

**WZZM-TV**  
**EEO PUBLIC FILE REPORT**  
**May 21, 2022 - May 20, 2023**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-13, 15-21	15
Digital Sales Manager-11782	1-5, 7, 10, 12-13, 15-21	15
Multi-Skilled Journalist 11901	1-7, 10, 12-13, 15-17, 19-21	15
News Director	1-7, 10-21	14
Digital Content Producer-12682	1-5, 7, 9, 11-13, 15-21	9
Producer-12741	1-5, 7, 11-13, 15-21	15
Assignment Editor-12798	1-5, 7, 11-21	14
Weekend Sports Anchor/MSJ-12809	1-5, 7, 11-13, 15-21	15
Local Account Manager-13024	1-5, 7, 11-13, 15-21	15
Multi-Skilled Journalist-13530	1-5, 7, 11-17, 19-21	15
Producer - 13770	1-5, 7-8, 12-13, 15-21	15
Producer - 13770	1-5, 7-8, 12-13, 15-21	15
Digital Sales Manager-13933	1-7, 9, 12-13, 15-17, 19-21	9
Account Executive - 014186	1-5, 7, 9, 11-17, 19-21	9

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Calvin College 3201 Burton St. SE Grand Rapids, Michigan Phone : (616) 526-8744 Url : <a href="http://www.Calvin.edu">www.Calvin.edu</a> Email : <a href="mailto:laurie@calvin.edu">laurie@calvin.edu</a> 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 : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Career Service Manual Posting	N	1
3	Central Michigan University Rm. 215 Bovee University Center Mt Pleasant, Michigan Phone : 989-774-3068 Url : <a href="http://www.careers.cmich.edu/">http://www.careers.cmich.edu/</a> Email : <a href="mailto:careers@cmich.edu">careers@cmich.edu</a> Fax : 1-989-774-6608 Career Services	N	0
4	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
5	Davenport College 415 E. Fulton Grand Rapids, Michigan Phone : (616)732-1150 Url : <a href="http://www.davenport.edu/career-services">http://www.davenport.edu/career-services</a> Email : <a href="mailto:grandrapids.cs@davenport.edu">grandrapids.cs@davenport.edu</a> Director of Placement	N	0
6	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com URL Manual Posting	N	0

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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	Indeed.com	N	2
9	Linked In	N	10
10	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
11	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
12	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
13	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
14	Self Referral	N	4

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15	TEGNA.com Jones Branch Drive McLean, Virginia Janae Barker Manual Posting	N	36
16	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
17	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
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 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 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
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>53</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	6/1/2022	Participation in events or programs sponsored by educational institutions	WZZM responded to new state law with the creation of a community-focused initiative entitled 13 Reads. The 13 Reads initiative was in response to a law where any child who does not read at grade level by the end of third grade, may not be promoted to the 4th grade. 13 Reads is a literacy campaign created by the station that was designed to call attention to the literacy challenge that exists in the community and do something about it. The campaign includes on-air talent reading to children, putting books in homes and schools, supporting community events, and generally promoting literacy. The campaign collected approximately \$40,000 for local organizations and programs.	75	Director of Sales Director of Local/Community Programming News Director
2	7/20/2022	Establishment of training programs for station personnel	The DEI Brownbag Lunch consisted of Management speaking with station personnel about the Poynter Institute training on reporting and working with local police.	19	Community Director Sales Director News Director Marketing Director
3	8/22/2022	Participation in Job Fairs	The Meteorologist delivered a presentation to the Radio/TV class at Western Boone Junior and Senior High School, shedding light on job positions at WZZM and the TV Industry in general. They explained the roles of different positions, the process of weather production, the lead time for weather predictions, and the significance of the weatherball at WZZM.	1	Meteorologist
4	9/29/2022	Participation in Job Fairs	Meteorologist engaged with students at the Muskegon Maritime Academy, discussing the TV Industry, job opportunities at WZZM, and the meteorologist position. They shared insights into working in the TV Industry and the behind-the-scenes operations at a TV Station.	1	Meteorologist

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5	10/11/2022	Participation in Job Fairs	Marketing Director attended the Grand Valley State University Internship and Career Fair to recruit Juniors, Seniors, and recent graduates for Internships, Producer-in-Residence Programs, and open positions at WZZM. They engaged with 1,500 participants, discussing Internship opportunities, in-residence programs, and various roles at WZZM.	1	Marketing Director
6	11/8/2022	Participation in events sponsored by organizations representing the community	The Technology Supervisor presented to a women's group, providing an overview of WZZM's history, and discussing job roles, including their own role as the Technology Supervisor.	1	Technology Supervisor
7	12/7/2022	Participation in Job Fairs	News Director and Producer in Residence participated in the Michigan Association of Broadcasters Career Fair at Ford Field in Detroit. They connected with High School and College students, highlighting career paths in the TV Industry and job openings at WZZM and TEGNA.	2	News Director Producer in Residence
8	1/5/2023	Participation in events sponsored by organizations representing the community	Marketing Director served as a judge for the High School and College student competitions as part of the Michigan Association of Broadcaster Awards for 2022. They evaluated students' work and offered constructive feedback to prepare them for successful careers in Broadcasting.	1	Marketing Director
9	2/11/2023	Participation in other activities designed by the station employment unit	An Anchor/Multi-Skilled Journalist arranged a tour of WZZM for The Boys & Girls Club of Grand Rapids. The tour showcased different departments and job positions within the Station. Additionally, the guests received a presentation on the Anchor/Multi-Skilled Journalist's journalism journey and were given the opportunity to create and present their own videos at the Station.	1	Anchor/MSJ

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10	3/2/2023	Provision of training to management	Q1 Diversity, Equity and Inclusion committee meeting - made up of community leaders who have engaged with Management to advise our DEI efforts. The group gathers quarterly and discusses community and station issues, our coverage, and generally keeps us accountable for our DEI goals. They share story ideas and community engagement opportunities as well.	5	Marketing Director Community Director Sales Director Sports Director
11	3/24/2023	Participation in events sponsored by organizations representing the community	Marketing Director visited an advanced Video Production class at Rockford High School, discussing potential career paths in the TV Industry and establishing connections with students. They also provided information about WZZM for future job prospects.	1	Marketing Director
12	3/24/2023	Participation in other activities designed by the station employment unit	Meteorologist and Community Director hosted a Station Tour of WZZM for Northpoint Christian fourth graders. Showed the students and chaperones around the Station. Informed them of the different departments and job roles.	2	Meteorologist Community Director
13	3/31/2023	Participation in events or programs sponsored by educational institutions	Marketing Director provided one-on-one mentoring to a college Senior Capstone class on Film/Video. They shared valuable insights and answered questions related to the topics discussed.	1	Marketing Director
14	4/11/2023	Participation in Job Fairs	News Director engaged with Production students at Ferris State University, exploring careers in the TV Industry and career opportunities available through WZZM and TEGNA.	2	News Director News Operations Manager
15	4/11/2023	Participation in events or programs sponsored by educational institutions	Meteorologist visited Central Michigan University's meteorology program students, sharing their experience as an on-air meteorologist. They discussed weather predictions, weather production, and the various behind-the-scenes roles involved in meteorology.	1	Meteorologist
16	4/14/2023	Provision of training to management	Technology Supervisor attended the SBE/ENNES RF101 training class. They learned helpful information about different aspects of RF as it pertains to over-the-air broadcasting.	1	Technology Supervisor