

# WOFL / WRBW / WOGX OUTREACH INITIATIVES

October 1, 2007 to September 30, 2008

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

October 16-17, 2007:	Florida A&M University Job Fair
October 25-26, 2007:	Howard University Job Fair
March 31 – April 1, 2008:	International Radio & Television Society Foundation Minority Career Workshop
April 17, 2008:	Morgan State University Career Fair
July 23 – 27, 2008:	Unity 2008 Convention

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

October 16-17, 2007:	Florida A&M University Job Fair
October 25-26, 2007:	Howard University Job Fair
March 31 – April 1, 2008:	International Radio & Television Society Foundation Minority Career Workshop
April 17, 2008:	Morgan State University Career Fair
July 23 – 27, 2008:	Unity 2008 Convention

3. Internship programs

News: 15 participants

University of Central Florida  
University of Florida  
University of Alabama  
University of Tennessee  
Northern Illinois University  
Columbia University

Production: 10 participants

Seminole Community College  
Bethune Cookman College  
Connecticut School of Broadcasting  
University of Central Florida  
Valencia Community College  
Full Sail  
Broward Community College  
Warner Southern College

Creative Services: 2 participants

Abilene Christian University  
University of Florida

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 16 career ladder promotional avenues

Technical Director ⇒ Director  
Planning Producer ⇒ Investigative Producer  
Assignment Editor ⇒ Planning Producer  
Reporter ⇒ Anchor/Reporter  
Reporter ⇒ Anchor/Reporter  
Director of Engineering ⇒ VP of Engineering  
Master Control Operator ⇒ Assistant Master Control Coordinator  
Internet Sales Assistant ⇒ Sales Asst/Internet Special Projects  
Producer ⇒ Planning Producer  
Associate Producer ⇒ Producer  
Production Tech – PT ⇒ Production Tech – FT  
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

Florida A&M University Job Fair - October 16-17, 2007  
University of Central Florida Job Fair – October 22, 2007  
Lake Mary High School Career Night – April 11, 2008  
Morgan State University Career Fair - April 17, 2008  
Seminole County Annual Job Shadow Day – April 25, 2008

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

Participation in the Great American Teach-In  
Station Tours for school groups and Scout troops

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  
Hola Orlando Jobs  
Hispanic Chamber of Commerce of Central Florida  
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