

WDRB-TV/WMYO-TV

APPENDIX 3- RECRUITMENT INITIATIVES TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2010 TO MARCH 31, 2011

Station(s) Comprising Station Employment Unit: WDRB-TV and WMYO-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WDRB-TV and WMYO-TV

<u>DATE</u>	<u>RECRUITMENT INITIATIVE & BRIEF DESCRIPTION</u>
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4/1/10 Ongoing	Internship Program for college students. College students majoring in Broadcast Journalism, Communications or Human Resources receive credit hours for training. During this reporting period, we have had two interns in our News Department. One attended Yale University and the other the University of Maryland. We had one intern in our Sales Department. She was from the University of Kentucky.
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4/1/10 Ongoing	Job Shadow Program for high school and college students. Students “shadow” an employee in the broadcasting career they are interested in. During this reporting period, Meteorologists Paul Emmick and Marc Weinberg hosted students from Fern Creek High School and Ivy Tech College. News Anchor/Reporters Valerie Chinn and Jennifer Baileys hosted students from Western Kentucky University and Manual High School. Reporter Rachel Collier hosted a student from Silver Creek Middle School. News Anchor Elizabeth Woolsey hosted a student from Ballard High School. News Reporters Lindsay Allen and Stephan Johnson hosted students from Manual High School and Louisville Male High School.
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4/1/10 Ongoing	Tours of our station given to students age 9 and up, and various organizations. A complete and detailed report is available on request.
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3/16/11	Louisville Urban League Career Expo. Set up a booth at the job fair to recruit applicants and/or interns.
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4/1/10 Ongoing	Speakers Bureau Program – Various employees (talent, anchors, meteorologists, managers, engineers, etc.) speak at public events, churches, schools, organizations, etc. A complete and detailed report is available on request.
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4/1/10 Ongoing	Provided materials and items to make a television “storefront” in the Junior Achievement Exchange City. In our store, students can learn about television broadcasting, reporting, anchoring, editorials, etc. We provided lights, cameras, tripods, graphic backdrops and items needed to produce a “mock” television broadcast.
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4/1/10 Ongoing	Weather classes are conducted by our meteorologists at various schools in our viewing area.
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Fox 41’s News Department has teamed up with eight Louisville-area high schools for a “TV JOURNALISM 101.” The project is designed to encourage future broadcast journalists in this region, train them in the techniques they’ll need in their future careers, and provide exposure for their best current efforts.

Ballard, duPont Manual, Fern Creek, Pleasure Ridge Park, Waggener, St. Xavier, Jeffersonville and Providence high schools are participating. Journalism classes from each school will produce four-minute video news story on an issue of local interest. A mentor from the Fox 41 News Department will personally advise and assist them in their efforts. Elizabeth Woolsey, David Scott, Candyce Clift, Barry Bernson, Valerie Chinn, Bennett Haeberle, Jennifer Baileys, and Chris Turner are acting as mentors.

One segment from each school will be featured on “Fox in the Morning” and posted on Fox41.com, where viewers will vote for best production. The finalists will be announced and featured in a thirty minute news special to air on Thanksgiving Day.