

WOFL / WRBW / WOGX OUTREACH INITIATIVES

October 1, 2005 to September 30, 2006

1. Hosting, co-sponsoring of participating in job fairs

August 16 - 20, 2006: NABJ Career Fair
June 15 - 16, 2006: NAHJ National Convention

2. Participation in conventions, career days, workshops and similar activities sponsored by organizations representing groups interested in broadcast employment issues

August 16 - 20, 2006: NABJ Career Fair
June 15 - 16, 2006: NAHJ National Convention

3. Internship programs

News: 9 participants

Elon University
University of Central Florida
Florida State University
Stetson University

Production: 5 participants

University of Central Florida
Florida Metropolitan University
Full Sail

Weather: 3 participants

Emory-Riddle Aeronautical University
Florida State University

Sales/Research: 1 participant

University of Florida

Creative Services/Promotions: 1 participant

Bethune Cookman College

4. Participation in scholarship programs

Sponsor Work-Study Scholarship Student – Emma Bowen Foundation for Minority Interests in Media, Inc.

5. Mentoring or training programs for station personnel

Identified and implemented 24 career ladder promotional avenues

Director/Finance - UPN ⇒ Director/Finance - Fox
Production Tech <17 ⇒ Assignment Editor
Traffic Assistant ⇒ National Sales Assistant
Local Sales Manager ⇒ National Sales Manager
Local Sales Assistant ⇒ National Sales Assistant
Reporter ⇒ Anchor/Reporter
Finance Log Coordinator ⇒ Planning Producer
Production Tech - PT ⇒ Broadcast Designer
AM Anchor ⇒ 5pm Anchor
Account Executive ⇒ Local Sales Manager
Production Tech - PT ⇒ Production Tech - FT
Production Tech <17 ⇒ Production Tech - FT
Production Tech <17 ⇒ Production Tech - PT
Production Tech <17 ⇒ Production Tech - PT
Production Tech <17 ⇒ Production Tech - PT
Promotion Log Coordinator ⇒ Promotion Producer
Promotion Producer ⇒ Promotion Manager
Production Tech <17 ⇒ Production Tech - FT
Production Tech - FT ⇒ Promotion Log Coordinator
AM Producer ⇒ Web Producer
Production Tech – PT ⇒ Production Tech - FT
Production Tech <17 ⇒ Production Tech - PT
Production Tech <17 ⇒ Production Tech - PT
Research Assistant ⇒ Research Director
Production Tech <17 ⇒ Production Tech - PT

6. Participation in job banks or other programs designed to promote outreach generally, as opposed to listing specific job openings

None this reporting period

7. Participating in events sponsored by educational institutions relating to career opportunities in broadcasting

University of Central Florida Job Fair – October 3, 2005

8. Sponsoring community events designed to inform people about career opportunities in broadcasting

Participate in the Great American Teach-In

9. Listing each upper-level job opening in a job bank or newsletter of minority or female media trade groups

All upper level positions are posted with:

African American Chamber of Commerce of
Central Florida Job Bank
Asian Pacific American Student Services
Bethune Cookman College Placement Center
CA Chicano News Media Assoc
Florida A&M University
Foundation for Minority Interests in Media
Emma Bowen Foundation
Hispanic Chamber of Commerce of
Central Florida Job Bank
Latino Leadership
Metro Orlando Urban League
Mexican American Opportunity Foundation
National Association of Black Journalists – Tampa Region
National Association of Black Journalists – Miami Region
National Association of Hispanic Journalists
National Hispanic Media Coalition
National Puerto Rican Forum
National Urban League
Organization of Chinese Americans
Pacific Asian Consortium in Employment
Pinellas County Urban League
Tampa/Hillsborough Urban League
Women in Film

10. Any other activity intended to disseminate information about employment opportunities to job candidates who otherwise might be unaware of them

None this reporting period

11. Training management personnel to ensure equal employment opportunity and prevent discrimination.

Manager's Legal Bulletin newsletter is distributed bi-weekly to all staff with supervisory responsibilities. Topics include EEO, harassment and discrimination issues.

Team Briefings newsletter is distributed monthly to all staff with supervisory responsibilities. Topics include management and leadership skills including EEO, harassment and discrimination issues.

12. Training personnel of outside recruitment organizations to better refer job candidates for broadcast employment.

None this reporting period