

WILX TV
EEO FILE REPORT
June 1, 2022 – May 31, 2023

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
MMJ	1-39	7
Photographer	1-39	38
Sales Assistant	1-39	7
Sales Assistant	1-39	38
Digital Sales Manager	1-40	35
Photographer	1-39	7
Digital Sales Assistant	1-39	7
News Producer	1-39	38
Digital News Producer	1-39	38
Photographer	1-39	37
Anchor/MMJ	1-39	7
News Producer	1-39	7
TMP	1-39	37
Photographer	1-39	37
Anchor/Lifestyle Show Co-Host	1-39	37
Lifestyle Show Producer	1-39	38
MMJ	1-39	37
MMJ	1-39	7
Anchor/MMJ	1-39	37
Photographer	1-39	38
MMJ	1-39	38
TMP	1-39	7
Account Executive	1-40	37
News Producer	1-39	39
Account Executive	1-40	35
Digital News Producer	1-39	7
Account Executive	1-40	38
Account Executive	1-40	38
MMJ	1-39	38
General Sales Manager	1-40	40
Account Executive	1-40	40

WILX-TV
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023

II. MASTER RECRUITMENT SOURCE LIST (MRS�)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Albion College - Department of Economics and Management W. C. Dyer Albion College Albion, MI 49224 517-629-0238 Gerstacker@albion.edu	N	
2	Capital Area Michigan Works Talent Bank Teri Sand 2110 S. Cedar St. Lansing, MI 48910 517-492-5599 tsand@camw.net	Y	4
3	Career and Student Employment Western Michigan University 269-387-2745 Lynn C. Kelly Albertson www.broncojobs.wmich.edu	N	
4	Career Quest Sharri Artale 3215 S. Pennsylvania Lansing, MI 48910 517-853-7241 sartale@cqlc.edu	N	
5	Central Michigan Univ/Broadcast Peter Orlik 344 Moore Hall Mount Pleasant, MI 48859 989-774-3851 orlik1pb@smich.edu	N	

WILX-TV
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
6	Chicago State Univ/Communications Gayle Evans 9501 South King Drive 318 Education Building Chicago, IL 60628 773-995-2000 gevans@csu.edu	N	
7	Employee Referrals	N	25
8	ITT Technical Institute Grand Rapids Jennifer Hance 4020 Sparks Drive S.E. Grand Rapids, MI 49546 800-632-4676 jhance@itt-tech.edu	N	
9	Kellogg Community College Laura DePompolo 450 North Avenue Student Employment Services Battle Creek, MI 49017 269-965-3931 jobhelp@kellogg.edu	N	
10	Lansing Community College Alandis Baker PO BOX 40010 Lansing, MI 48917 517-483-1172 cesjoblink@lcc.edu	N	
11	University of Northwestern Mary Coffman 301-229-2168 m-coffman@northwestern.edu	N	
12	Lawrence Technological University Jody Gabor jgabor@ltu.edu	N	
13	Media Line mark@medialone.com (News Jobs)	N	

WILX-TV
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023

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14	MAB- Includes Job Fairs 819 N. Washington Lansing, MI 48906 800-968-7622 mab@michmab.com	Y	
15	Michigan State University Telecommunications Job Notices N370 N. Business Complex East Lansing, MI 48824 517-355-4451 steinfie@msu.edu	N	
16	Michigan State University College of Communication and Art/Science Karin Hanson 287 Comm. Arts Building East Lansing, MI 48824 517-355-6500 hanson39@msu.edu	N	
17	Michigan Works Saginaw County Dennis Brieske 1600 N. Michigan Room 400 102 W. Belle St. Charles, MI 48655 989-865-2477 smb@michiganworks.com	N	
18	Michigan Works Clinton County Douglas Stites 101 W. Cass St. Suite A 2 nd Floor, PO BOX 145 St. Johns, MI 48879 989-224-2000 tsand@camw.net	N	
19	NAACP Job Placement 408 E 8 th Street Wilmington, DE 19801 302-655-0998 britsmile@aol.com	N	

WILX-TV
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20	NAACP-Port Huron Branch Juanita Taylor PO Box 610486 Port Huron, MI 48060 810-987-2446 phnaacp@aol.com	N	
21	National Association of Black Journalists (NABJ) nabob@abs.net	N	3
22	NATIONAL ASSOC OF HISPANIC JOURNALISTS LETICIA SALAZAR 529 14TH ST NW 1193 NATIONAL PRESS BLD Washington, DC 20045 202-662-7145 jobbank@nahj.org	N	1
23	NON Employee Referral	N	
24	Spring Arbor University Damon Seacott Master of Arts Communication 106 E. Main Spring Arbor, MI 49283 517-750-1200 dseacott@arbor.edu	N	
25	Spring Arbor University Kristy Taylor 106 E. Main Street Spring Arbor, MI 49283 517-750-6347 ktaylor@arbor.edu	N	
26	Spring Arbor University - WSAE Michelle Dawson 106 E. Main St. Spring Arbor, MI 49283 517.750.9723 michelle@arbor.edu	N	

WILX-TV
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023

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27	TV Jobs Mark Holloway PO BOX 4116 Oceanside, CA 92502 800-384-0119 jobs@tvjobs.com	N	3
28	UNIVERSITY OF MICHIGAN /FILM & VIDEO STUDIES JOB NOTICES 105 S STATE ST Ann Arbor, MI 48109 734-764-0147 sakirby@umich.edu	N	
29	University of Phoenix-West Michigan Campus 3100 West Rd. East Lansing, MI 48823 517-333-5133 Jennifer.m.brewer@phoenix.edu	N	
30	WALTER CRONKITE SCH OF JOURNALISM KAREN SHANNON ARIZONA STATE UNIV Tempe, AZ 85287 480-965-9011 karen.Shannon@asu.edu	N	
31	Washtenaw Community College Employment Services David Wildfong 4800 East Huron River Drive Student Center Building, RM 287 Ann Arbor, MI 48106 734-677-5155 dwildfong@wccnet.edu	N	
32	Washtenaw Community College –Orchard Radio Dave Waskin 4800 East Huron River Dr. P.O. Box D-1 Ann Arbor, MI 48106 (734) 677-5405 dwaskin@wccnet.edu	N	

WILX-TV
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023

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33	Weber State university Communications Job Listings 1605 University Circle Ogden, UT 88408 801-626-6426 tsanders@weber.edu	N	
34	Asian American Journalists Association	N	
35	Career Builder	N	11
36	WILX On-Air Announcements	N	
37	Gray Television Career Site	N	77
38	INDEED.com	N	34
39	Handshake	N	12
40	LinkedIn	N	19
		Total Interviews:	189

WILX-TV
EEO PUBLIC FILE REPORT
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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participation in job fairs (5)	<p>During this reporting year, our station participated in the following job fairs.</p> <p>On September 15, 2022, our General Sales Manager participated in a career fair in a sales leadership Michigan State University. He spoke with students regarding careers in broadcasting, specifically advertising sales.</p> <p>On October 20, 2022, our News Director attended a virtual career fair with Wayne State University. He spoke of careers in journalism and internship opportunities.</p> <p>On December 7, 2022, our Operations Manager and our News Director participated in the MAB media career fair held in conjunction with the Great Lakes Broadcast and Sports Academy at Ford Field in Detroit. They spoke of careers in broadcasting.</p> <p>On February 10, 2023, our General Sales Manager, Digital Sales Manager, and News Director attended the Advertising, Marketing, Professional Communication, Media and Design Spring career fair at Michigan State University.</p> <p>On March 15, 2023, our Digital Sales Manager and Operations Manager attended the Great Lakes Media Show career fair.</p>

WILX-TV
EEO PUBLIC FILE REPORT
June 1, 2022 – May 31, 2023

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Participate in events relating to career opportunities in broadcasting sponsored by educational institutions relating to careers in broadcasting. (10)	<p>On June 5, 2022, our Executive Producer who serves on the advisor board for Clinton County RESA Digital and Media Arts Program arranged for a student from the program to job shadow a report/MMJ to learn about broadcasting careers.</p> <p>On September 28, 2022, our Chief Engineer participated in a lunch & learn at Ferris State University, this was an MAB event. He spoke about the career of broadcast engineer. This was for students participating in the FSU engineering program.</p> <p>On October 26, 2022, our News Director spoke at the Michigan Interscholastic Press Association fall conference. He spoke to a crowd of student journalists and media producers that are working on their school news websites, newspapers, and broadcast programs. He spoke about professional careers in broadcasting.</p> <p>On December 12, 2022, we had a job shadow from a senior journalism student at Okemos High School. She was able to shadow the News Director, Assignment Manager, a reporter, and watch the live newscasts from the control room.</p> <p>On January 17, 2023, we had a job shadow from Eaton Rapids High School who wants a career in sports. They shadowed our sports reporter and anchor, Fred Heumann.</p> <p>In February, Our Marketing Director, Jennifer Watkins participated as a judge in the Michigan Student Broadcast Awards. She helped provide valuable feedback to these students and assist in helping to coach and mentor them in their journey to become a professional broadcaster in Michigan.</p>

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<p>Participate in events relating to career opportunities in broadcasting sponsored by educational institutions relating to careers in broadcasting. CONTINUED...</p>	<p>On February 17, 2023, we had a Senior student from Central Michigan University job shadow our newsroom. She was able to sit in the editorial planning meeting, watch a live newscast from the control room, shadow a reporter & photographer, and debrief with our News Director</p> <p>On March 23, 2023, We had several members of the Michigan State University chapter of the National Association of Black Journalists come to the station. They sat in on our newscast and our News Director and several news employees had a Q&A regarding broadcasting careers. They spoke of what it takes to be a successful journalist.</p> <p>On March 25, 2023, One of our anchors had a two Michigan State University journalism majors job shadow her. She talked with them regarding a career in broadcasting, they also observed how newscasts develop from the newsroom to the control room, and to the studio.</p> <p>On March 29, 2023, we had students from Michigan State University’s School of Journalism in to sit in our editorial story and show meeting, shadow MMJs, Photogs, and producers. They then watched the finished product during the live newscast.</p> <p>On May 17, 2023, one our reporters/MMJs participated in a media training seminar at Michigan State University called “Diverse Voices”. She discussed her career in broadcasting and gave advise to future journalists on broadcast careers.</p> <p>On May 19, 2023, our General Manager, Chief Engineer, Operations Manager, News Director, and 4 Meteorologists participated in an event sponsored by Capital Area Michigan Works. This event is geared toward students interested in broadcasting careers. We set up a portable green screen to allow students to try giving a weather forecast.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in events sponsored by community groups interested in broadcast employment. (1)	On February 10, 2023, One of our main evening news anchors spoke at the Downtown Lansing Rotary Club about a career in broadcasting.
4	Internship Program	<p>Gray Media Group has an internship program for all of its stations, Future Focus Paid Internship Program. Future Focus is designed to create an immersive learning environment for students interested in learning the broadcast media business from professionals who excel at their craft. In turn, the paid internship program creates a "farm team" of potential full-time hires once the student intern graduates.</p> <p>Future Focus interns are mentored and engage in the learning experience of broadcasting.</p>
5	EEO Training to Management Level Personnel (1)	On April 20, 2023, WILX Office Manager participated in The FCC's Equal Employment Opportunity Rules: A Webinar for Gray Television Stations presented by Joan Stewart of Wiley Rein, LLP to employees of Gray Television Licensee, LLC.