

WLNS-TV
EEO PUBLIC FILE REPORT

June 1, 2020 - May 31, 2021

Nexstar is an equal opportunity employer and considers applicants for all positions without regard to race, color, gender, national origin, age, religious creed, disability, marital status, pregnancy, sexual orientation, veteran status, citizenship or any other characteristic protected by law.

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
Junior Account Executive	2-21	3
MultiMedia Journalist	2, 4-21	4
Technical Media Operator	2-21	15
Photographer	2, 4-21	8
Meteorologist	2-8, 10-21	15
Technical Media Operator	1-7, 9-21	3
Weekday Reporter/Weekend Producer	2, 4-21	4
MultiMedia Journalist	2-21	3
Sports Reporter	2-7, 9-21	3
Digital Reporter/Producer	2, 4-21	8
Digital Reporter/Producer	2, 4-7, 9-21	4
MultiMedia Journalist	1-7, 9-21	3
Entry Level Account Executive	2, 4-21	8
Promotions Manager/Creative Services Director	2-7, 9-21	3
Account Executive	2-7, 10-21	3
Digital Sales Coordinator	2-3, 5-7, 10-21	3

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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	CareerBuilder.com	N	2
2	Cristo Rey Employment & Training 1717 N. High Street Lansing, Michigan 48906 Phone : 517-371-1700 Url : http://www.cristoreycommunity.org Job Bank Manual Posting	N	0
3	Employee Referral	N	11
4	Indeed.com	N	19
5	Ingham County Women's Commission PO Box 319 Mason, Michigan 48854 Phone : 517-676-7200 Url : http://bc.ingham.org Becky Bennett Manual Posting	N	0
6	Lansing Chapter NAACP 1801 W. Main Street Lansing, Michigan 48915 Phone : 517-484-9171 Url : http://www.naacplansing.org Geneva Smith Manual Posting	N	0
7	Lansing Community College Career & Employment Services PO Box 40010 Lansing, Michigan 48901 Phone : 800-644-4522 Url : http://www.lcc.edu College Recruiter Manual Posting	N	0
8	Linked In	N	9
9	Media General 333 E Franklin Street Richmond, Virginia 23219 Phone : 517-367-2116 Url : http://www.mediageneral.com Cindy Sullivan Manual Posting	N	0

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10	Media Recruiter 9457 So. University Blvd #303 Highlands Ranch, Colorado 80126 Phone : 303-400-5150 Url : http://www.mediarecruiter.com Art Scott Manual Posting	N	0
11	Medialine 1209 Wood Valley Rd Augusta, Georgia 30909 Phone : 706-364-7464 Url : http://www.medialine.com Jobs Editor Manual Posting	N	0
12	Michigan Association of Broadcasters 819 N. Washington Ave Lansing, Michigan 48906 Phone : 517-484-7444 Url : http://www.michmab.com Job Listings Manual Posting	N	0
13	Michigan Works Service Center 209 E Washington Suite 100 Jackson, Michigan 49201 Phone : 517-371-1100 Url : http://www.michiganworks.org Posting Manager Manual Posting	N	0
14	NAACP - Jackson County Branch Attn: Job Posting Office PO Box 4074 Jackson, Michigan 49204 Phone : 517-784-3842 Url : http://www.naacpjackson.org Job Postings Manual Posting	N	0
15	Nexstar Media Group, Inc. 545 E. John Carpenter Freeway Suite 700 Irving, Texas 75062 Phone : 972-764-6715 Terri Bush Manual Posting	N	8

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16	Specs Howard School 1900 W. Nine Mile Road Southfield, Michigan 48075 Phone : 248-358-9000 Url : http://www.specshoward.edu Andrea Stamps Manual Posting	N	0
17	TVJOBS PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Job Postings Manual Posting	N	0
18	WLNS-TV (Internal) 2820 E Saginaw Street Lansing, Michigan 48912 Phone : 517-367-2116 Url : http://www.wlns.com Cindy Sullivan Manual Posting	N	5
19	WLNS-TV (website) 2820 E Saginaw Street Lansing, Michigan 48912 Phone : 517-367-2158 Url : http://www.wlns.com Kevin VanderKolk Manual Posting	N	0
20	Women In Communications 3337 Duke Street Alexandria, Virginia 22314 Phone : 703-370-7436 Url : http://www.womcom.org Job Listings Manual Posting	N	0
21	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			54

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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	6/1/2020	Listing of each upper-level category opening in a job bank or newsletter	The station regularly disseminates job vacancy notices, including upper-level positions, to the Michigan Association of Broadcasters, a media/trade organization with a broad-based membership, including the participation of women and minorities.	1	
2	2/24/2021	Participation in Job Fairs	The Station participated in the virtual Marketing, Sales, Advertising, Media & Professional Communications Spring Career Days Fair through Michigan State University. Station personnel were able to meet with students and discuss vacancies at the Station and in the broadcasting industry.	3	General Sales Manager Local Sales Manager Digital Sales Manager
3	3/7/2021	Participation in events or programs sponsored by educational institutions	Station personnel participated as a speaker at the virtual Olivet College Women's Leadership Institute. She spoke about effective communication and participated in critiquing the students on their "elevator" pitches.	1	Anchor/Reporter
4	3/8/2021	Participation in Job Fairs	The Station participated at the MAB Virtual Career Fair in Lansing, Michigan. The Station personnel were able to meet with individuals from the community and discuss vacancies at the Station and in the broadcasting industry.	1	News Director
5	3/18/2021	Participation in events or programs sponsored by educational institutions	Station personnel participated as speakers to the Coldwater High School English Media class via a virtual presentation. They spoke about how broadcast is different from other forms of communication, how broadcast is keeping with the changes to journalism (social media, breaking news, etc.), what it is like to be a sports, news, or weather broadcaster, speaking skills involved in broadcast and how to build them, and the different career path possibilities.	2	Anchor/Reporter Anchor/Reporter
6	4/17/2021	Participation in events or programs sponsored by educational institutions	Station personnel participated as a speaker at the in-person Spring Arbor College Women in Leadership Conference. She spoke about effective communication and participated various workshops throughout the day long event.	1	Anchor/Reporter