

WDIV-TV

EEO PUBLIC FILE REPORT

June 1, 2023 - May 31, 2024

WDIV-TV is an Equal Opportunity Employer. In addition to complying with the requirements of federal law, WDIV-TV will comply with applicable state and local laws prohibiting employment discrimination. Any offer of employment is conditional upon the successful completion of a background check and pre-employment drug screen.

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
Anchor/Reporter	2-8, 10-14, 16, 18-21, 23-30	2
Executive Producer	3-5, 7-11, 13-14, 16, 19-21, 23-30	9
Promotions Producer	3-5, 7-11, 13-14, 16, 19-21, 23, 25-30	9
Account Executive	2-5, 7-8, 10-14, 16, 19-21, 23, 25-30	2
Account Executive	2-5, 7-8, 10-14, 16, 19-21, 23, 25-30	12
Account Executive	2-5, 7-8, 10-14, 16, 19-21, 23, 25-30	12
Account Executive	1, 3-5, 7-8, 10-16, 19-21, 23, 25-30	7
Digital Content Producer	3-5, 7-8, 10-14, 16-17, 19-21, 23, 25-30	12
Membership and Events Manager	3-5, 7, 10-14, 16-17, 19-21, 23, 25-30	17
ENG Photojournalist - News department	3-5, 7, 10-11, 13-14, 16-17, 19-23, 25-30	17
News Director	3-5, 7, 9-11, 13-14, 16-17, 19-21, 23, 25-30	9
Account Executive	7, 12-14, 20	12
Editor of Transformational Content	1, 3-5, 7, 9-11, 13-14, 16, 19-21, 23, 25-30	9
Maintenance Engineer	1, 3-5, 7, 10-14, 16, 19-21, 23, 25-30	12
Producer Trainee	1, 3-5, 7, 10-11, 13-14, 16, 19-21, 23, 25-27, 29-30	7
Photographer	1, 3-5, 7, 10-11, 13-14, 16, 19-21, 23, 25-27, 29-30	7
Multi-Talented Content Creator	1, 3-5, 7, 9-14, 16, 19-21, 23, 25-27, 29-30	9

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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	ACCESS 6451 Schaefer Rd Dearborn, Michigan 48052 Phone : 313- 945-8380 Url : http://www.accesscommunity.org Email : mmounajed@accesscommunity.org Mo Mounajed	N	0
2	Agency Referral	N	11
3	Albion College 611 E. Porter St Albion, Michigan 49224 Phone : 517-629-0332 Url : http://www.albion.edu Email : careers@albion.edu Dawn Hernandez	N	0
4	Association of Black Communicators The American-Statesman Box 670 Austin, Texas 78704 Phone : 626-792-3846 Url : http://www.nabj.org Email : info@nabjcareers.org Job Listings	N	0
5	Broadcast Employment Services P.O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Email : jobs@tvjobs.com Job Listings	N	0
6	Central Michigan University 215 BUC Mt. Pleasant, Michigan 48859 Phone : 989-774-3068 Url : http://www.cmich.edu Email : careers@cmich.edu Fax : 1-989-774-6608 Julia Sherlock	N	0

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7	ClickonDetroit.com 550 West Lafayette Blvd Detroit, Michigan 48226 Phone : 3132220469 Url : http://www.clickondetroit.com Email : rcoppola@wdiv.com Lisa Simmos	N	22
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
9	Current Employee - Transfer/Promotion	N	6
10	Eastern Michigan Univ. - UACDC 200 McKenny Hall Ypsilanti, Michigan 48197 Url : http://www.emich.edu Email : mchambers@emich.edu Mary Chambers	N	0
11	Emma L. Bowen Foundation 300 New Jersey Avenue NW Ste. 700 Washington, District of Columbia 20001 Phone : 212-664-3486 Url : http://www.emmabowenfoundation.com Email : Michael.Barham@nbcuni.com Fax : 1-202-524-6411 Michael Barham	N	0
12	Employee Referral	N	18
13	Graham Media Group 550 West Lafayette Blvd Detroit, Michigan 48226 Phone : 312-917-6260 Email : careers@grahammedia.com Julie Dreixler	N	0

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14	iHire 41 E All Saints Street Frederick, Maryland 21701 Phone : 8662380161 Url : https://www.ihire.com Career Listing Manual Posting	N	9
15	Indeed 7501 N. Capital of Texas Hwy Austin, Texas 78731 Url : http://www.indeed.com Job Listings Manual Posting	N	1
16	Lawrence Technological University 21000 West Ten Mile Road Southfield, Michigan 48075-105 Phone : 248.204.3140 Url : https://www.ltu.edu/business-it/employment-opportu Email : ltuocs@ltu.edu Career Services	N	0
17	LinkedIn 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Url : http://www.linkedin.com Job Listings Manual Posting	N	15
18	MediaLine 6451 Schaefer Rd Dearborn, Michigan 48052 Phone : 706-364-7564 Url : http://www.medialine.com Email : medialine@medialine.com Sonia Harb	N	0
19	Medill News Service 1325 G Street N.W. #730 Washington, District of Columbia 20005 Phone : 202-661-0103 Url : http://www.news.medill.northwestern.edu Email : matthew.orr@northwestern.edu Fax : 1-301-881-4826 Matthew Orr	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
20	NABEF - Broadcast Career Link 1 M Street SE Washington , District of Columbia 20003 Phone : 2024293191 Url : nabef.org Career Listing Manual Posting	N	0
21	NAHJ 190 N. State Street Chicago, Illinois 60601 Phone : 6267923846 Url : http://www.nahj.org Email : info@nahjcareers.org Yunuen Bonaparte	N	0
22	Non-Employee Referral	N	1
23	Oakland CC –Auburn Hills Campus 2900 Featherstone Rd Auburn Hills, Michigan 48326 Phone : 248-370-4241 Url : http://www.oaklandcc.edu Email : thibodea@oakland.edu Wayne Thibodeau	N	0
24	Oakland Community College 739 W. Washington Royal Oak, Michigan 48067 Phone : 248-370-3211 Url : http://www.oaklandcc.edu Email : kdlevels@oakland.edu Kathy Livelsberger	N	0
25	Schoolcraft College 18600 Haggerty Road Livonia, Michigan 48152 Url : http://www.schoolcraft.edu Email : ctc@schoolcraft.edu Elaine Gerarge	N	0

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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
26	Specs Howard School of Broadcast 19900 W. 9 Mile Rd Southfield, Michigan 48075 Phone : 248-358-9000 Url : http://www.specshoward.edu Email : nshiner@specshoward.edu Fax : 1-248-746-9772 Nancy Shiner	N	0
27	University of Florida 1080 Weimer Hall P.O. Box 118400 Gainesville, Florida 32611 Phone : 352-273-2327 Url : http://www.ufl.edu Email : lennettereshard@crc.ufl.edu Fax : 1-352-392-3810 Reshard Lennette	N	0
28	Wayne State University 1001 Faculty Administration Bldg. Detroit, Michigan 48202 Url : http://careerservices.wayne.edu/ Email : ac2000@wayne.edu Fax : 1-313-577-4995 Arlimba Pringle	N	0
29	Women in Communications, Inc. 2744 Ellwood Berkley, Michigan 48072 Phone : 703-370-7436 Url : http://www.womcom.org Fax : 1-703-342-4311 Roseann Nicolai	N	0
30	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			83

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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	Ongoing Event	Establishment of training programs for station personnel	WDIV-TV offers a tuition reimbursement plan for full time employees. This plan encourages an employee to further their education and acquire skills by reimbursing for the cost of tuition at accredited colleges, universities, vocational and technical schools. We had four employees participate during the filing year.	4	Weather Anchor Executive Assistant Executive Producer Reporter
2	Ongoing Event	Participation in scholarship programs	The Emma L. Bown Foundation for Minority Students in Media Programs allows minority high school and college students the opportunity to become involved in a long-term work and education program, which enables students to gain experience in their chosen field and helps them obtain jobs in the media industry. This is a paid internship that includes scholarship opportunities.	3	Director of Finance HR Administrator News Director
3	Ongoing Event	Establishment of an intern program designed to assist members of the community	WDIV-TV offers an internship program for college students. These paid internships are for students with at least a junior status who will receive college credits. We had 17 interns.	17	Director of Finance News Director Special Projects Producer HR Administrator
4	6/13/2023	Establishment of training programs for station personnel	Broadcast 1 Source EEO Administrator Training	1	HR Administrator
5	6/15/2023	Establishment of training programs for station personnel	GMG Diversity Equity and Inclusion - GMG Pride Month - Taking Pride in Families	150	General Manager - VP Director of Finance Executive Producer Director of Technology
6	6/21/2023	Participation in Job Fairs	Emma Bowen Virtual Job Fair	2	Director of Finance HR Administrator
7	Ongoing Event	Provision of training to management	Up Your Culture - Workshop#1 - Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
8	7/10/2023	Provision of training to management	Up Your Culture - Workshop# 2- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
9	7/14/2023	Participation in Job Fairs	NAHJ Conference (National Association of Hispanic Journalists)	4	Executive Producer News Director Reporter Executive Producer
10	7/18/2023	Establishment of training programs for station personnel	Apprise - The Value of Video	150	Director of Finance General Manager - VP HR Administrator General Sales Manager
11	7/19/2023	Participation in Job Fairs	AAJA Asian American Journalist Association	5	News Director Producer CHRO
12	7/20/2023	Establishment of training programs for station personnel	Screenly - Training how to put Banners and Announcement on the Boards throughout the station	9	IT Manager Design Manager Executive Assistant Receptionist
13	7/24/2023	Provision of training to management	Up Your Culture - Workshop# 3- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
14	7/25/2023	Establishment of training programs for station personnel	CSS Training, Digital Bootcamp and target drive training for all Account Executives and Managers	10	General Sales Manager Local Sales Manager Local Sales Manager National Sales Manager
15	8/7/2023	Provision of training to management	Up Your Culture - Workshop# 4- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
16	8/14/2023	Establishment of training programs for station personnel	REACH - Leadership Training for all Department Heads and Sales Managers	8	Director of Technology Director of Finance General Manager - VP Creative Services Director
17	8/26/2023	Participation in other activities designed by the station employment unit	National Association of Black Journalists National Conference	1	Producer

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18	9/18/2023	Provision of training to management	Up Your Culture - Workshop# 5- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
19	9/20/2023	Establishment of training programs for station personnel	Apprise - All About AI	150	Director of Finance General Manager - VP HR Administrator General Sales Manager
20	10/2/2023	Provision of training to management	TFM Training through CSS for Sales Managers	2	Local Sales Manager Local Sales Manager
21	10/12/2023	Establishment of training programs for station personnel	GMG Diversity Equity and Inclusion - Hispanic Heritage Month- Innovation & The Flavor of Success	150	General Manager - VP Director of Finance Executive Producer Director of Technology
22	10/17/2023	Establishment of training programs for station personnel	Apprise - Understanding Our Digital Audience.	150	Director of Finance General Manager - VP HR Administrator General Sales Manager
23	10/23/2023	Provision of training to management	Up Your Culture - Workshop# 6- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
24	11/2/2023	Establishment of training programs for station personnel	Michigan Association of Broadcasters convention and career fair	2	Director of Finance Receptionist
25	12/4/2023	Provision of training to management	Up Your Culture - Workshop# 7- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
26	12/14/2023	Provision of training to management	CSS Training - Budgets and Planning for Sales Managers	4	General Sales Manager Local Sales Manager Local Sales Manager National Sales Manager
27	1/1/2024	Provision of training to management	Up Your Culture - Workshop# 8- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology

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28	1/9/2024	Establishment of training programs for station personnel	GMG Weather Summit - Annual training for Weather anchors	1	General Manager - VP
29	1/21/2024	Establishment of training programs for station personnel	Producer Swap - 1 week training for Producers to switch stations to learn processes and how to work effectively	2	Producer Producer
30	1/23/2024	Establishment of training programs for station personnel	Elevate Reboot - Training for Account Executives and Sales Managers	10	General Sales Manager Local Sales Manager Local Sales Manager National Sales Manager
31	2/5/2024	Provision of training to management	Up Your Culture - Workshop# 9- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
32	2/13/2024	Establishment of training programs for station personnel	Apprise - Connecting with Our Communities, and Local News Transformation	150	Director of Finance General Manager - VP HR Administrator General Sales Manager
33	2/13/2024	Establishment of training programs for station personnel	AdCellerant - Market Training for all Sales Managers and AE's	10	General Sales Manager Local Sales Manager Local Sales Manager National Sales Manager
34	2/22/2024	Establishment of training programs for station personnel	Diversity Equity and Inclusion - GMG Black History Month - GMG Black Trailblazers	150	General Manager - VP Director of Finance Executive Producer Director of Technology
35	2/26/2024	Provision of training to management	CSS Sales Leadership Training Playbook rollout and training for Sales Managers	4	General Sales Manager Local Sales Manager Local Sales Manager National Sales Manager
36	2/26/2024	Sponsorship of events in the community designed to increase public awareness	WDIV-TV sponsored a community event at the Northwest Activity Center for the community to come to learn CPR and meet WDIV employees.	20	Special Events Producer Executive Producer Digital & Content Manager
37	2/28/2024	Establishment of training programs for station personnel	Diversity Equity & Inclusion - Employee Resource Groups - Learn about becoming an ally for learning and cultural awareness, support community initiatives and develop leadership skills	150	General Manager - VP Director of Finance Executive Producer Director of Technology

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38	3/4/2024	Provision of training to management	IT Summit - Training for IT Managers	1	IT Manager
39	3/11/2024	Provision of training to management	Up Your Culture - Workshop# 10- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
40	3/13/2024	Sponsorship of events in the community designed to increase public awareness	WDIV-TV sponsored a community event called 313 Day. to celebrate City of Detroit and so the community can meet station employees.	50	Special Events Producer Executive Producer Digital & Content Manager
41	3/16/2024	Sponsorship of events in the community designed to increase public awareness	WDIV-TV with Masco sponsored a community Event to collect 10,000 Children's Books that were donated to Charter One and Teach for America for Metro Detroit students.	25	Special Events Producer Executive Producer Digital & Content Manager
42	3/20/2024	Establishment of training programs for station personnel	Diversity Equity & Inclusion - GMG Women's History Month - Voting & Democracy	150	General Manager - VP Director of Finance Executive Producer Director of Technology
43	4/15/2024	Provision of training to management	Up Your Culture - Workshop# 11- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
44	4/17/2024	Establishment of training programs for station personnel	Diversity Equity & Inclusion - Best Practices reporting for LGBTQ+ legislation - Glaad & GenderCool	150	General Manager - VP Director of Finance Executive Producer Director of Technology
45	4/17/2024	Establishment of training programs for station personnel	National Association of Broadcasters - AI Broadcast television training	1	Director of Technology
46	4/22/2024	Provision of training to management	Boss School - Management Training for new managers	4	IT Manager Local Sales Manger Asst Director of Tehnology Operations Manager
47	4/30/2024	Sponsorship of events in the community designed to increase public awareness	WDIV-TV Sponsored a community event with Gift of Life for a blanket making event to donate for organ donors. Community to come out and donate and meet different people in our station.	22	Special Events Producer Executive Producer Digital & Content Manager

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48	5/2/2024	Provision of training to management	GMG Director of Technology Summit	1	Director of Technology
49	5/4/2024	Establishment of training programs for station personnel	Sony Switcher Training for new engineers	5	Technical Director Technical Director Technical Director Broadcast Engineer
50	5/6/2024	Establishment of training programs for station personnel	Midwest Management Summit - Microsoft IT Training	1	IT Engineer
51	5/6/2024	Provision of training to management	Up Your Culture - Workshop# 12- Training program to teach people Managers to positively change the culture to reduce turnover, increase productivity and retain key customers through our core values	23	General Manager - VP News Director Director of Finance Director of Technology
52	5/12/2024	Establishment of training programs for station personnel	Trainers from Baron's met with the Weather Team over a (2) week period to teach them how to use the new weather equipment.	6	Weather Anchor Weather Anchor Weather Anchor
53	5/15/2024	Establishment of training programs for station personnel	Diversity Equity & Inclusion - AAPI Month - Overcoming Asian American Fears	150	General Manager - VP Director of Finance Executive Producer Director of Technology
54	5/16/2024	Establishment of training programs for station personnel	Brightmine - Training for Human Resouces	1	HR Administrator
55	5/23/2024	Sponsorship of events in the community designed to increase public awareness	WDIV-TV Sponsored a community event to collect Worn out American Flags for Retirement.	10	Special Events Producer Executive Producer Digital & Content Manager
56	5/29/2024	Establishment of training programs for station personnel	CSS Training for Sales Department	10	General Sales Manager Local Sales Manager Local Sales Manager National Sales Manager