

WZZM
EEO PUBLIC FILE REPORT
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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 Journalist	1-8, 11-35	26
Multimedia Journalist	1-8, 11-35	33
Multi-Media Adverstising Consultant	1-8, 11-24, 26-35	3
Multi-Media Adverstising Consultant	1-8, 11-24, 26-35	26
Computer Technician	1-8, 12-27, 29-35	3
Digital Sales Specialist	1-8, 12-24, 26, 29, 31-35	3
Multi-Media Journalist	1-8, 12-24, 26-27, 29-35	33
Multi-Media Journalist	1-8, 12-24, 26-27, 29-35	26
News Writer/Producer	1-8, 12-27, 29-35	26
Technician	1-8, 12-23, 25-27, 29-35	3
Multi-Media Associate News Producer	1-7, 9-10, 12-27, 29-35	3

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Baker College of Muskegon 1903 Marquette Ave. Muskegon, Michigan 49442 Phone : 231-777-6500 Email : Fax : 1-231-777-6501 Margie Broton	N	0
2	Calvin College 3201 Burton St. SE Grand Rapids, Michigan Phone : (616) 526-8744 Email : laurie@calvin.edu Fax : 1-616-957-8551 Laurie Lemmen	N	0
3	Career Builder Michigan Phone : 1-888-841-6575 ext.2628 Email : Fax : Manual posting Jonathan Stancel	N	28
4	Central Michigan University Rm. 215 Bovee University Center Mt Pleasant, Michigan Phone : 989-774-3068 Email : careers@cmich.edu Fax : 1-989-774-6608 Career Services	N	0
5	City of GR Equal Opportunity Dept 300 Monroe NW Room 840 Grand Rapids, Michigan Phone : (616) 456-3027 Email : Fax : 1-616-456-3199 Ingrid Scott – Weekly	N	0
6	Davenport College 415 E. Fulton Grand Rapids, Michigan Phone : (616)732-1150 Email : grandrapids.cs@davenport.edu Fax : 1--- Director of Placement	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
7	Eastern Michigan University 311 King Hall Ypsilanti, Michigan Phone : 734-487-0400 Email : Sharon.Hughes@emich.edu Fax : 1-734-487-0940 Sharon Hughes	N	0
8	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
9	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : sdrice@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
10	Ferris State University 805 Campus Drive, Rankin Center 108 Big Rapids, Michigan Phone : 231-591-2685 Email : careerservices@ferris.edu Fax : 1--- Barbara S. Renne	N	0
11	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	0
12	Grand Rapids Urban League 745 Eastern SE Grand Rapids, Michigan Phone : (616) 245-2207 Email : info@grurbanleague.org Fax : 1--- Elzie Honicutt	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
13	Grand Valley State University 206 STU, 1 Campus Drive Allendale, Michigan Phone : 616-331-3311 Email : career@gvsu.edu Fax : 1-616-331-2070 Career Services	N	0
14	Hispanic Center of Western Michigan 1204 Grandville SW Grand Rapids, Michigan Phone : (616) 734-0530 Email : yacosta@hispanic-center.org Fax : 1--- Yamilka Acosta	N	0
15	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
16	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
17	MI Works Association 2500 Kerry St., Suite 210 Lansing , Michigan Phone : 517-371-1100, 1-800-285-W Email : Fax : 1-517-371-1140 Career Service	N	0
18	Michigan Association of Broadcasters 819 N. Washington Ave Lansing , Michigan Phone : 517-484-7444 Email : jobbank@michmab.com Fax : 1--- Career Service	N	0

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19	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
20	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
21	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
22	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
23	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : info@nljja.org Fax : 1--- Career Service	N	0
24	Northwood University 1971 East Beltline, Suite 123 Grand Rapids, Michigan Phone : 616-575-1500 Email : Fax : 1-989-837-4499 Barbara Vandegrift	N	0

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25	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	N	0
26	Referred by a WZZM 13 Employee, Manager or Friend 645 – 3 Mile Rd. N.W. Grand Rapids, Michigan Phone : (616) 785-1313 Email : Fax : Manual posting Career Service	N	6
27	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
28	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
29	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	2
30	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0

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31	University of Michigan 515 East Jefferson St., 3200 SAB Ann Arbor , Michigan Phone : 734-764-7460 Email : tll@umich.edu Fax : 1-734-763-9268 Terri LaMarco	N	0
32	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Email : Fax : 1-616-285-5898 Career Service	N	0
33	Walk In / Agent / WZZM13.com 645 – 3 Mile Rd. N.W. Grand Rapids, Michigan Phone : (616) 785-1313 Email : Fax : Manual posting Career Service	N	17
34	Western Michigan University First Floor Ellsworth Hall Kalamazoo, Michigan Phone : (269) 387-2745 Email : career-recruiting@wmich.edu Fax : 1--- Placement Services	N	0
35	Women's Resource Center 678 Front Ave. NW #180 Grand Rapids, Michigan Phone : 458-5443 Email : info@grwrc.org Fax : 1-616-458-9933 Dantzler Brunswick	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			53

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1	6/1/2010	Participation in events sponsored by community groups	<p>During the reporting period, speaking support and appearances from personnel in the Information Center, on-air talent and other staff members participating in various community events and community group projects. Group sizes, dates and groups were as follows:</p> <p>9/7/2010 Information Center Anchor/Reporter was a Believe to Become Event Greeter at the Grand Rapids Public Schools Back to School Red carpet event at Ford Middle School in Grand Rapids. Answered questions and attended as a role model for students. (100+)</p> <p>11/10/2010 Information Center Producer was a panelist at the "Aim West Social Media Confab" in Grand Rapids on how Social Media is changing. Answered questions in regards to her position as a Broadcasting Producer. (250 +)</p> <p>3/16/2011 Information Center Anchor/Reporter spoke on "Media Relations" at the GROW Lunch Punch in downtown Grand Rapids. Discussed broadcasting careers. (50+)</p> <p>3/18/2011 Morning News Anchor was at West Godwin Elementary School for Reading month, reading to the students. Answered questions and discussed role as a News Anchor. (30)</p> <p>3/23/2011 Information Center Producer was a Panelist to discuss Social Media at a Social Media Seminar hosted by the Grand Rapids Griffins. Discussed career as a Broadcasting Producer and Social Media. (120+)</p>	3	<p>News Anchor/Reporter</p> <p>News Producer</p> <p>News Anchor</p>	0.25

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2	6/1/2010	Establishment of an intern program designed to assist members of the community	<p>WZZM 13's commitment and dedication to educating future journalists reaches out to college students through our Internship Program. WZZM 13 offered internships during the reporting period in the area of News.</p> <p>The students earn academic credit for their participation in the program. The WZZM 13 internship program is available to any qualified student who is interested. Selection is based on a formal interview, followed by orientation. Internships last for one semester. Information about our program is disseminated in a variety of ways, including but not limited to, our station's website, job fairs and college and university guidance office. During the reporting period we had students interning in the Information Center from the following colleges and universities:</p> <p>Saint Mary's College 5/2010-8/2010 Central Michigan University 5/2010-8/2010 Liberty University,5/2010-8/2010 Cornerstone University 1/2011-5/2011</p> <p>Of the 4 students who interned, there were 3 female and 1 minority.</p>	2	<p>Executive Producer</p> <p>Executive Producer</p>	1.00
3	6/1/2010	Participation in scholarship programs	<p>As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2010 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2010. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.</p>	1	Gannett Foundation Grant	1.00

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4	6/1/2010	Establishment of training programs for station personnel	<p>WZZM offers a tuition reimbursement program designed to encourage self-development through undergraduate or graduate work.</p> <p>One Sales employee participated in the program during the reporting period taking a course in Managing and Leading at Walden University.</p> <p>One Technical Department employee took a course in Business Systems Development at the University of Phoenix.</p>	2	<p>Account Executive</p> <p>Maintenance Technician</p>	1.00

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5	6/1/2010	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>6/2010 Information Center had training on the operation of an A1U video camera and the basics of photojournalism. Reporters learning to shoot their own video were trained on the A1U entry level video camera. 10 employees participated.</p> <p>6/2010 Two WZZM Photojournalists underwent Satellite News Gathering Truck Training to acquire skills that could qualify them for other positions using the SNG Truck for news feeds.</p> <p>6/2010 Ongoing - Photojournalist/Editor is undergoing training to become an News Room Associate Producer.</p> <p>6/15/2010 General Manager had training on the Wide Orbit system which is used for program logs and invoicing.</p> <p>7/1/2010 The Information Center news employees received training on Facebook. 45 employees participated.</p> <p>7/12/2010 Multi-Media Journalist spent two days at the Gannett Investigative Reporters & Editors Seminar in Detroit Michigan to acquire skill training as an Investigative Reporter.</p> <p>8/12/2010 DataSphere training for two employees in the Information Center. DataSphere is WZZM's hyper-local website vendor.</p>	87	<p>Executive Team</p> <p>Employees & Supervisors</p>	1.00

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			<p>8/28/2010 Employees received training on High School Sports.net which will highlight High School Football this fall in Western Michigan. 3 employees participated.</p> <p>10/18/2010 Training Program for Multi-Media Journalists and Reporters to acquire skills that could qualify them for higher level positions. Julie Wolf from WXIA gave one on one Multi-Media Journalists training to 12 employees during the 3 day training session.</p> <p>11/15/2010 Rentrak training for the Sales Department, News Director, General Manager and Marketing Manager. Rentrak is a data research program used at WZZM. A total of 23 employees participated.</p> <p>11/23/2010 Four WZZM employees underwent a training seminar on legal issues for News Reporters.</p> <p>12/9/2010 Performance Management training on conducting employee annual evaluations and reviews for managers and supervisors. 14 employees participated.</p> <p>12/22/2010 The Executive Team members had Anti-Trust Training. 7 employees participated</p> <p>2/2011 The Sales Department had training on Gannett Digital Sales. 16 employees attended.</p>			

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			<p>2/2011 The Sales Department and WZZM Department Heads had training with Matt De La Cruz on "Passion for Winning". "Passion for Winning" is a motivational sales seminar.</p> <p>2/2011 The 16 employees of the Sales Department had training with Tom Hopkins on "Closing Sales in Tough Times".</p> <p>2/2011 All employees of the Sales Department underwent Wide Orbit training. 16 employees.</p> <p>3/2011 13 Employees of the Sales Department had Gannett e-Digital On-Line Training,</p> <p>3/2011 The Sales Managers and Account Executives, totaling 13 employees, attended Laredo Training. Laredo is a Gannett Broadcasting initiative for online outside sales training.</p> <p>3/9/2011 Two Marketing Producers had training on AVID and Final Cut Pro at the Michigan Association of Broadcasters in Lansing, Michigan.. This training was to become proficient in promotions and producing.</p> <p>3/31/2011 Employees from all departments attended an Creativity and Innovation Seminar. 20 employees participated.</p> <p>4/2011 All WZZM non-news personnel had training on how to post online stories to "My Town".</p>			

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			<p>4/16/11 The Community Web Producer had two days of training on "My Town", a new online news project at Gannett Corporate.</p> <p>4/28/2011 Two members of the Executive Team had a Gannett Legal Seminar on Video News Releases and Public File issues.</p> <p>5/2011 The General Manager and 16 members of the sales staff had AXCESS training. AXCESS is a sales initiative for music branding.</p> <p>5/2011 Three employees in the Business Office had Basware upgrade training on the payables system.</p> <p>5/12/2011 Information Center Producer and General Manager attended the TedX Seminar in Grand Rapids, Michigan. These seminars related to Technical and Social Media.</p>			

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6	6/1/2010	Establishment of a mentoring program	<p>WZZM is a participant in the Gannett Mentoring Program. During the reporting period the General Sales Manager is a mentor and a Technical Engineer is a mentee within the program.</p> <p>WZZM's General Manager is also mentoring an Information Center Anchor/Reporter who is also a participant in the Gannett Mentoring Program. The goal is to improve skills and to qualify this employee for a higher position in Broadcasting.</p> <p>WZZM participated in the 2010 Talent Development Program with Gannett .June – August. Now entering its fourth very successful year, this program is a way to bring in new talent to support the company's strategic plan and to give the participants a solid overview of careers in the industry. The program includes mentorship, on-the-job experiences and upon completion of the 10 week program, a career coach. The participant will remain after the program in a full-time position with the company as an Sales Account Executive.</p>	5	<p>Sales Account Executive</p> <p>General Sales Manager</p> <p>General Manager / Anchor</p> <p>Technical Supervisor</p>	1.00

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7	6/1/2010	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, WZZM 13 posts all job openings with many media trade groups, colleges, universities, professional and minority organizations within the community whose membership and/or audience includes women and minorities. These included TV Jobs, Michigan Association of Broadcasters, Michigan's Talent Bank, Career Builder, Women's Resource Center, Hispanic Center of Western Michigan, GR Urban League, NAACP, City of GR Equal Opportunity, MI Dept. of Career Development, Vet Center Readjustment Counseling and other organizations as listed in the Recruitment Resource Listing. Positions disseminated to many organizations to include minority and female candidates.	1	Human Resources	1.00
8	6/1/2010	Provision of training to management	Element K training for all of the Executive Team members. 7 employees participated. 3/2010 through 2/2011: Broadcast Learning Community. All department heads are participating in an online group learning experience. This includes all top managers in Gannett Broadcasting taking the same five courses over the course of a year and sharing their learning as a group. Courses include: Applying Leadership Principles: Developing Critical Leadership Skills, Performance Management, Effective Management: Cultivating Great Teams, Harnessing Innovation within Teams: Being an Innovator, and Creating & Maintaining Life Balance.	7	Executive Team	1.00

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9	6/1/2010	Participation in other activities designed by the station employment unit	<p>As part of our community outreach WZZM 13 gave tours of the WZZM 13 broadcast facility. Each tour is given by a station Meteorologist, News Manager or Production Manager and includes the areas of News, Production and Engineering. In each area our employees discuss their jobs and duties performed giving students information on opportunities in the broadcasting field.</p> <p>The following are the tour dates, the group attending and the number of students and adults in the tour.</p> <p>6/3/2010 Pioneer Resources, Special needs young adults (9) 8/19/2010 Big Steps, Little Feet Child Development (14) 8/24/2010 Mentally Challenged Adults from MOKA Corp. (9) 8/26/2010 Cedar Springs Cub Scouts (15) 8/31/2010 St. Ann's Home for older adults (15) 8/19/2010 Grand Valley State University (21) 11/2/2010 Link Home School of Lowell (group # 1) (23) 11/4/2010 St. Joseph's School of Conklin (20) 11/9/2010 Link Home School of Lowell (group # 2) (23) 11/11/2010 Central Michigan University (11) 11/11/2010 W. MI Academy of Environmental Science (group # 1) (22) 11/16/2010 Porter Hills Retirement Community (22) 11/18/2010 W. MI Academy of Environmental Science (group # 2) (18) 11/23/2010 Ferris State University (21) 11/30/2010 Elementary Home School Children (19) 12/1/2010 Cub Scouts/Tiger Cub</p>	6	<p>Meteorologist</p> <p>News Anchor</p> <p>Production Supervisor</p> <p>News Anchor/Reporter</p>	1.00

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			Scouts Pack # 3634 (22) 12/14/2010 Creston High School Autism Class (17) 1/24/2011 St. Charles Catholic School (28) 1/25/2011 Lamont Christian School (19) 1/25/2011 Cub Scout Troop #3265, Ada Vista Elem. School (25) 2/8/2011 Grandville Tiger Cubs (15) 2/8/2011 Gospel Light Christian School of Walker (27) 2/10/2011 Ridge Park Academy (13) 2/10/2011 Cub Scout Troop # 3217 (10) 2/10/2011 Grand Rapids Sail and Power (40) 2/15/2011 ELS/Foreign Students Learning English (14) 2/19/2011 Cub Scout Tiger Den 4 (20) 2/24/2011 Girl Scout Troop (12) 3/3/2011 New Era Christian School (21) 3/8/2011 Home School Kids (30) 3/8/2011 Ford & Burton Middle Schools of G.R. (17) 3/9/3011 Muskegon Community College TV Class (22) 3/10/2011 Home School Kids (32) 3/15/2011 Hope College Broadcasting students (20) 3/17/2011 Grand Haven Middle School Media class (15) 4/5/2011 Cub Scouts (20) 4/19/2011 Muskegon Com. College Production class (15) 4/21/2011 Trinitas Classical School (17) 4/28/2011 Kent Vocational, Lincoln Campus (group # 1) (10) 5/3/2011 MOKA (9) 5/4/2011 Valley View Elementary School of Rockford (23) 5/5/2011 Kent Vocational, Lincoln Campus (group # 2) (10)			

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			5/17/2011 Life Home School Group from Holland (22)			

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10	6/1/2010	Participation in other activities designed by the station employment unit	<p>WZZM provides job shadowing opportunities for high school and college students. Job shadowing can be within any area of the broadcast site. The job shadow has the opportunity to learn about careers available in the field of broadcasting and what those careers entail.</p> <p>6/1/2010 The Local Programming and the Information Center hosted a college student from USC (University of Southern California) in an 8 week job shadow experience. The student observed and participated in the daily operations of both departments learning skills necessary for a career in Broadcasting. The program went May – June 2010.</p> <p>6/9/2010 News Anchor had a job shadow from Calvin College and discussed opportunities in broadcast and the responsibilities of a News Anchor.</p> <p>6/10/2010 Evening News Anchor sponsored a job shadow from Greenville High School interested in a career in a Television Newsroom.</p> <p>6/11/2010 Anchor had a job shadow from Calvin College discussing the position of a News Anchor.</p> <p>8/10/2010 A family of 6 from our television viewing area came in to the WZZM facility and had a tour and job shadowed the Evening News Anchor for the day. They discussed the many opportunities within a broadcast facility.</p> <p>11/15/2010 Information News Producer had a job</p>	7	<p>News Producer</p> <p>News Anchors</p> <p>Local Programming Mgr</p>	1.00

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			<p>shadow student from Cornerstone University.</p> <p>12/10/2010 Information Center Anchor/Reporter had a job shadow student from Jenison High School. Topics covered were everything in Broadcasting both on-air and behind the scenes.</p> <p>3/15/2011 Information Center Anchor had a job shadow student from Holland Christian Middle School.</p> <p>3/24/2011 Information Center Health Reporter had a job shadow from Michigan State University.</p> <p>4/5/2011 News Anchor had a job shadow from Grand Rapids Community College. They discussed Careers as a TV News Anchor/Reporter.</p> <p>4/11/2011 Evening News Anchor had a job shadow from Lakeview High School.</p> <p>5/13/2011 News Anchor had a job shadow for the day from Muskegon Community College. They discussed Careers in Broadcasting.</p>			

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11	7/13/2010	Establishment of training programs for station personnel	<p>7/13-15/10- General Manager participated in Gannett's General Manager meetings in McLean, Va. Some of the topics covered included: growing and nurturing star employees and Sales Force growth and development.</p> <p>9/ 21-23/10-News & Marketing attended Gannett's Winning in News sessions at the corporate headquarters in McLean, Va.</p>	3	General Manager News & Marketing	1.00

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12	8/5/2010	Participation in events or programs sponsored by educational institutions	<p>8/5/2010 The WZZM 13 News Director attended the Asian American Journalists Association Convention to talk about careers in broadcasting and to recruit new employees for the Information Center.</p> <p>11/13/2010 News Anchor spoke at St. Peter's Lutheran School in Big Rapids on Broadcasting Careers and Computers for Students. 300+ in attendance.</p> <p>11/16/2010 Sports Anchor led a discussion on Sports Broadcasting & WZZM to 50 + Cub Scouts Pack # 3048 in Zeeland, MI.</p> <p>11/23/2010 Meteorologist spoke about Weather and the profession of Meteorology at Calvary Christian School in Fruitport. 25 Students attended.</p> <p>1/21/2011 Information Center Meteorologist spoke with a group of 25 – 30 students from Grand Rapids Public Schools on Forecasting and a career in meteorology.</p> <p>2/7/2011 Chief Meteorologist discussed WZZM 13 Weather and Meteorology at the Spring Lake Lions Club in Spring Lake. 100 attended the event.</p> <p>2/16/2011 News Anchor attended 2 assemblies with 300 + students at St. Paul the Apostle School in Grand Rapids. The topic of discussion was Reading & a Career In Broadcasting.</p> <p>3/19/2011 Evening News Anchor attended the Rockford Community Expo in Rockford, Michigan. She discussed</p>	7	<p>Meteorologists</p> <p>News Anchors</p> <p>News Director</p> <p>Local Sales Manager</p>	0.25

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			<p>Broadcasting and Community Involvement.</p> <p>4/8/2011 The Local Sales Manager gave a presentation to a Grand Valley State University Business and Marketing class. The topic was "Understanding Broadcast Television" and careers in sales and broadcasting.</p> <p>4/14/2011 Chief Meteorologist spoke to 15 students at the Aquinas College Meteorology Class on Meteorology and Opportunities in the field.</p> <p>4/21/2011 The Local Programming/Community Relations Manager attended the Rockford Middle School Career Fair discussing careers in broadcasting.</p> <p>4/26/2011 General Manager spoke with a group of 30 high school students from Lowell High School. Career paths in broadcasting and general Q&A were topics covered.</p> <p>5/3/2011 Meteorologist gave a speech on Storms, Tornados & Other Disasters of the Lowell Area to a group of 50 at the Lowell Historical Museum. Opportunities in the area of Meteorology were discussed.</p> <p>5/5/2011 Information Center News Anchor attended the Grandville Middle School Career Day and discussed TV News as a Career. Three classes attended with 20 students per class. A Meteorologist also spoke to the classes on a Career in Television Meteorology.</p>			

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
13	3/9/2011	Co Sponsoring Job Fair	Michigan Association of Broadcasters Career Fair held in Lansing, Michigan on March 9, 2011. Employees of WZZM spoke with many students and applicants looking for a position in the field of Broadcasting. As part of the registration fee WZZM was a Co-Sponsor of the event. The event was promoted for two weeks prior by placing information on the WZZM Job page at wzzm13.com.	4	News Director Business Office Sales Producer	1.00
14	5/4/2011	Participation in Job Fairs	WZZM participated in the ITT Technical Institute Career Fair. Met with career-minded students and alumni in programs of study such as Computer Networking Systems, Electronics, Information Systems and Project Management. Information on positions in the Technical department of a Broadcast facility were distributed and discussed with attendees.	2	Business Office Technical Supervisor	0.25
TOTAL POINTS OVER REPORTING PERIOD:						11.75