

WJRT-TV – Flint, Michigan
May 22, 2009

I. INTRODUCTION AND GENERAL POLICY

The licensee of WJRT-TV is Flint Licensee Subsidiary Corp. The station broadcasts from Flint, Michigan.

WJRT-TV is an equal opportunity employer and follows a consistent practice of outreach to the community and work force regarding broadcast career and job opportunities. Our longstanding policy is to provide equal opportunity for employment, development and advancement to all current and potential employees regardless of race, color, sex, marital status, religion, age, national origin, disability, sexual orientation, covered veteran status, mental or physical disability, pregnancy or any other basis prohibited by state or federal law.

WJRT-TV is a single employment unit for purposes of this report which includes information from the effective date of the new EEO rules, June 1, 2008 through June 1, 2009.

II. INTERNAL RECORD KEEPING

The EEO Rules include record keeping and reporting requirements for broadcasters. In accordance with these provisions, WJRT-TV creates a file for each full-time vacancy. The EEO File includes information on the station's recruitment initiatives and among other items, copies of the job listing for all sources used to recruit interviewees for the position.

III. VACANCY SPECIFIC RECRUITMENT MEASURES

WJRT-TV is committed to meeting its' EEO obligations. The station's recruitment list (see Section VII) was updated May 15, 2009. It is reviewed and updated regularly. Additionally, all position announcements are forwarded to ABC, Inc.'s Human Resources Department. The positions are then published in the ABC Corporate Job Listing, and the Disney jobs system. The Disney Jobs system automatically posts the job with Direct Employers Association Network, which posts the job to over 400 organizations. These resources were utilized to notify potential applicants of every full-time vacancy that is listed in this report.

IV. FULL-TIME POSITIONS FILLED (JUNE 1, 2008 TO JUNE 1, 2009)

During the period covered by this report, a total of 3 vacancies occurred at WJRT-TV.

Date of Opening	Job Title	Dept	Interview Date	Candidate Interviewed	Hired (H)/ Not Hired (NH)	Referral Source
6/10/08	Anchor/ Reporter	News Dept	6/16 & 8/11/08	Elizabeth Dueweke	Hired 11/1/08	DisneyCareers.com
			4/22/08	*	Not Hired	Unity Career Conference
			6/12/08	*	Not Hired	Industry colleague
			6/16/08	*	Not Hired	DisneyCareers.com
			6/16 & 8/11/08*		Not Hired	DisneyCareers.com
			6/25 & 11/10/08		Not Hired	Current WJRT –TV employee
			7/24 & 9/4/08 *		Not Hired	Frank Magid Assoc. & Unity Conf
			7/24 & 8/5/08 *		Not Hired	Industry colleague & Unity Conf
			7/24/08	*	Not Hired	Unity Conference
			7/24/08	*	Not Hired	Unity Conference
			7/25/08	*	Not Hired	Unity Conference
			7/25/08	*	Not Hired	Unity Conference
			7/26/08	*	Not Hired	Unity Conference
			7/26/08	*	Not Hired	Unity Conference
			8/26/08	*	Not Hired	Referred by former WJRT Intern
9/26/08	Account Executive	Sales Dept	10/31/08	*	Not Hired	Flint Journal
			11/4/08	*	Not Hired	Referred by WJRT employee
			11/5/08	*	Not Hired	MAB website
			11/6/08	Jeremy Daunt	Hired 11/6/08	Current WJRT-TV employee
			11/6/08	*	Not Hired	Grand Blanc News
			11/10/08	*	Not Hired	Monster.com
			11/13/08	*	Not Hired	WJRT abc12.com
			11/14/08	*	Not Hired	Referred by WJRT employee
			11/14/08	*	Not Hired	Flint Journal
			11/14/08	*	Not Hired	WJRT abc12.com
			11/18/08	*	Not Hired	Current Employee of WJRT-TV
			11/20/08	*	Not Hired	WJRT abc12.com
			11/21/08	*	Not Hired	WJRT abc12.com
			11/25/08	*	Not Hired	Referred by WJRT employee
			12/85/08	*	Not Hired	Unknown
12/15/08	*	Not Hired	WSMH-TV			

Date of Opening	Job Title	Dept	Interview Date	Candidate Interviewed	Hired (H)/ Not Hired (NH)	Referral Source
6/10/08	Anchor/ Reporter	News Dept	4/22/08	*	Not Hired	Unity Career Conference
			6/12/08	*	Not Hired	Industry colleague
			6/16/08	*	Not Hired	DisneyCareers.com
			6/16 & 8/11/08		Not Hired	DisneyCareers.com
			7/24 & 9/4/08	*	Not Hired	Frank Magid Assoc. & Unity Conf
			7/24 & 8/5/08	*	Not Hired	Industry colleague & Unity Conf
			7/24/08	*	Not Hired	Unity Conference
			7/24/08	*	Not Hired	Unity Conference
			7/25/08	*	Not Hired	Unity Conference
			7/25/08	*	Not Hired	Unity Conference
			7/26/08	*	Not Hired	Unity Conference
			7/26/08	*	Not Hired	Unity Conference
			8/26/08	*	Not Hired	Referred by former WJRT Intern
			6/25 & 11/10/08	Angela Brown	Hired 12/2/08	Current WJRT –TV employee

** Identity of interviewed applicants not hired has been kept confidential*

V. LONG-TERM RECRUITMENT MEASURES

The FCC's EEO Rules require broadcasters to undertake additional outreach measures to all qualified job candidates. Within a two-year period, employment units with more than ten full-time employees need to complete four long-term recruitment initiatives. These measures include job fairs, internship programs, and other community events designed to inform the public as to employment opportunities in broadcasting. All are designed to encourage outreach to persons who may not be aware of the opportunities available in broadcasting or have not yet acquired the experience to compete for current vacancies.

WJRT-TV has engaged in the following long-term outreach initiatives during the period June 1, 2008 to June 1, 2009.

A. COLLEGE LEVEL INTERNSHIP PROGRAMS

WJRT-TV has a long-standing and extensive internship program open to college students. The station strives to hire interns from diverse backgrounds and from a wide variety of educational institutions located within the community of license and around the United States. The internship information is disseminated to colleges and universities as well as posted in the “jobs” section of the station’s website. Students also initiate contact with the station on their own. Students receive college credit. Student internships are managed by department managers who supervise the program and serve as liaison between the station and participating schools.

Internship Program Description: The program is open to undergraduate and graduate students interested in exploring a career in broadcast journalism and/or news production. An internship generally lasts 10–12 weeks with the student working 20 hours per week. The student is given the opportunity to work with reporters, producers and videographers while learning to write, to do research, to edit videotape, to run teleprompter and, with direct supervision by a videographer, to shoot videotape. The student is not allowed to produce work that goes directly on-air (live).

List of Intern Participants and their Schools 17 Students from 11 Colleges/Universities (June 1, 2008 to June 1, 2009):

1 Student	Central Michigan University	Spring/Summer 08	Creative Services
1 Student	University of Michigan – Flint	Spring/Summer 08	Creative Services
1 Student	University of Missouri	Spring/Summer 08	News Department
1 Student	Kettering University - Michigan	Spring/Summer 08	News Department
1 Student	Valparaiso University	Spring/Summer 08	News Department
1 Student	Michigan State University	Spring/Summer 08	News Department
1 Student	Delta College	Spring/Summer 09	Creative Services
2 Student	Central Michigan University	Spring/Summer 09	News Department
1 Student	Eastern Michigan University	Spring/Summer 09	News Department
1 Student	Michigan State University	Spring/Summer 09	News Department
2 Student	University of Michigan – Flint	Spring/Summer 09	News Department
1 Student	Madonna University	Spring/Summer 09	News Department
1 Student	Hope College	Spring/Summer 09	News Department
1 Student	Western Michigan University	Spring/Summer 09	News Department
1 Student	Kettering University - Michigan	Spring/Summer 09	News Department

Emma Bowen Foundation Work/Study Program The Foundation’s mission is to create career opportunities in the media industry for minority youth through a program that focuses on scholastic achievement, direct work experience and professional development. Minority high school juniors and seniors and college freshman with an interest in varying aspects of the media industry are eligible to apply. WJRT-TV participates in this program by hiring a student who does work study during the summer. Tony Towns is a work/study student at WJRT under this program. In the first year he rotated throughout the various departments in the station gaining knowledge and hands-on work experience in various aspects of the local television business. In year two he moved into the News Department. In his third year he worked with both the News and Creative Services Departments on a special news project associated with our website. In his final year he will in fact assist other students find their way during the early days of their internships, will work with the News Department and Creative Services Department. He will further his writing skills in both news

and promotions; hone his video editing abilities; will (again) shoot video for news; field produce and 'front' news stories for on-air and on-line; and assist in the Station's summer special projects. This is an eight week paid summer work study program and the participant began his assignment in the spring/summer of 2006.

B. ELEMENTARY/MIDDLE AND HIGH SCHOOL AND COLLEGE LEVEL DAY-ON-THE JOB, JOB SHADOWING AND EDUCATIONAL TOURS

WJRT-TV regularly offers opportunities for area high school students ranging from a day on the job, career fairs and extended classroom study. The students share the experience of a range of career options ranging from producing, reporting, writing, shooting videotape, editing and anchoring a newscast. They are provided with a career experience in the "real world." ABC12 News Anchor, Reporters and other staff volunteer for a variety of opportunities to educate students about careers in broadcasting:

Day On The Job Students

2 Students	Kearsley High School	News Department
1 Student	Saginaw Arts and Sciences Academy -	News Department
1 Student	Carman Ainsworth High School -	News Department
1 Student	Mott Community College -	News Department
1 Student	Genesee High School -	News Department
9 Students	Clio High School -	News Department
1 Student	Central Michigan University	News Department
1 Student	Delta College -	News Department
2 Students	Grand Blanc High School -	News Department

Job Fair/Career Opportunity/Senior Mock Interviews

Central Michigan University Job Fair
Bendle Junior High School
Armstrong Middle School students
Hamady High School
Dukette Elementary

News Reporters/Anchors/Producers/Photographers - Special Appearances

Q&A session with Journalism Class from UM-Flint after they observed the Noon Newscast
Spoke with two advertising classes at Baker College
Speaker on a panel for NTA Career Day for Madonna University
Lead an 8 week class on broadcast news for 4th and 5th grade students at Elms Road Elementary School in Swartz Creek for Bridges to the Future

Read to School Students in Class

Read to Flushing 3rd grade class
Read to a class at Central Elementary, Flushing
Read to a class at Stewart Elementary School
Read to a class at Stewart Elementary School
Read to a third grade class at Civic Park Elementary, Flint

Station Tours

15	Weeblos Scout	
25	Cubs Scout	
178	Boy Scouts	
10	Girl Scouts	
19	Cub Scouts	
10	parochial elementary students	
10	students from ITT Institute	
20	8 th grade students	Beecher School
15	10 th grade students	Ashley School
20	Special needs students	
7	4 th grade students	Good Shepard
30	journalism students	St John Vienny

C. CAREER DAYS/JOB FAIRS

WJRT-TV participates in career/job fairs at area high schools, colleges and universities as well as through the Michigan Association of Broadcasters. At these events, resumes are collected and information provided by WJRT-TV management staff who attend the events. If positions are open at the time of the fair, resumes of qualified candidates are referred to the proper hiring manager for action. Otherwise, resumes are passed on to the appropriate department manager for review in the event an opening does occur. Attendees are also informed of the various careers in broadcasting and are provided with information on how to discover future openings with the station. Handouts are brought to each event listing the job positions at the station and the website address for the station where job openings are listed.

During the period June 1, 2008 to June 1, 2009, WJRT-TV attended the following job fairs/career days:

October 27, 2008 / Michigan Association of Broadcasters Regional Career Fair, Flint, MI

Program and Marketing Director participated in this MAB sponsored broadcast career fair held at Lansing Community College in Lansing, MI. Attendees were primarily students from local area colleges and universities interested in careers in the broadcast industry.

January 27, 2009/ Saginaw Valley State University, Saginaw, MI Summer Job and Internship Fair

News Director and Creative Services Director participated in event where they met with students from SVSU who were interested in the WJRT-TV internship program.

- D. In addition to the outreach items above, WJRT-TV also lists each upper-level opening in the job bank or newsletter of at least one media trade group with a broad-based membership that includes women and minorities. (See Part VII below for organization details).

VI. SELF-ASSESSMENT

WJRT-TV continually evaluates the effectiveness of its EEO outreach and recruitment programs. We strive to improve and refine our methods by monitoring responses received to ensure that our interview pool includes qualified applicants from diverse sources. Our recruitment list is regularly reviewed and updated and changes made where appropriate. As part of this commitment WJRT-TV publicizes the procedure by which recruitment sources and community groups can get on our recruitment list for job vacancies. The station broadcasts :30 PSA's encouraging organizations to contact the station requesting to be added to our regular mailing list of employment resources. These PSA's are broadcast monthly on a different day of the week each month and air somewhere between 6AM and 12 Midnight. The time of air during the day also rotates in order to assure that the spots can be seen at varying times throughout our broadcast day.

Station Outreach:

In an attempt to continually discover new community organizations / educational institutions to help publicize our job openings, WJRT-TV utilizes the station's website. On our website under "Job Opportunities," the following message appears in an attempt to reach as many job banks or career services offices as possible:

WJRT-TV is an equal opportunity employer. We would like to widely publicize our job openings. Do you work with or are you a member of an organization that provides employment information or job referrals? Do you work with a Career Services Office at a college or university? Any organization that regularly distributes employment information to job seekers or refers candidates to employers is eligible to receive information about our job vacancies. To receive our listings by fax, email or US Mail, please contact us! Provide us with your name, your organization's name, address, telephone number, fax number and email address and we'll contact you to confirm the information. You will then receive periodic announcements of job openings at our television station.

Also twice a year (February and August) we place the following ad in The Flint Journal, Bay City Times, Saginaw News, Midland Daily News as well as in the Flint Journal Community Newspapers: Burton News, Clio Messenger, Davison Flagstaff, Fenton Press, Flint Township News, Flushing Observer, Grand Blanc News and Swartz Creek News:

WJRT-TV is an equal opportunity employer. Because we wish to widely publicize our job opportunities, any organization that regularly distributes employment information to job seekers or refers candidates to employers may ask to be placed on our job recruitment mailing list. For further information contact the WJRT-TV EEO Coordinator at (810) 233-3130 or (989) 792-1990.

VII. RECRUITMENT LIST

Disney/ABC Job Posting – Disney Careers

All jobs posted on ABC12 website

HUMAN INVESTMENT & DEVELOPMENT CORP.
711 N. Saginaw Street, Suite 225
Flint, MI 48503
Attn: Jean Conyers
810/235-6011

*NAB, HUMAN RESOURCE CENTER
1771 N Street, N.W.
Washington, D.C. 20036
Attn: Alex Hitz-Sanchez, Director
202/429-5497

www.nab.org/bcc

*MICHIGAN ASSN. OF BROADCASTERS/JOB BANK
819 N. Washington Avenue
Lansing, MI 48906
Attn: Dan Kelley
www.michmab.com

MICHIGAN DEPARTMENT OF CIVIL RIGHTS/FLINT
Flint State Office Building
125 East Union
Flint, MI 48502
Attn: Ms. Keesha Garrett, Civil Rights Manager
810/760-2805

MICHIGAN DEPARTMENT OF CIVIL RIGHTS/SAGINAW
Flint State Office Building
411 E. Genesee Avenue
Saginaw, MI 48607
Attn: Aaron Henderson
989/758-1686

URBAN LEAGUE OF FLINT
5005 Cloverlawn Drive
Flint, MI 48504-2067
Attn: Jermax Marsh, Employment Education Coordinator
810-238-4020

*www.tvjob.com/postjobs

DIOCESE OF SAGINAW/HISPANIC OFFICE
5800 Weiss Street
Saginaw, MI 48603
Attn: Maria Cepeda
989/797-6604

N.A.A.C.P., FLINT BRANCH
3455 Lippincott Blvd.
Flint, MI 48507
Attn: Ms. Frances Gilcrest, President

810/742-8622

*www.emmyonline.org

(NATAS-Michigan Chapter Website)

CONCERNED PASTORS FOR SOCIAL ACTION (This organization publishes a weekly publication
CPSA Courier which includes job openings. It is a minority
1207 N. Ballenger publication.)
Flint, MI 48504
Attn: K.D. Yarber
810/234-8770

SPECS HOWARD SCHOOL OF BROADCAST ARTS, INC.
19900 W. Nine Mile Road
Southfield, MI 48075
Attn: Katie Peters, Video Placement Advisor
810/358-9000

ACTION MANAGEMENT CORPORATION (For a fee this organization will find employment
915 S. Grand Traverse for minorities.)
Flint, MI 48502-1026
Attn: Jason Blazen
810/234-2828

YWCA – JOB PLUS (ONLY for clerical/reception position openings)
310 E. Third Street
Flint, MI 48503
Attn: Harmony Langford, Ass't to CEO
810/238-7621

*www.michworks.org

(State of Michigan unemployment agency)

(Following organizations are part of Michigan Works and, therefore, do not get a separate letter: Tri-City SER Jobs For Progress, Inc., in Saginaw and Bay City, and Career Alliance in Flint.)

MID-MICHIGAN HISPANIC BUSINESS ASSN.
1865 Hotchkiss Road
Freeland, MI 48623
Attn: Vicente Castellanos
989/496-3197

SPANISH SPEAKING INFORMATION CENTER
901 Chippewa Street, 2nd Floor
Flint, MI 48503
Attn: Vicky L. Schultz, President
810/239-4417

FLINT STRIVE
1108 Lapeer Road
Flint, MI 48503
Attn: Markeda Yarbrough, Director
810/232-5661

*www.nabetcaw.org/jobs

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS
1000 National Press Building
529 14th Street NW
Washington, D.C. 20045-2001
Attn: Joseph Torres, Deputy Director
jtorres@nahj.org

*indicates job openings posted on the internet...not with a letter...copy of posting is printed out for file. Updated 5/18/2009