

Journal Broadcast Group, Inc.
WFTX-TV

Annual EEO Public File Report
October 1, 2008 – September 30, 2009

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station’s websites, if they have websites.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.



Annual EEO Public File Report

Account Executive 1

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	2	<input checked="" type="checkbox"/>
Journal Broadcast Group website	1	<input type="checkbox"/>
Other FOX4 Jobline Ad	1	<input type="checkbox"/>
Number of Applicants Interviewed	4	

Account Executive 2

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	2	<input type="checkbox"/>
Word of mouth	1	<input checked="" type="checkbox"/>
Number of Applicants Interviewed	3	

Anchor

Referral Source	Number of Applicants Interviewed	Hired?
Internal Candidate	1	<input checked="" type="checkbox"/>
Internal Candidate	1	<input type="checkbox"/>
Number of Applicants Interviewed	2	

Business Operations Coordinator

Referral Source	Number of Applicants Interviewed	Hired?
Journal Broadcast Group website	1	<input type="checkbox"/>
Other Employfloridamarketpl	1	<input type="checkbox"/>
Other FOX4 Jobline Ad	1	<input checked="" type="checkbox"/>
Other FOX4 Jobline Ad	3	<input type="checkbox"/>
Word of mouth	1	<input type="checkbox"/>
Number of Applicants Interviewed	7	

Executive Producer

Referral Source	Number of Applicants Interviewed	Hired?
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Employee Referral		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		2	<input type="checkbox"/>
Other	TVJobs.com	3	<input type="checkbox"/>
Number of Applicants Interviewed		6	

Master control Operator

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input type="checkbox"/>
Journal Broadcast Group website		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		3	<input type="checkbox"/>
Other	FOX4 Jobline Ad	3	<input type="checkbox"/>
Word of mouth		1	<input checked="" type="checkbox"/>
Number of Applicants Interviewed		9	

News Director

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		2	<input type="checkbox"/>
Internal Candidate		1	<input type="checkbox"/>
Journal Broadcast Group website		2	<input type="checkbox"/>
Other	Rick Gevers News Lett	1	<input checked="" type="checkbox"/>
Other	Rick Gevers News Lett	2	<input type="checkbox"/>
Number of Applicants Interviewed		8	

Sr. Graphics Designer

Referral Source		Number of Applicants Interviewed	Hired?
Journal Broadcast Group website		1	<input type="checkbox"/>
Other	TVJobs.com	1	<input checked="" type="checkbox"/>
Other	TVJobs.com	7	<input type="checkbox"/>
Recruiter		1	<input type="checkbox"/>
Word of mouth		1	<input type="checkbox"/>
Number of Applicants Interviewed		11	

Video Journalist

Referral Source	Number of Applicants Interviewed	Hired?
Internal Candidate	1	<input type="checkbox"/>
Journal Broadcast Group website	1	<input type="checkbox"/>
Other TVJobs.com	1	<input checked="" type="checkbox"/>
Number of Applicants Interviewed	3	

Weathercaster 1

Referral Source	Number of Applicants Interviewed	Hired?
Journal Broadcast Group website	1	<input checked="" type="checkbox"/>
Walk-in	1	<input type="checkbox"/>
Number of Applicants Interviewed	2	

Weathercaster 2

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input checked="" type="checkbox"/>
Employee Referral	2	<input type="checkbox"/>
Other MediaLine	1	<input type="checkbox"/>
Other TV jobs.com	1	<input checked="" type="checkbox"/>
Other TV jobs.com	6	<input type="checkbox"/>
Number of Applicants Interviewed	11	

Grand Total

66

Fort Myers EEO Contact List
2008-2009

Organization	Address	City, State, Zip	Phone	Fax	Email/Website	Contact Person	Positions Posted
Abilities of Florida (added 2/21/06)** Stop postings as of 5/12/08 due to closing of Ft. Myers Facility	4150 Ford St. Extension, #355	Ft. Myers, FL 33916	239-936-2158		dfournier.abilities@sfwdb.org	Dottie Fournier	Sr. Graphics Designer
ACAP (added 8/30/07)	ACAP Center	Ft Rucker, AL	334-255-2558		<i>Old- kelly.osmond@us.army.mil New (2/14/08- katrina.surratt1@us.army.mil Eff. 5/26/09: rebecca.chandler@us.army.mil</i>	Kelly Osmond Rebecca Chandler	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Barry University, Placement Office	11300 NE 2nd Ave.	Miami Shores, FL 33161	305-899-3950	305-899-3487	https://www.myinterfase.com/barry/employe r/home.aspx	Amy Raphael	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
Bates Technical College XXX Requested to be added 5/17/05	2320 South 19th St.	Tacoma, WA 98405	253-680-7240		fmonroe@bates.ctc.edu changed 4-8-09 to: skmiller@bates.ctc.edu	Shirley Miller WorkSource Specialist	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Bethune Cookman College	640 Bethune Blvd.	Daytona Beach, FL 32114	386-481-2000	386-481-2139	BonnerD@cookman.edu	Davita Bonner, Director	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Brown College XXX- (Requested to be added on 12/20/04)	1440 Northland Drive	Mendota Heights, MN 55120	651-905-3465	651-905-3555	rewanga@browncollege.edu , kbaumeister@browncollege.edu , post at https://my.browncollege.edu/mycampus/em ployer/ (new website eff 6/30/05)	Rebecca Ewanga(TV Production), Karol Baumeister (Radio)	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
Career and Service Centers of Southwest Florida (added per Judy Kenney 3/28/07)	4150 Ford St. Extension	Ft. Myers, FL 33916	239-931-8200 ext 11170	239-278-7363	bbarger@sfwdb.org , updated 9/16/2009: bhartman.awi@sfwdb.org	Beth Barger, updated 9/16/09: Barbara Hartman	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Central Michigan University XXX - requested to be added 5-15-06	340 Moore Hall	Mount Pleasant, Michigan 48859	989-774-3851	989-774-2426	orlik1pb@cmich.edu	Peter B. Orlik, PH.D.	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Chamber of Southeast Florida (added per Judy Kenney 4/4/07. Membership ended per Judy Kenney - 9/2/08)	1520 Royal Palm Square Blvd., Suite 210	Fort Myers, FL 33919	239-278-4001		http://www.floridajobs4u.com/Employers/ADMIN.ASP Username: fj4u8672 Password: CSWF173	Lynn Etienne	Account Executive 1, Sr. Graphics Designer, Weathercaster 1
CT School of Broadcasting (added 2/21/06)	525 Northlake Blvd.	North Palm Beach, FL 33408	561-842-2000		csbpalmbeach@800tvradio.com	Skip Kelly or Dave Duran	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Edison Community College	PO Box60210	Ft. Meyers, FL 33906	239-489-9387 Contact Direct Line: 239-489-9128	239-489-9246	inquiry@edison.edu Contact email: acool@edison.edu ; post online at http://www.collegecentral.com/	Anna M. Cool	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
Emerson College XXX- requested to be added 5-15-06	113 Gray St.	Arlington, MA 02476	781-646-1077		mdgrtnda@yahoo.com and m_dgiustina@emerson.edu and Matthew_Cardin@emerson.edu (3/15/2007)	Dr. Marsha Della-Guistina	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2

Fort Myers EEO Contact List
2008-2009

Organization	Address	City, State, Zip	Phone	Fax	Email/Website	Contact Person	Positions Posted
Florida A&M University	100 Student Union Plaza	Tallahassee, FL 32307	850-599-3700	850-599-3353	careercenter@famuedu ; updated contact as of 3/31/06 joan.sweet@famuedu secondary email if Joan's doesn't work: melony.washington@famuedu	Joan Sweet	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Florida Gulf Coast University - Website	10501 FGCU Blvd.	So. Ft Meyers, FL 33916	239-590-7946	239-590-7975	careercenter@fgcu.edu . Online posting eff. 8/24/2009: http://www.collegecentral.com/fgcu		Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Florida International College AKA Hodges University	2655 Northbrooke Dr.	Naples, FL 34109	239-513-1122 ext. 6131	239-596-0733	All jobs to be posted at http://www.collegecentral.com/hodges/ (8/28/08) As of 6/11/2008: ecomperatore@hodges.edu ; mgrubbs@hodges.edu can also submit online at www.hodges.edu OLDdwilson@internationalcollege.edu ; updated contact 3/31/06 awatson@internationalcollege.edu	Alison Watson, Career Development Coordinator	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
Florida International University	3000 NE 151st St.	Miami, FL 33181	305-348-2423	305-348-3829	www.fiu-csm.symplicity.com/employers	Kyra Spence, Career Consultant	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
Florida Memorial College, Career Planning	NW 42nd Ave.	Miami, FL 33054	305-626-3782	305-626-3781	cdcenter@fmc.edu ; updated e-mail as of 3/31/06 cdcenter@fmuniv.edu **Temporarily use shain@fmuniv.edu		Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
High Tech North XXX added 1/23/06	360 Santa Barbara Blvd. N	Cape Coral, FL 33991		239-574-4440x290	deborahsh@leeschools.net	Deborah Hill	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Hispanic Chamber of Commerce (added 2/21/06)	10051 McGregor Blvd.	Ft. Myers, FL 33901	239-418-1441		hispanicchamber.lq@earthlink.net Eff. 2/12/09: info@hispanicchamberflorida.org	Leonardo Garcia	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Journal Broadcast Group Website	720 E. Capitol Drive	Milwaukee, WI 53212	414-967-5301		sspankowski@journalbroadcastgroup.com www.journalbroadcastgroup.com	Shannon Spankowski	Account Executive 1, Account Executive 2, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
Mississippi State University, Department of Communication XXX Requested to be added 5/17/05	PO Box PF/130 McComas Hall	Mississippi State, MS 39761	662-325-7952	662-325-3210	kbrown@comm.msstate.edu	Karyn Brown	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
National Association of Broadcasters Removed 7/1/2008	1771 N. St. NW,	Washington DC 20036	202-429-5300	202-429-3930	Postings Online: www.nab.org Contact email: khunter@nab.org	Karen L. Hunter	Account Executive 1, Sr. Graphics Designer
National Association of Hispanic Journalists	1193 National Press Building 529 14th Street NW	Washington, DC 20045	202-662-7145	202-662-7144	jobbank@nahj.org	Aurea Martin	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2

Fort Myers EEO Contact List
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Organization	Address	City, State, Zip	Phone	Fax	Email/Website	Contact Person	Positions Posted
National Hispanic Media Coalition	55 S Grand Avenue	Pasadena CA, 91105	626) 792-6051	213-746-1305 updated 7/23/09: 626) 792-6462	nhmc@azteca.net updated 7/23/09: igonzaez@nhmc.org		Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Nova Southeastern University	3301 College Avenue	Ft. Lauderdale, FL 33314	954-262-7201		Posting now Online https://nova-csm.symplicity.com/employers/career@nova.edu	Imani Fredricks-Lowman	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
<i>Ohio & Illinois Centers for Broadcasting XXX (Requested to be added 4-03)</i>	9000 Sweet Valley Drive	Valley View, Ohio 44125	216-447-9117	216-642-9232	gary@beonair.com	Gary James (National Placement Director)	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Southwest Florida College Education Director	1685 Medical Ln. #200	Ft. Meyers, FL 33907	239-939-4766		cgeinert@swfc.edu Effective 04/20/2009 new e-mail address: jrhonehouse@swfc.edu	Courtney Geinert Jan Rhonehouse	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
TV Jobs	P.O. Box 4116	Oceanside, CA 92052	760-754-8177		www.tvjobs.com	Mark Holloway	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 2
TVSpy No longer post as they charge for annual contract			212.366.4212. Ext 247		Online Posting: http://www.tvspy.com/membership/memberhome.com Username: journalbroadcastgroup Password: recruit	David Mills, AE	Account Executive 1
<i>University of Colorado at Boulder XXX School of Journalism and Mass Communication (requested to be added on 4-20-04)</i>	1511 University Ave. 478UCB	Boulder, CO 80309	303-492-0460	303-492-0969	elizabeth.gaeddert@colorado.edu	Beth Gaeddert, Director of Career Services and External Affairs	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
University of Florida-College of Journalism & Communications Added 2/21/06	PO Box 118400	Gainesville, FL 32611	352-392-0289	352-392-3919	charris@jou.ufl.edu	Charles J. Harris Jr., Director	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
<i>University of Iowa (Career Center) XXX (Added 5-27-03) NOTE: Will only accept positions that require a four year degree.</i>	24 Phillips Hall	Iowa City, IA 52242	319-335-1023	319-335-1029	sherry-hingtgen@uiowa.edu AND molly-rechkemmer@uiowa.edu ; Post at https://www.myinterfase.com/uiowa/employer/	Molly Rechkemmer; Christine Wells (Contact changed 9/14/04)	Account Executive 1, Anchor, Business Operations Coordinator, Executive Producer, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2
University of North Texas XXX Requested to be added 5/17/05	PO Box 310589	Denton, TX 76203	940-565-2565	940-369-7838	Slocum@unt.edu	Phyllis Slocum, Faculty Advisor Dept. of Radio, Television and Film	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
University of South Florida-Mass Communications (Added 2/21/06)	4202 East Fowler St. MP CIS-1040	Tampa, FL 33620	813-974-2591		New email: efriedla@shell.cas.usf.edu Old: adefonzo@cas.usf.edu	Dr. Jay Friedlander	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
University of South Florida	4202 E. Fowler St.	Tampa, FL 33620	813-974-3202	813-974-5332	jarianieg@admin.usf.edu ; kroche@admin.usf.edu Post at www.career.usf.edu	Kathi Roche, Program Assistant	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Videojournalist, Weathercaster 1, Weathercaster 2

Fort Myers EEO Contact List
2008-2009

Organization	Address	City, State, Zip	Phone	Fax	Email/Website	Contact Person	Positions Posted
University of Wisconsin-Oshkosh Radio, TV & Film(requested to be added 11-30-04)	800 Algoma Blvd.	Oshkosh, WI 54901	(920) 424-3133		folker@uwosh.edu	Al Folker	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Urban League of Orlando	2804 Belco Dr.	Orlando, FL 32808	407-841-7654	407-841-9114	sminnis@metorlandoul.org	Shellie-Ann Minnis, Director of Operations	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
Urban League of St Petersburg	333 31st N. St.	St. Petersburg, FL 33713	727-327-2081	727-321-8349	mw.skillsbank@pcul.org (8/28/08): dgulley@pcul.org Updated 5/26/09: kwinston@pcul.org	5/26/09: Katrisa Winston	Account Executive 1, Account Executive 2, Anchor, Business Operations Coordinator, Executive Producer, Master Control Operator, News Director, Sr. Graphics Designer, Weathercaster 1, Weathercaster 2
XXX Indicates sources that have requested notification of job openings							

<i>These sources were utilized in addition for the following job positions during this reporting period.</i>						
Organization	Method	Address	Phone	Email	Contact	Positions
Miami Dade College	website			careerservices.mdc.edu		Sr. Graphics Designer
JobNoggin	website			jobnoggin.com		News Director
WFTX Jobline	TV ad	621 SW Pine Island Road, Cape Coral, FL 33991	239-574-3636	jobline@fox4now.com		Account Executive 1, Business Operations Coordinator, Master Control Operator

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WFTX-TV

Type of activity listed under Outreach Initiative worksheet: #1: Participate in at least four job fairs by station personnel who have substantial responsibility in making of hiring decisions.

Date of station participation: (on date; from date to date) 9/25/09

Participating employees: Judy Kenney,

Host/Sponsor of activity: Southwest Florida Hispanic Chamber of Commerce 2009 Fall Job Fair

Brief description of activity and station participation: The Hispanic Job Fair was held at on the campus of Hodges University Fort Myers Campus. It was open to all students and the general public. We provided job descriptions of all open positions and accepted resumes from all attendees.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WFTX-TV

Type of activity listed under Outreach Initiative worksheet: #1: Participate in at least four job fairs by station personnel who have substantial responsibility in making of hiring decisions.

Date of station participation: (on date; from date to date) 2/16/09

Participating employees: Brent Struense

Host/Sponsor of activity: Edison State College

Brief description of activity and station participation: This Community Outreach Fair was held on the campus of Edison State College in Fort Myers. It was open to students of ESC and the general public. We provided job descriptions of all open positions and accepted resumes from all attendees.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WFTX

Type of activity listed under Outreach Initiative worksheet: #5 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of station participation: (on date; from date to date) 9/15/08- 12/19/09

Participating employees: Jennifer Fairfield-Williams, Brent Struense, Tiffany Pittman, Bill Wood, Tracey Edwards, Production Department

Host/Sponsor of activity: Journal Broadcast Group, Fort Myers Operation

Brief description of activity and station participation: Six students from Florida Gulf Coast University participated in the Morning Blend internship program. The expectation was that the students would learn the key aspects of television production, professional and business etiquette, and critical thinking skills.

The students assisted the production staff by escorting guests, running tapes and prompter, reviewing/logging tapes. In addition, there were some administrative duties such as, calling contest winners and completing their paperwork, entering contact information into Blend contacts, copying, filing, researching, pulling graphics and content from the internet.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WFTX-TV

Type of activity listed under Outreach Initiative worksheet: #8: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

Date of station participation: (on date; from date to date) 10/1/06 - current

Participating employees: Renee Stoll, Kira Miner, Erin VandeVen, Melissa Migliore, Mike Hoffman, Chris Smith, Cara Mueller

Host/Sponsor of activity: Brent Struense

Brief description of activity and station participation:

We have rethought our hiring philosophy within the news department. Formerly, people who were hired into this department tended to stay within the department, often remaining in entry-level positions (such as studio camera operator) without great potential for advancement. Now, we hire with the idea in mind of providing training opportunities, with the goal of moving people into more prominent news department positions. So far we have moved multiple studio Production Specialists/camera operators into the news department via this route -- some have become photojournalists, news producers, promotion producers, news editors, Directors, and one a reporter. This latter position also is part of our Cub Reporter program which has the potential to provide even more career advancement for that person. We have also instituted the same program within the Production Department. In each case, these employees have the opportunity to pursue jobs that otherwise would not be open to entry-level candidates.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WFTX

Type of activity listed under Outreach Initiative worksheet: #16

Date of station participation: (on date; from date to date) 8/20/09

Participating employees: Brent Struense, Frank Verdel, Linda Karl, News Department, Marketing Department, Sales Department

Host/Sponsor of activity: WFTX

Brief description of activity and station participation: A high school student from Arcadia High School spent the day shadowing every department in the entire station. He is interested in the broadcast industry and wanted to see the employment options available to him. This also gave him direction as to what college classes to take for the positions that interested him.