

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2010 to January 31, 2011.

1) Employment Unit: LIN Television – Grand Rapids

2) Unit Members (Stations and Communities of License): WOOD, Grand Rapids, Kalamazoo, Battle Creek
WOTV, Grand Rapids, Kalamazoo, Battle Creek
WXSP, Grand Rapids, Kalamazoo, Battle Creek
WOBC, Grand Rapids, Kalamazoo, Battle Creek
WOGC, Grand Rapids, Kalamazoo, Battle Creek
WOHO, Grand Rapids, Kalamazoo, Battle Creek
WOKZ, Grand Rapids, Kalamazoo, Battle Creek
WOLP, Grand Rapids, Kalamazoo, Battle Creek
WOMS, Grand Rapids, Kalamazoo, Battle Creek

3) EEO Contact Information for Unit Member:

Mailing Address: 120 College Ave SE Grand Rapids, MI 49503	Telephone Number: (616)771-9607
	Contact Person: Julie Pierce
	E-mail Address: Julie.pierce@woodtv.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

Job Title	Recruitment Source Referring Hiree
1. <u>National Sales Assistant</u>	<u>woodtv.com</u>
2. <u>Multi Platform Reporter</u>	<u>Employee Referral</u>
3. <u>New Media Manager</u>	<u>Atlas Coast Recruiting</u>
4. <u>Multi Platform Reporter</u>	<u>LIN Media Referral</u>
5. <u>Account Executive</u>	<u>Referral</u>
6. <u>Technical Director</u>	<u>woodtv.com</u>
7. <u>Jr. New Media Account Executive</u>	<u>Career Builder</u>
8. <u>Web Sales Content Producer</u>	<u>Employee referral</u>
9. <u>Promotions Producer/Writer/Editor</u>	<u>woodtv.com</u>
10. <u>Producer</u>	<u>woodtv.com</u>

Station WOOD, WOTV and WXSP is an Equal Opportunity Employer.

5) Recruitment Source List

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number:	# of Interviewees Referred by This Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source Was Utilized
AARP	Veda Lambert	AARP Foundation 516 Cherry Street SE Grand Rapids, MI 49503		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Atlas Coast Recruiting*	Randy Barron	PO Box 1291 Grand Rapids, MI 49501 616.451.3500	1	No	
Broadcast Compliance Service (This company widely disseminates job openings to over 200 potential regional or national sources. See Attachment.)	Chip Weinman	106 Old Court Road Suite 300 Baltimore, MD 21208 866.227.4336		No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Broadcast & Cinematic Arts Central Michigan University	Dr. Peter Orlik	340 Moore Hall Central Michigan University Mt. Pleasant, MI 48859 Mcdon1jk@cmich.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Career Builder	Job Postings	Careerbuilder.com	17	No	7
Collective Talent	Michael Bille	1721 Richardson Place Tampa, FL 33606 813.854.9695 info@michaelsmedia.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Come As You Are Church	Pastor Steve Bensinger	2815 Gull Road Kalamazoo, MI 49048 269.998.7738 pastorfreak@chartermi.net		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Craigs List – Internet	Careers	www.craigslist.com/jobs/web/ HTML/infodesignjobs		No	3
Craig’s List – Web Jobs	Careers	www.craigslist.com/jobs/intern etengineeringjobs	2	No	3, 8
Creative Cow	Kathlyn Lindeboom	www.creativecow.net	1	No	19
Deliverance Outreach Ministry	Career Services	1142 Broadway NW Grand Rapids, MI 49504		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Employee Referral	NA		16	No	
Ferris State University	Barbara Renne	barbararenne@ferris.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Frank Magid & Associates*	Karen Evans	One Research Center Marion, IA 52302	2		
Goodwill Industries	Connie McGee	Goodwill Industries of Greater Grand Rapids 750 First St. NW Grand Rapids, MI 49504		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Grand Rapids First Church	Georgia Johnson	busybees@sbcglobal.net		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Grand Rapids Press	Mary DeRade	155 Michigan NW Grand Rapids, MI 49503 616.222.5689	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Greater Glory Church	Careers	800 Burton Street SE PO Box 7745 Grand Rapids, Mi 49510-7745		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Heritage Performers	Amber	2240 DeLange Dr SE Grand Rapids, MI 49506		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

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Holland Sentinel	Debra Long	Classifieds 54 West 8 th Street Holland, MI 49426 800.546.4204	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Hope College	Sara DeVries	devriess@hope.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Internal Posting	NA		2	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Journalism Jobs	Careers	ads@journalismjobs.com		No	2, 4
Kalamazoo Deacons Conference	Joni Groendyk	Kalamazoo Deacons Conference 1010 N. Westnedge Kalamazoo, MI 49007		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Kendall College of Art and Design*	Careers	17 Fountain Street NW Grand Rapids, MI 49503	2	No	
LIN Television Intranet	Intranet	One West Exchange Street Suite 5A Providence, RI 02903 404.454.2880		No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
LIN Television Website	Claudia Balcewicz	One West Exchange Street Suite 5A Providence, RI 02903 404.454.2880	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Lost Remote	Cory Bergman	jobs@lostremote.com		No	3, 6, 8
Mlive	Careers	339 E Liberty Street Suite 210 Ann Arbor, MI 48104 734.997.7090	3	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Medialine	Careers	PO Box 51909 Pacific Grove, CA 93950 800.237.8073 medialine@medialine.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Michaels Media	Careers	info@michaelsmedia.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Michigan Association of Broadcasters	Careers	819 N. Washington Lansing, MI 48906 800.968.7622		No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Michigan State University	Paul Jaques	jaques@csp.msu.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Monster*	Careers	www.monster.com	1	No	
NASBA	Careers	Careerpage.org		No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
National Academy of TV Arts and Sciences/MI	Michelle DeSouza	MI Chapter NTA P O Box 251937 W. Bloomfield, MI 48035 248.592.0086		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
New Life Christian Center of Muskegon	Pastor Joe Lane	1624 Hoyt Street Muskegon, MI 49442 231.726.3019 lanejoel@yahoo.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
People Helping People & Love Inc	Sharon Powell	1150 56th St. Pullman, MI 49450		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Restorers Inc.	Georgia Johnson	1413 Madison SE Grand Rapids, MI 49507		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
RTNDA	Careers	1000 Connecticut NW Washington DC 20036 202.659.6510		No	2, 4
Specs Howard School of Broadcast Arts	Kevin Seguin-Collin	19900 West Nine Mile Rd Southfield, MI 48075 248.359.9000		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

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TVJobs	Mark Holloway	P O Box 4116 Oceanside, CA 92502 877.988.9808	3	No	3, 4, 5, 6, 7, 8, 10
TV News Gigs	Stacey Chaloux	318 SE Jackson Street Lee's Summit, MI 64063 816.267.0316 info@tvnewsgis.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
WOOD TV On-Line	Dave DeJonge	120 College Ave SE Grand Rapids, MI 49503 616.456.8888	19	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Yahoo Jobs	Careers	www.yahoojobs.com		No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

* Source received notification by secondary means and was not contacted by station.

6) Total # of Interviewees Referred: For the period from **May 23, 2010 to January 31, 2011** this Employment Unit interviewed **71** people for full-time job vacancies.

WOBC, WOGC, WOHO, WOKZ, WOLP, WOMS, WOOD, WOTV, WXSP
EEO PUBLIC FILE REPORT
February 1, 2011 - May 22, 2011

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
Special Sales Projects Account Executive	1-5, 7-8, 11-20, 22-25	22
Digital Account Executive	1-21, 23-25	25

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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	AARP AARP Foundation 516 Cherry Street SE Grand Rapids, Michigan 49503 Phone : 517.482.2772 Email : vlambert@aarp.org Fax : 1--- Velda Lambert	Y	0
2	Access Kent - Sheldon Complex 121 Franklin SE Suite 130 Grand Rapids, Michigan 49507 Phone : 616.336.3914 Email : Fax : 1-616-336-4015 Daryl Delabbio	N	0
3	Broadcast & Cinematic Arts 340 Moore Hall Central Michigan University Mt. Pleasant, Michigan 48859 Phone : 989.774.7279 Email : mcdonljk@cmich.edu Fax : 1--- Dr. Peter Orlik	Y	0
4	Butterball Farms Michigan Phone : 616.243.0105 Email : bonnie.m@butterballfarms.com Fax : 1--- Bonnie Mroczek	Y	0
5	Deliverance Outreach Ministry 1142 Broadway NW Grand Rapids, Michigan 49504 Phone : 616.460.9648 Email : Fax : Manual posting Pastor Leroy Tolbert	Y	0
6	Employee Referral	N	2
7	Ferris State University Michigan Phone : 231.591.2000 Email : barbararenne@ferris.edu Fax : 1--- Barbara Renne	Y	0

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February 1, 2011 - May 22, 2011

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
8	Goodwill Industries 750 First St NW Grand Rapids, Michigan 49504 Phone : 616.532.4200 Email : cspears@goodwillgr.com Fax : 1--- Connie McGee	Y	0
9	Greater Glory MB Church 800 Burton SE P O Box 7745 Grand Rapids, Michigan 49510 Phone : 616.247.8912 Email : Fax : Manual posting Pastor Gregory Chandler	Y	0
10	Heritage Performers 2240 DeLange Dr. SE Grand Rapids, Michigan 49506 Phone : 616.771.9607 Email : Fax : Manual posting Career Services	Y	0
11	Hope College Michigan Phone : 616.395.7000 Email : devriess@hope.edu Fax : 1--- Sara DeVries	Y	0
12	ITT Technical Institute 1980 Metro Court SW Wyoming, Michigan 49519 Phone : 616.406.1200 Email : hbarry@itt-tech.edu Fax : 1--- Hannah Barry	Y	0
13	Jubilee Jobs 935 Baxter Street SE Grand Rapids, Michigan 49506 Phone : 616.774.9944 Email : Fax : 1-616-774-5929 James Williamson	N	0

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EEO PUBLIC FILE REPORT

February 1, 2011 - May 22, 2011

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
14	Kalamazoo Deacons Conference 1010 N. Westnedge Kalamazoo, Michigan 49007 Phone : 269.344.7333 Email : joni@deaconsconference.org Fax : 1--- Joni Groendyk	Y	0
15	Kuyper College 3333 East Beltline NE Grand Rapids, Michigan 49525 Phone : 616.988.3643 Email : Fax : 1-616-988-3608 Evan Heerma	N	0
16	Michigan State University Michigan Phone : 517.355.1855 Email : jaques@csp.msu.edu Fax : 1--- Paul Jaques	Y	0
17	Michigan Works 144 East Fulton Street Grand Rapids, Michigan 49503 Phone : 616.336.4100 Email : Fax : 1-616-336-4118 Beverly Drake	N	0
18	National Academy or TV Arts and Science 24903 Lois Lane Southfield, Michigan 48075 Phone : 248.827.0931 Email : smottley@comcast.net Fax : 1--- Stacia Mottley	Y	0
19	National Academy or TV Arts and Science/MI 24903 Lois Lane Southfield, Michigan 48075 Phone : 248.827.0931 Email : mdes02@yahoo.com Fax : 1--- Michelle DeSouza	Y	0

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February 1, 2011 - May 22, 2011

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
20	New Life Christian Center of Muskegon 1624 Hoyt Street Muskegon, Michigan 49442 Phone : 231.726.3019 Email : lanejoel@yahoo.com Fax : 1--- Pastor Joe Lane	Y	0
21	People Helping People & Love Inc. 1150 56th Street Pullman, Michigan 49450 Phone : 616.771.9607 Email : Fax : Manual posting Sharon Powell	Y	0
22	Referral	N	1
23	Restorers Inc 1413 Madison SE Grand Rapids, Michigan 49507 Phone : 616.243.1984 Email : Fax : 1-616-246-7921 Sandra Hardy	N	0
24	Specs Howard School of Broadcast Arts 19900 West Nine Mile Rd Southfield, Michigan 48075 Phone : 248.359.9000 Email : kscollin@specshoward.edu Fax : 1--- Kevin Collin	Y	0
25	WOOD TV - Internal Posting 120 College Ave SE Grand Rapids, Michigan 49503 Phone : 616.771.9067 Email : julie.pierce@woodtv.com Fax : 1--- Julie Pierce	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			5

WOBC, WOGC, WOHO, WOKZ, WOLP, WOMS, WOOD, WOTV, WXSP

EEO PUBLIC FILE REPORT

June 1, 2010 - May 22, 2011

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	10/13/2010	Participation in Job Fairs	Grand Valley State University Fall Careerfest October 13, 2010 2 - 6p DeVos Place	2	Eva Aguirre Cooper Director of Community Affairs Craig Cole Director of Programming	0.25
2	10/21/2010	Participation in Job Fairs	Michigan Association of Broadcasters Foundation October 21, 2010 12 - 3p Western Michigan University	2	Eva Aguirre Cooper Director of Community Affairs Fred Corbus Director of Sales	0.25
3	2/22/2011	Participation in Job Fairs	Grand Valley State University Career Fair February 22, 2011 2 - 6p DeVos Place	3	Eva Aguirre Cooper Director of Community Affairs Diane Kniowski General Manager Kurtis Kaechele Marketing Director	0.25
4	3/9/2011	Participation in Job Fairs	Michigan Association of Broadcasters Career Fair March 9, 2011 1 - 3:30p Lansing Center	2	Rebecca Sapakie News Director Fred Corbus Director of Sales	0.25

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EEO PUBLIC FILE REPORT

June 1, 2010 - May 22, 2011

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
5	3/15/2011	Establishment of training programs for station personnel	<p>A Passion for Winning will provide you with proven methods you can use in both your personal life and your professional life. Within this important program you will learn the skills necessary to take charge of your life; plan, set and achieve your goals and how to turn those dreams into reality!</p> <p>- Formula for Change - In order for things to change, then YOU need to change! -How to Stay Positive in Any Negative Environment - How to establish the right attitude - How to Balance and Prioritize your Life - The Wheel of Life, Seven Areas to set Goals - The Specific of setting goals - The Goals Worksheet, How to Plan for Happiness</p> <p>The session was held on March 15, 2011 at the JW Marriott in Grand Rapids, Michigan.</p>	19	Fred Corbus Director of Sales Kurt Winkelman Senior Digital Sales Manager Jason Unger Local Sales Manager Diane Kniewski General Manager	1.00
6	4/14/2011	Participation in Job Fairs	<p>Muskegon Area Intermediate School District April 14, 2011 9a - 1p Reeths Puffer High School, Muskegon</p>	3	Bill Steffen Chief Meteorologist Eva Aguirre Cooper Director of Community Affairs Dave DeJonge Senior New Media Manager	0.25
7	5/10/2011	Establishment of an intern program designed to assist members of the community	<p>We have established an internship program to assist students in the community to acquire skills needed for broadcast employment.</p> <p>Internships are offered for college Juniors and Seniors and are counted as class credit.</p> <p>Interns join our team in the Fall, Winter, Spring and Summer.</p>	7		1.00

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EEO PUBLIC FILE REPORT

June 1, 2010 - May 22, 2011

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
8	5/11/2011	Establishment of training programs for station personnel	LIN Media BA Summit – During May 2011, LIN's Business Administrators convened in Providence, Rhode Island to receive training on financial systems, employment relations, tax and finance issues, and other matters. This training will enable the Business Administrators to attain higher level positions in the company and/or broadcast industry. Linda Phelps-Nickisch attended this training on behalf of LIN Media WOOD / WOTV / WXSP (Grand Rapids, Battle Creek, Kalamazoo).	1	Linda Phelps-Nickisch Business Administrator	1.00
9	5/17/2011	Establishment of training programs for station personnel	We offer higher education to employees in their chosen field by attending classes at Aquinas College. Between June 2010 and May 2011 we had three employees take advantage of this educational opportunity enabling them to acquire skills that could qualify them for higher level positions.	3	Sam Knochs Engineers Jennifer Hill Tech Mark Jones Photojournalist	1.00
TOTAL POINTS OVER REPORTING PERIOD:						5.25