at the Tri County Middle School Career Fair discussing broadcasting, engineering, and sales career paths at the Station.	1	General Manager