

Journal Broadcast Group-Green Bay Operations
WGBA-TV, Green Bay; WACY-TV, Appleton; WKTI-CA (f/k/a W22BW), Sturgeon Bay

Annual EEO Public File Report
August 1, 2012-July 31, 2013

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.

Account Executive 1

Referral Source	Number of Applicants Interviewed	Hired?
Journal Broadcast Group website	1	<input checked="" type="checkbox"/>
Journal Broadcast Group website	2	<input type="checkbox"/>
Other NBC 26 Ad	2	<input type="checkbox"/>
Other Wisconsin Job Center	2	<input type="checkbox"/>
Word of mouth Market/Industry	1	<input type="checkbox"/>
Number of Applicants Interviewed	8	

Account Executive 2

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input checked="" type="checkbox"/>
Employee Referral	1	<input type="checkbox"/>
Journal Broadcast Group website	2	<input type="checkbox"/>
Other Wisconsin Job Center	1	<input type="checkbox"/>
Number of Applicants Interviewed	5	

Anchor

Referral Source	Number of Applicants Interviewed	Hired?
Other TVJobs.com	1	<input checked="" type="checkbox"/>
Other TVJobs.com	4	<input type="checkbox"/>
Word of mouth Market/Industry	1	<input type="checkbox"/>
Number of Applicants Interviewed	6	

Newscaat Director (2 hires from posting)

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

Other	TVJobs.com	2	<input type="checkbox"/>
Number of Applicants Interviewed		6	

Producer

Referral Source		Number of Applicants Interviewed	Hired?
Other	TVJobs.com	1	<input checked="" type="checkbox"/>
Other	TVJobs.com	4	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Production Specialist

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		2	<input type="checkbox"/>
Other	TVJobs.com	1	<input checked="" type="checkbox"/>
Other	TVJobs.com	1	<input type="checkbox"/>
Word of mouth	Market/Industry	1	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Remote Production Photographer

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input type="checkbox"/>
Internal Candidate		1	<input type="checkbox"/>
Journal Broadcast Group website		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		2	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Video Journalist

Referral Source		Number of Applicants Interviewed	Hired?
Internal Candidate		1	<input type="checkbox"/>
Other	TVJobs.com	1	<input checked="" type="checkbox"/>
Other	TVJobs.com	3	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Video Journalist/Producer 1

Referral Source		Number of Applicants Interviewed	Hired?
------------------------	--	---	---------------

Other	TVJobs.com	1	<input checked="" type="checkbox"/>
Other	TVJobs.com	3	<input type="checkbox"/>
Word of mouth	Market/Industry	1	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Video Journalist/Producer 2

Referral Source	Number of Applicants Interviewed	Hired?	
Employee Referral	1	<input checked="" type="checkbox"/>	
Employee Referral	1	<input type="checkbox"/>	
Journal Broadcast Group website	1	<input type="checkbox"/>	
Other	TVJobs.com	4	<input type="checkbox"/>
Number of Applicants Interviewed		7	

Grand Total

57

RECRUITMENT SOURCES UTILIZED DURING REPORTING PERIOD

Sorted by contact method

Email

Organization	Address	City, State, Zip	Phone	Fax	Email/Website	Contact Person	Jobs Sent
American Broadcasting School XXX- Requested to be added 1/21/2009	712 N. Watson Road, Ste. 200 ,	Arlington, TX 76011	(817) 695-2474	(817) 695-2838	michelle@radioschool.com	Michelle McConnell	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Bates Technical College XXX- Requested to be added 5/17/05	2320 South 19th St.	Tacoma, WA 98405	253-680-7752		ahunton@bates.ctc.edu **New address added 12/3/07 fmonroe@bates.ctc.edu u eff. 4-8-09 to: skmiller@bates.ctc.edu	Al Hunton, Broadcast Production Technologies Instructor **New contact added 12/3/07 Fred Monroe	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 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, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Collective Talent XXX -Requested to be added 6/2/2011	1721 Richardson Place	Tampa, FL 33606	813-254-9695		bille@michaelsmedia.com	Michael Bille	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2

Collens College XXX -Requested to be added 4/28/2011	4750 S 44th Place	Phoenix, AZ 85040	480-446-1112		aroberts@collinscollege.edu	Amy Roberts, Sr. Career Advisor	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Emerson College XXX-Requested to be added 5-15-06	113 Gray St.	Arlington, MA 02476	781-646-1077		careers@emerson.edu added 10/26/11 mary_sullivan@emerson.edu 12/21/11	Dr. Marsha Della-Guistina removed 12/21/11 Mary Sullivan added 12/21/11	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Hmong Association of Green Bay, Inc.	200 S. Ashland Ave	Green Bay, WI 54303	920-437-4550	920-437-4916	hagb@greenbaynet.com **New contact added 12/4/07 syang1@sbcglobal.net	Ker Vang **New contact added 12/4/07 Seng Yang	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Idaho State University - Department of Mass Communication XXX -Requested to be added 4/28/2011	921 S 8th Ave.	Pocatello, ID 83209	208-282-6453		Updated to masscomm@isu.edu per Tom Hallaq 10/31/11	Tom Hallaq, Asst. Prof. -TV Broadcasting	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
ITT Tech	470 Security Boulevard.	Green Bay, WI 54313	920-662-9000		mwitte@itt-tech.edu	Mike Witte	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2

Job Service/Wisconsin Job Center/Jobnet	6091 North Teutonia Ave.	Milwaukee, WI 53209	**New phone number updated 8-11-08 888 -671-5627	New Fax 8-11-08 888-720-5627 (jobs)	New Contact 8-11-08 WIJobOrders@dwd.state.wi.us	Employer Order Services Unit	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 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, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Multicultural Center of Greater Green Bay	612 Stuart St.	Green Bay, WI 54301	920-438-1660	920-438-1662	Updated 11/11/2009: multiculturalgreenbay@gmail.com		Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
NEWAAMA (Northeastern WI African American Assoc.)	612 Stuart St	Green Bay, WI 54301	920-337-9584		lucasas400@yahoo.com	Gary Lucas	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2

Ohio & Illinois Centers for Broadcasting	9885 Rockside Rd., Ste 160	Cleveland, OH 44125	216-503-5900X1104 (Cleveland) 513-271-6060 (Cincinnati) 630-916-1700 (Lombard, IL)		gary@beonair.com(added 5/10/05) 6/4/10 added: placement.lombard@beonair.com	Gary James (OH) or Dave Cogozzo (IL)	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Refugee Placement Project	325 N Roosevelt St.	Green Bay, WI 54302	920-448-6760 **new phone number updated 7/17/07**	920-448-5013	hunho@new-jobcenter.org **new email address hunho@newcap.org updated 7/17/07**	Hun Ho	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
United Hmong Community Center	401 Ninth St.	Green Bay, WI 54304	920-498-6895		yia.thao@nwtc.edu	Yia Thao	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
United Migrant Opportunity Services (UMOS)	325 N Roosevelt St.	Green Bay, WI 54302	920-448-6460 ext. 255 Updated 7/24/09: 920-448-6773	920-448-5013	New email eff.7/24/2009:wijoborders@dwd.wisconsin.gov	Roy Keller	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2

University of Colorado at Boulder XXX - Requested to be added as of 4/20/04. Requested to be moved to online posting 9/6/12	1511 University Ave. 478UCB	Boulder, CO 80309	303-492-0460		Michelle.Fulcher@colorado.edu 02/21/12 06/01/2012 added: Christine.mahoney@colorado.edu	Michelle Fulcher Manager of Communications added 02/21/12 NEW Christine Mahoney	Account Executive 1, Remote Production Photographer, Video Journalist/Producer 1
University of Wisconsin-Green Bay	2420 Nicolet Drive. Student Services 1916	Green Bay, WI 54311	920-465-2163	920-465-2920	careers@uwgb.edu	Linda Peacock-Landrum	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
University of Wisconsin- La Crosse	1725 State Street	La Crosse, WI 54601	608 785-8514	608 785-8518	career@uwlax.edu	Timothy Tritch	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
University of Wisconsin-Madison	821 University Ave	Madison, WI 53706	608-262-3691	608-262-1361	Updated 9/25/09 email to cmahrens2@wisc.edu	Journalism Placement Office/James Hoyt 9/25/09 Corinne Ahrens Graduate Program Coordinator	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
University of Wisconsin – Milwaukee	P.O. Box 413	Milwaukee, WI 53201	414-229-4436		pleshin@uwm.edu	Mass Communication Department/Peter Leshin	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 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, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
University of Wisconsin-Oshkosh Radio, TV & Film XXX- Requested to be added 11/30/04	800 Algoma Blvd.	Oshkosh, WI 54901	(920) 424-3133		11-18-08: New e-mail contact: stokesj@uwosh.edu folker@uwosh.edu	11-18-08: New contact is Justine Stokes Al Folker	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Wisconsin Broadcasters Association	44 E. Mifflin Suite 900	Madison, WI 53703	608-255-2600	608-256-3986	Email all postings (8/11/08) to mendicott@wi-broadcasters.org	Torrie Kennedy	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Tucson Veteran Affairs XXX - Requested to be added 4/27/12; Requested to be removed by Cheryll Frazier 11/15/2012	3601 S. 6th St Ave	Tucson, AZ 85723	1 520.792.1450		cheryll.frazier@va.gov	4/30/12: Cheryll Frazier	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Web Postings							

Brown College XXX-Requested to be added on 12/20/04	1440 Northland Drive	Mendota Heights, MN 55120	651-905-3465	651-905-3555	Eff. 8/5/09: https://browncollege.opimalresume.com/employers/login.php	Rebecca Ewanga(TV Production). Karol Baumeister (Radio)	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Journal Broadcast Group Website	720 E. Capitol Drive	Milwaukee, WI 53212	414-967-5301		ejardee@jrn.com or arosado@jrn.com	Erin Jardee or Aileen Rosado	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Lawrence University	P.O. Box 599	Appleton, WI 54912	920-832-6561	920-832-7368	careercenter@lawrence.edu; updated to online postings 8/24/2011: https://www.myinterfase.com/lawrence/employer	Career Center	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
Tvjobs.com	web posting	P.O. Box 4116 Oceanside, CA 92052	(760) 754-8177	www.tvjobs.com	Mark C. Holloway		Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2

University of Colorado at Boulder XXX - Requested to be added as of 4/20/04. Requested to be moved to online posting 9/6/12	1511 University Ave. 478UCB	Boulder, CO 80309	303-492-0460		Michelle.Fulcher@colorado.edu 02/21/12 06/01/2012 added: Christine.mahoney@colorado.edu	Michelle Fulcher Manager of Communications added 02/21/12 NEW Christine Mahoney	Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Video Journalist, Video Journalist/Producer 2
University of Iowa (Career Center) XXX-Requested to be added 5/27/03 NOTE: requested notification only of those vacancies that require a college degree & are Full Time.	24 Phillips Hall	Iowa City, IA 52242	319-335-1023	319-335-1029	https://www.myinterfas.e.com/uiowa/employer/ (website); website updated 8/22/11: http://uiowa-csm.symplicity.com//employers	Christine Wells	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Video Journalist, Video Journalist/Producer 2
University of Wisconsin - Eau Claire		Eau Claire, WI 54702	715-836-2528	715-836-3820	gatlinj@uwec.edu; eff. 8/5/2010 post online: https://www.myinterfas.e.com/uwec/employer	Communication Department of Journalism/Judy Gatlin	Account Executive 1, Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2
University of Wisconsin - Oshkosh - Careers	800 Algoma Blvd.	Oshkosh, WI 54901	920-424-2181	920-424-1000	careerservice@uwosh.edu (New method of posting 8-14-06) www.uwosh.edu/career/	c/o Al Folks New contact as of 6/11/07 Jaime Page-Stadler (pagestad@uwosh.edu)	Account Executive 1, Account Executive 2, Anchor, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 1, Video Journalist/Producer 2

Wisconsin Tech Connect (Northeast Wisconsin Technical College)	2740 W. Mason St.	Green Bay, WI 54307	920-498- 5528	920-498- 5655	www.wisconsintechconnect.com (website)	Sharon Schaefer/ Roseann Raupp	Account Executive 2, Anchor, Newscast Director, Producer, Production Specialist, Remote Production Photographer, Video Journalist, Video Journalist/Producer 2
--	----------------------	------------------------	------------------	------------------	--	-----------------------------------	---

*Green Bay EEO Additional
Sources Contact List 2012 -
2013*

Organization	Method	Address	Phone	Email	Contact	Positions
WGBA-TV/NBC 26	TV Ad	1391 North Rd.	920-494-2626		JBG News Department	Account Executive 1

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

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

Date of station participation: (on date; from date to date) June 19, 2013

Participating employees: Joe Poss-General Manager

Host/Sponsor of activity: Wisconsin Broadcasters Association Job/Career Fair

Brief description of activity and station participation: Joe shared the aspects of television jobs with students at the WBA Job and Career Fair where he talked about broadcasting, marketing and sales. The primary purpose of the fair is to provide students with information about careers that may potentially interest them after they graduate. Joe also shared information about full, part-time and internship opportunities available at WGBA and WACY with students.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

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) 8/1/2012 – 7/31/2013

Participating employees: WGBA Newsroom

Host/Sponsor of activity: NBC26

Brief description of activity and station participation:

WGBA had 6 interns this period. (1 Northwestern; 1 from Ripon; 2 from UW-Oshkosh; 1 from UW Stevens Point; and 1 from UW Green Bay)

Each intern gained experience from all aspects of the newsroom operation and news gathering. They observed our assignment desk, editorial meetings, and how to produce/write news stories.

All of our internships are non-paid and are for college credit. Each intern receives hands-on experience and education in the departments specifically related to broadcasting.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) September 10, 2012

Participating employees: Cameron Moreland-Meteorologist

Host/Sponsor of activity: Jefferson Elementary School

Brief description of activity and station participation: Cameron spoke at Jefferson Elementary about tornados, what kind of weather starts tornados and what kinds of precautions to take when faced with a tornado as well as what it takes to be a weatherman and what schooling is needed as it relates to the broadcasting industry.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) September 10, 2012

Participating employees: Cameron Moreland-Meteorologist

Host/Sponsor of activity: Lincoln Elementary School-Appleton

Brief description of activity and station participation: Cameron spoke at Lincoln Elementary about tornados, what kind of weather starts tornados and what kinds of precautions to take when faced with a tornado as well as what it takes to be a weatherman and what schooling is needed as it relates to the broadcasting industry.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) September 18, 2012

Participating employees: Cameron Moreland-Meteorologist

Host/Sponsor of activity: Parkview Elementary School-New London

Brief description of activity and station participation: Cameron spoke at Parkview Elementary about tornados, what kind of weather starts tornados and what kinds of precautions to take when faced with a tornado as well as what it takes to be a weatherman and what schooling is needed as it relates to the broadcasting industry.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) September 24, 2012

Participating employees: Cameron Moreland-Meteorologist

Host/Sponsor of activity: Monroe Elementary-Manitowoc

Brief description of activity and station participation Cameron spoke at Monroe Elementary about tornados, what kind of weather starts tornados and what kinds of precautions to take when faced with a tornado as well as what it takes to be a weatherman and what schooling is needed as it relates to the broadcasting industry.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) February 26, 2013

Participating employees: Ken Ambrosius-Marketing Manager, Joe Poss-General Manager

Host/Sponsor of activity: Saint Norbert College

Brief description of activity and station participation: Ken and Joe shared the aspects of their television jobs with students at the St. Norbert career day where they talked about broadcasting, marketing and sales. The primary purpose of the fair is to provide students with information about careers that may potentially interest them after they graduate. Ken and Joe also shared information about full, part-time and internship opportunities available at WGBA and WACY with students.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) April 18, 2013

Participating employees: Cameron Moreland-Meteorologist

Host/Sponsor of activity: Shiocton Elementary

Brief description of activity and station participation: Cameron spoke at Shiocton Elementary about tornados, what kind of weather starts tornados and what kinds of precautions to take when faced with a tornado as well as what it takes to be a weatherman and what schooling is needed as it relates to the broadcasting industry.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) April 29, 2013

Participating employees: Cameron Moreland-Meteorologist

Host/Sponsor of activity: Houdini Elementary

Brief description of activity and station participation: Cameron spoke at Houdini Elementary about tornados, what kind of weather starts tornados and what kinds of precautions to take when faced with a tornado as well as what it takes to be a weatherman and what schooling is needed as it relates to the broadcasting industry.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, WACY-TV, WKTI-CA

Type of activity listed under Outreach Initiative worksheet: #16: Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Date of station participation: (on date; from date to date) May 22-23, 2013

Participating employees: Markita Jefferson and Maureen Cleator

Host/Sponsor of activity: Media Sales Institute (Ohio University)

Brief description of activity and station participation: The National Association of Broadcasters(NAB) supports and delivers a Media Sales Institute (MSI) in four locations nationwide each year. In May, 2013, Journal Broadcast Group (JBG) attended the event at Ohio University as part of a nationwide recruiting effort.

At this event, two representatives from JBG attended on behalf of our entire organization, and provided all available postings to the class of sales candidates in order to engage them for possible employment in markets of their choosing. While the representatives in attendance are based out of Milwaukee, Wisconsin and Nashville, Tennessee, they were instructed to market the JBG organizational opportunities from all locations to the students. The candidates were from diverse geographic areas, and thus were an excellent pool for consideration in any of our markets that are currently hiring.

The two JBG representatives took and provided notes on all candidates interviewed that were then passed to General Managers for our operating locations via email after the event. In addition, all student resumes were provided via hard copy to all GMs and Sales Managers for all JBG properties at a recent sales training event. All locations were encouraged to strongly consider the MSI candidates for available opportunities based on their expressed desire to launch a career in media sales and their specialized training received through the MSI.