

PROFESSIONAL DEVELOPMENT DOCUMENTATION

WSKG is required by the FCC to have available, in its EEO file, documentation of professional development opportunities that its employees have participated in. WSKG defines "professional development" as a conference, seminar, Webinar, or any other formal training that provides the employee an opportunity to acquire advanced work-related skills and abilities.

Employee Name: Nancy Coddington

Title of Training: Certified SciGirls Trainer

Dates: May 15-17, 2013

Description of the Training:

This intense three day training prepared educators to deliver SciGirls content to other educators via Train the Trainers events. The methodology behind SciGirls, the SciGirls Seven, was covered in depth. This methodology explores how to engage girls and under served youth in STEM content while better preparing them for careers in STEM.

Hands on activities, training techniques and STEM content rounded out this exciting opportunity.

How did the training advance your work-related skills and abilities?

I am now a Certified SciGirls Trainer, allowing me to better connect our regional educators with SciGirls content and resources. This aligns with the station's commitment to community outreach and STEM. I was lucky to be chosen as one of fifteen trainers from across the U.S. for this honor.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

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Employee Name: Christopher M. DiRienzo

Title of Training: New York State Life, Health, Accident Insurance License

Dates: Monday, May 20, 2013

Description of the Training:

New York State Continuing Education Presented by Matt Ragle Regional V.P with
Nationwide Insurance

Conducted a 4 hour course on rules and regulations for insurance products in New York
State, accompanied by a 350 page pre course reading material.

175 question test by New York State, proctored by Matt Ragle

acquired 15 credits for my New York State Life, Health, Accident Insurance License

How did the training advance your work-related skills and abilities?

Keeps me up to date with New York State rules and regulations in the insurance industry.

When I am speaking to donors and potential donors about planned giving I am up to date on
New York laws.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

[Home page](#)
[Certificates](#)
[Outside Training](#)
[Buy Insurance CE](#)
[Student Profile](#)
[Support](#)
[Logout](#)

Christopher DiRienzo

Before beginning the training please review the information below and then click the **Start Course** link at the bottom right of the content area.

* Understanding IRAs (CE)

Current Status: Complete

Credit: 15

Est. Completion Time: 0

Description: As an investment professional, IRAs are a natural place to start helping your clients with retirement planning. A powerful tool to help clients retire in dignity is the Individual Retirement Account (IRA). What is the difference between Traditional and Roth IRAs? How can the Stretch IRA help with estate planning? This series gives you a better understanding of both Traditional and Roth IRAs and some of the decisions that your clients may face in planning for their retirement. (357 pages) * This course is not Texas classroom equivalent.

New York Insurance -CE- Requirements

CE Hrs. Required As a licensee you must complete 15 credits of Continuing Education (CE) during each two year licensing period. All courses must be completed through a Provider Organization (Provider) approved by the New York State Department of Financial Services.

License Renewal Deadline The license term for Producers is every 2 years, based on the licensee's date of birth in odd- or even-numbered years. Licensees born in an even-numbered year are required to complete their CE in even-numbered years. Licensees born in an odd-numbered year are required to complete their CE in odd-numbered years.

Ethics Requirement No Ethics Requirement

Exam Requirement(s) Exam Monitor Required | State Approved Monitor! The Exam is a Closed Book Exam and must be taken by the licensee in the presence of a New York State approved monitor. Please note there may be a fee charged by the monitor. The state of New York requires a state approved monitor present during all online exams. The state approved monitor must be present before you begin the exam. Use the New York State Department of Financial Services website to find a state approved monitor in your area. As a monitor, if you believe the student has accessed the exam prior to your presence, please contact Quest CE at 877.593.3366.

DOJ Website [Open in New Window](#)

Course Monitor Affidavit [Open Affidavit](#)

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Employee Name: Vickie Conklin

Title of Training: Local Online Sponsorship Industry Trends: 2013 (DEI)

Dates: June 6, 2013

Description of the Training:

Webinar outlining digital and mobile advertising in the media industry and how we can benefit by implementing same, etc.

How did the training advance your work-related skills and abilities?

Insight into what our underwriters may be using now or will use in the future to promote their businesses as far as advertising is concerned.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Subject: Confirmation: Local Online Sponsorship Industry Trends: 2013
Date: Monday, May 20, 2013 9:42:42 AM Eastern Daylight Time
From: Event Manager on behalf of Anna McDonald
To: Vickie Conklin



Local Online Sponsorship Industry Trends: 2013
Presented by Colby Atwood, President, Borrell Associates

Date: Thursday, June 6, 2013
Time: 2:00 PM - Eastern Time (US & Canada)
Duration: 1 Hour

Hello Vickie Conklin,

You are registered for this event. To attend the event, please follow the Attendee Instructions below.

Attendee Instructions

[Download Outlook Appointment](#)

This event consists of a visual portion conducted via a web conference and an audio portion conducted via a teleconference. To join the event:

1. Dial one of the following access numbers from any touch tone phone:
 - **1 (866) 640-4044** (Toll-Free (US & Canada))
 - **+1 (678) 302-3554** (International Dial-in (Toll))

When prompted, enter **198821#**.

2. Click on the following link to open the web conference:
<https://events.meetingbridge.com/join/?08111920980>

To perform a System Check, please click [here](#).

Registrant Code: 08111920980

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Employee Name: Michael Grasso



Title of Training: Digital Successes in Public Media

Dates: 6/13/13 10:30A - 11:30 A (1 hr)

Description of the Training:

Discussion about audience engagement and journalism over digital platforms. Through NPR

How did the training advance your work-related skills and abilities?

Excellent content with regard to blogging and the way in which audiences interact with digital content.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Building Audience

2:06 PM MON MARCH 12, 2012

Digital Successes in Public Media [VIDEO]

By [KIM PERRY \(@PEOPLEKIMPERRY\)](#)

In this webinar we cover:

- The new and old form of digital storytelling that changed journalism.
- Breaking news and content planning.
- Social media growth.

Find information on future Weekly Webinars [here \(http://editorial.digitalservices.npr.org/post/coming-soon-weekly-training-webinars\)](http://editorial.digitalservices.npr.org/post/coming-soon-weekly-training-webinars).

[Building Audience \(http://vimeo.com/98234163\)](http://vimeo.com/98234163) from [NPR Digital Services \(http://vimeo.com/user10062459\)](http://vimeo.com/user10062459) on [Vimeo \(http://vimeo.com\)](http://vimeo.com).

TAGS: [Webinars \(/term/webinars\)](#) [Online Audience \(/term/online-audience\)](#) [Digital Beat Reporting \(/term/digital-beat-reporting-o\)](#) [webinar \(/term/webinar\)](#) [video \(/term/video\)](#) [webinar recording \(/term/webinar-recording\)](#) [Editorial Webinars \(/term/editorial-webinars\)](#) [news training \(/term/news-training\)](#)

We were unable to load Disqus. If you are a moderator please see our [troubleshooting guide](#).

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Employee Name: Michael Grasso

Title of Training: Building a Dynamic Leadership Team

Dates: 6/19/13 9:30AM - 12PM

Description of the Training:

- Infusing Mission Value into Your Board Structure Presentation
- Legal Responsibilities
- Sample Board Leadership Bylaws
- Sample Board Officers Job Descriptions
- Sample Bylaw Provision for ED

How did the training advance your work-related skills and abilities?

Great information about leveraging Board assets, ensuring legal compliant with NY and IRA requirements for 501c3 organizations.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Subject: Fwd: Southern Tier Capacity Resources Now Available, Training Recap
Date: Thursday, June 20, 2013 4:30:51 PM Eastern Daylight Time
From: Michael Grasso
To: Michael Grasso

----- Forwarded message -----

From: Andrew Marietta, Central NY Regional Office, NYCON <amarietta@nycon.org>
Date: Thu, Jun 20, 2013 at 11:30 AM
Subject: Southern Tier Capacity Resources Now Available, Training Recap
To: mdg.grasso@gmail.com

Recap from "Building a Dynamic Leadership Team" and Resources Now Available

Thank You for Attending June 19th's "Building a Dynamic Leadership Team"

Offered as a part of the Southern Tier Capacity Building Program Sponsored by United Way of Broome County, The Stewart W. and Willma C. Hoyt Foundation, The Community Foundation for South Central New York, and Conrad and Virginia Klee Foundation

As a recap from the recent program, "Building a Dynamic Leadership Team: Leveraging your Management and Governance Assets," please find the presentation and support materials below. Also, any qualifying organization (must have had a board member in attendance) can now apply for the follow up resources, which include the Southern Tier Capacity Building Mini-Grant Program, Assessment Program, and the Quick Assistance Program. Please review the criteria for these programs below before applying. New this year, the Quick Assistance Program offers immediate assistance, which includes up to 4 hours of free technical assistance from NYCON staff. To apply, [click here](#). For more information, contact amarietta@nycon.org.

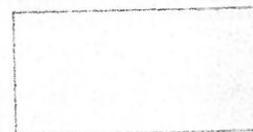
Here is the presentation and supporting documents from June 19th's "Building a Dynamic Leadership Team":

- [Building a Dynamic Leadership Team Presentation](#)
- [Building a Dynamic Leadership Team Scenarios](#)

Board Scan Now Available

In advance of the April 10th training, a **Board Scan** is being offered to help participants make the most of their participation. The **Scan** offers 20 questions to help you assess your Board's functioning. Use this Scan, attend the training and strengthen your Board.

Visit the NY Nonprofit Executive Directors Network...



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Employee Name: Annie Whitman (maiden name)

Title of Training: 2013 iBooks Hackathon

Dates: July 15, 2013

Description of the Training:

The goal of this "working conference" was to collaborate w/ other educators to create Common-Core aligned, interactive units. With a mix of instruction and hands-on practice, teachers learned to use interactive widgets, videos, immediate feedback tools, and many other helpful tips.

How did the training advance your work-related skills and abilities?

Having no previous knowledge of the iBooks program for iPad, this training provided a solid foundation to create a high-quality product. This will be a perfect tool for curating and distributing the Youth Voice curriculum into an interactive learning experience.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

THIS

Certificate of Completion

HAS BEEN CONFERRED IN

July of 2013

Annie Whitman, WSKG

AND DEMONSTRATES THAT THE BEARER
HAS PARTICIPATED IN THE

CHENANGO FORKS SCHOOL DISTRICT

2013 iBooks Hackathon

[Signature]

WORKSHOP PRESENTER

[Signature]

WORKSHOP PRESENTER

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Employee Name: Nancy Coddington

Title of Training: 2013 iBooks Hackathon

Dates: July 15-17, 2013

Description of the Training:

This was a three day conference on integrating technology into the classroom through the use and creation of iBooks platform. Teachers used current curriculum from their subject areas to create multi-media books that students can download and utilize in place of traditional text books. This allows the user to engage into a deeper level understanding of the content and appeals to different type of learners. I worked on transforming WSKG's Agnes teacher guide

into an interactive iBook for educators.

How did the training advance your work-related skills and abilities?

I learned the methodology and skills on creating multimedia interactive iBooks. I applied this knowledge by creating an iBook for WSKG's Agnes: The Flood of '72 Teacher Guide. This resource will be available for educators to download and access from WSKG's website.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

THIS

Certificate of Completion

HAS BEEN CONFERRED IN

July of 2013

Nancy Boddington, WSKG

AND DEMONSTRATES THAT THE BEARER
HAS PARTICIPATED IN THE

CHENANGO FORKS SCHOOL DISTRICT

2013 iBarks Hackathon

[Signature]

WORKSHOP PRESENTER

[Signature]

WORKSHOP PRESENTER

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Employee Name: JACKIE STAPLETON

Title of Training: iBooks Author Hackathon

Dates: 7/15 - 7/17 (2013)

Description of the Training:

Three day, conference-style workshop where participants learned iBooks Author software and best practices for creating digital textbooks.

How did the training advance your work-related skills and abilities?

I know have the working knowledge and skill set to build digital e-books, of interest to learners of all ages, that can augment WSKG projects.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

THIS

Certificate of Completion

HAS BEEN CONFERRED IN

July of 2013

*Jackie WSKG
Stapleton*

AND DEMONSTRATES THAT THE BEARER
HAS PARTICIPATED IN THE

CHENANGO FORKS SCHOOL DISTRICT

2013 iBooks Hackathon

CPA

WORKSHOP PRESENTER

CPA

WORKSHOP PRESENTER

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Employee Name: Teresa Peltier

Title of Training: Knight Center for Journalism in Americas MOOC - Data-Driven Journalism: The Basics

Dates: August 12, 2013 - September 16, 2013

Description of the Training:

This course aims to provide journalists, media practitioners and the general public with knowledge about what is data-driven journalism, the techniques behind this approach, how to present the story, and how this kind of journalism is impacting newsrooms and communities around the world.

How did the training advance your work-related skills and abilities?

Better understanding of how data is used in the media industry today, where to find data and the stories in the data, how to interview and clean the data, how to analyze the data and how to identify the proper presentation of the data with the story in order to better present WSKG stories (aka stories of the community) online.

More info here: <http://bit.ly/17qfq45>

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

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Employee Name: JACKIE STAPLETON

Title of Training: Conscious Discipline on a Shoestring

Dates: 9-24-13

Description of the Training:

This workshop provided four different perspectives regarding the Conscious Discipline curriculum approach to Early Learning education (classroom setting, informal education, agency, parent education).

How did the training advance your work-related skills and abilities?

This training provided insight to research-based early learning model and best practices that WSKG can apply to our youth-focused services. It was also a networking opportunity with Buome Co. area ECE leaders.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlicil.

Conscious Discipline on a Shoestring



Tuesday, September 24th 2013 – 1:00PM-4:30PM

Broome County Library – Decker Room

Please join us for a panel discussion about: how to put Conscious Discipline to work for you without breaking the bank! You have learned the techniques, now we would like to get together to share how you can use them, with little or no budget for implementation, no matter where you are!

This panel will include 5 agencies using Conscious Discipline; **in the classroom**, **with parents**, **on home visits** and **in community based organizations**.

They will share downloadable, homemade and practical material ideas to make sure that your program is a success! Break out groups will let you focus on your area of interest. We would love to hear any ideas that you might have too!

The program is FREE

Call: 607-778-2153 to register by 9/20/13 as space is limited

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Employee Name: Michael Grasso

Title of Training: Motivating Your Underwriting Staff

9/24/13 10:30-11:30 AM

Dates: Originally Presented: Thursday, January 24, 2013 Duration: 1 Hour

Description of the Training:

Presented by Corey Lewis, Station Manager, WBUR; Rebecca Doport, Director of Membership and Corporate Support, Wisconsin Public Radio; and Millie Adan-Garza, Vice President of Corporate Sponsorship, KERA/KXT

How did the training advance your work-related skills and abilities?

Discussion about performance-based payment structures. Year-end bonuses for team achieving goals. Salary v. commission discussion. All Boston reps make over 100,000\$ (which is out of normal national range.)

If you are not able to get a prospect on the air within 1 years, it's no longer your account. Maximum of 200 prospect accounts (does not include active) on any one rep list. Diversify account lists with regard to size and industry. Collaborative work space. Select accounts that have potential but have been unsuccessful -- assign them to other reps through a draft program (fun process we can do out of the office.) Have meetings in other areas rather than always at station.

Increases in digital sales in Houston. List of 150 cap on active and prospects per rep.

Underwriting week! Something like membership drive – give staff the opportunity to put businesses into a hat that they think should be on public radio. Give staff opportunities to ask questions of UW reps at a staff meeting. Sickora to talk about big successes at monthly staff meetings.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Subject: Confirmation: Motivating Your Underwriting Staff
Date: Wednesday, September 25, 2013 10:37:44 AM Eastern Daylight Time
From: Event Manager on behalf of Brooke Fuchs
To: Michael Grasso

 Virtual Event
<p>Motivating Your Underwriting Staff Presented by Corey Lewis, Station Manager, WBUR; Rebecca Dopart, Director of Membership and Corporate Support, Wisconsin Public Radio; and Millie Adan-Garza, Vice President of Corporate Sponsorship, KERA/KXT</p> <p>Originally Presented: Thursday, January 24, 2013 Duration: 1 Hour</p>
<p>Hello Michael Grasso,</p> <p>The recording of this event is now available.</p> <p>To view the recording please click on the following link: https://events.meetingbridge.com/join/?08112940653</p> <p>Please note: The recording requires a broadband internet connection. Playback might be "choppy" for dial-up users. Users who do not already have Adobe Flash Player installed will be prompted to install the free download.</p>
<p style="text-align: right;">Registrant Code: 08112940653</p>

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Employee Name: Michael Grasso

Title of Training: Webinar with NPR's CMO Emma Carrasco & National Public Media's CEO Steve Moss

Dates: 10/1/13 3:00 – 4:00 PM

Description of the Training:

Webinar covered different aspects of marketing and sales development from NPR & NPM.

How did the training advance your work-related skills and abilities?

This training provided an overview of appropriate marketing methods currently being used nationally for the purposes of outreach and audience development.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Subject: Reminder : Your Webinar is on Tuesday, October 1, 2013 3:00 PM - 4:00 PM EDT
Date: Monday, September 30, 2013 4:15:15 PM Eastern Daylight Time
From: NPR Webinar (2)
To: Michael Grasso

Webinar with NPR's CMO Emma Carrasco and National Public Media's CEO Steve Moss

JOIN WEBINAR

Join us on Tuesday, October 1, 2013 3:00 PM - 4:00 PM EDT

Dear Michael,

This message is to remind you that the following Webinar will take place Tuesday, October 1, 2013 3:00 PM - 4:00 PM EDT.

Webinar with NPR's CMO Emma Carrasco and National Public Media's CEO Steve Moss

1. Click here to join:

<https://www3.gotomeeting.com/join/238266078/106263613>

This link **should not be shared** with others; it is unique to you.

2. You will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

Or, you may select Use Telephone after joining the Webinar.

Toll: +1 (702) 489-0008

Access Code: 715-792-572

Audio PIN: Shown after joining the Webinar

Webinar ID: 238-266-078

Please send your questions, comments and feedback to: communications1@npr.org.

System Requirements

PC-based attendees

Required: Windows® 8, 7, Vista, XP or 2003 Server

Mac®-based attendees

Required: Mac OS® X 10.6 or newer

Mobile attendees

Required: iPhone®, iPad®, Android™ phone or Android tablet

Read our [Audio Checklist](#) for tips on using your computer's microphone and speakers with GoToWebinar.

[Add to your Outlook calendar](#)

You are receiving this email because you registered for this Webinar.
Please [cancel your registration](#) if you cannot attend. You can also [opt-out](#) from receiving further emails from this Webinar's organizers.

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GoToWebinar is a service provided by: Citrix Online | 7414 Hollister Avenue | Goleta, CA 93117

Subject: Thank you for attending "Webinar with NPR's CMO Emma Carrasco and National Public Media's CEO Steve Moss"

Date: Wednesday, October 2, 2013 4:28:16 PM Eastern Daylight Time

From: NPR Webinar (2)

To: Michael Grasso

Webinar with NPR's CMO Emma Carrasco and National Public Media's CEO Steve Moss

Dear Michael,

Thank you for attending our Webinar. We hope you enjoyed our event.

Please send your questions, comments and feedback to: communications1@npr.org.

You are receiving this email because you registered for this Webinar.
You can also [opt-out](#) from receiving further emails from this Webinar's organizers.
This event is powered by GoToWebinar, Webinars Made Easy™. View the [GoToWebinar Privacy Policy](#).
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Employee Name: JACKIE STAPLETON

Title of Training: Empowering Students to be Digital Citizens

Dates: 10-24-13

Description of the Training:

1 hour webinar hosted by Common Sense Media and EdWeb.net featuring research-based approaches to engaging youth with media in an educational capacity.

How did the training advance your work-related skills and abilities?

Information + strategies to support WSKG's youth media initiative.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

CERTIFICATE OF COMPLETION

Thursday, October 24, 2013

Empowering Students to be Digital Citizens

Presented by Kelly Mendoza, Sr. Manager of Professional Development, Common Sense Media and
Louisa Sullivan, Education Program Manager – NY, Common Sense Media

Name

Jackie Stapleton

Title/Organization

WSRG Public Media

All requirements for this program have been completed.

Number of hours completed: 1

Join the **Digital Citizenship** community at www.edweb.net/digitalcitizenship



edWeb.net is a professional learning community that makes it easy to participate in free online professional development - anytime, anywhere. Learn more and encourage your colleagues to join at www.edweb.net.

Co-hosted by



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Employee Name: Teresa Peltier

Title of Training: Google Analytics Academy Digital Analytics Fundamentals

Dates: October 29 - October 30

Description of the Training:

6 unit overview of Google Analytics, including conversions, goals, ecommerce, measurement plans, implementation, attribution, events, accounts/properties/views, filters, link tagging, audience reports, AdWords reports, keywords and more

How did the training advance your work-related skills and abilities?

Increased ability to setup, use and analyze Google Analytics data in order to achieve business objectives, discern user actions on site and track conversions (i.e. donations)

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

This certificate is awarded to

Teresa Peltier

for completing
the Google Analytics Academy course

Digital Analytics Fundamentals

October 2013

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Employee Name: Maureen Potter

Title of Training: _____

Dates: 11.20.13

Description of the Training:

Noilgen webinar: Healthcare

How did the training advance your work-related skills and abilities?

pointed out growing markets that may

offer underwriters

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Microsoft Office Outlook Web Access

Type here to search This Folder

Address Book Options Log Off

Mail Calendar Contacts Deleted Items (409) Drafts [36] Inbox (4703) Junk E-mail [26] Sent Items

Click to view all folders Manage Folders...

Reply Reply to All Forward Move Delete Junk Close

FW: Reminder: Nielsen Webinar Invitation - Insights into Action

Michael Grasso

You replied on 11/15/2013 12:18 PM.

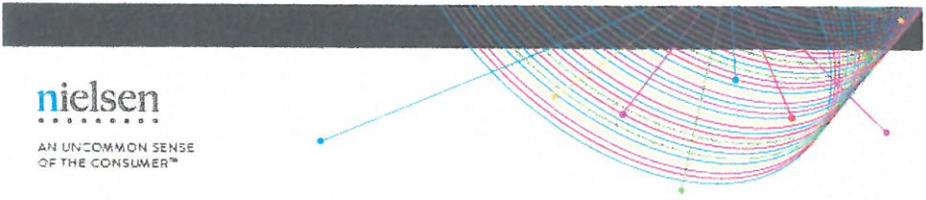
Sent: Friday, November 15, 2013 11:57 AM
 To: Vickie Conklin; Rebecca Potter

This might be a good webinar to register for. It's 2:00 on Wednesday of next week. I'll be unavailable, but I can set you both up with a space to watch it if there's interest. (I'd like for there to be interest. ;)

Michael Grasso.
 Manager of Corporate Sponsorship
 Coordinator of Arts and Culture Outreach
 WSKG Public Media
 601 Gates Road
 Vestal, NY 13850
 w. 607.729.0100
 f. 607.729.7328

From: Stacey Mosteller <SMosteller@WSKG.org>
 Date: Wednesday, November 13, 2013 4:03 PM
 To: Michael Grasso <mgrasso@wskg.org>
 Subject: FW: Reminder: Nielsen Webinar Invitation - Insights into Action

From: Nielsen Client Communications [<mailto:commni01@nielsen.com>]
 Sent: Wednesday, November 13, 2013 4:02 PM
 To: Nielsen Client Communications
 Subject: Reminder: Nielsen Webinar Invitation - Insights into Action



**NIELSEN LOCAL CLIENT WEBINAR:
HEALTHCARE**

Date: Wednesday, November 20, 2013
Time: 2pm Eastern/1pm Central
Cost: Complimentary
Speakers: **Andrew Mandzy**, Client Director, Nielsen
Alex Smith, Research Analyst, Nielsen

[REGISTER NOW!](#)

Please join us for the 12th edition of our "Insights Into Action" webinar on November 20th. Based on your feedback, this time we will focus on Healthcare.

Healthcare is a gigantic and complex category that includes key players such as Hospitals, Medical Services, Pharmaceutical and Insurance companies. The industry spent over \$2 Billion on **Local Media Advertising** in 2012 and is projected to increase spend further as we move into 2014. If you would like to better understand and engage in this category, please join your Nielsen Thought Leadership Team for insights on these topics and more.

If you have any questions regarding the "Insights into Action" series, please contact [Alex Smith](#).

Once registration is complete, a confirmation email will be sent to you directly.



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PROFESSIONAL DEVELOPMENT DOCUMENTATION

WSKG is required by the FCC to have available, in its EEO file, documentation of professional development opportunities that its employees have participated in. WSKG defines "professional development" as a conference, seminar, Webinar, or any other formal training that provides the employee an opportunity to acquire advanced work-related skills and abilities.

Employee Name: Vickie Conklin.

Title of Training: Grand Theft Underwriting Webinar

Dates: December 10, 2013

Description of the Training:

Webinar concerning FCC regulations on underwriting scripts, allowable and not allowable language, including PSAs, non-profits and for profits.

How did the training advance your work-related skills and abilities?

Clarified language that can and cannot be used in creating underwriting scripts.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Subject: FW: Recording available - Grand Theft Underwriting
Date: Monday, December 9, 2013 6:11:47 PM Eastern Standard Time
From: Michael Grasso
To: Vickie Conklin

Michael Grasso.
Manager of Corporate Sponsorship
Coordinator of Arts and Culture Outreach
WSKG Public Media
601 Gates Road
Vestal, NY 13850
w. 607.304.2385
f. 607.729.7328

From: June Fox <jfox@greaterpublic.org>
Reply-To: "jfox@greaterpublic.org" <jfox@greaterpublic.org>
Date: Monday, December 9, 2013 6:03 PM
To: Michael Grasso <mgrasso@wskg.org>
Subject: Recording available - Grand Theft Underwriting

Grand Theft Underwriting

Presented by John Crigler, Attorney, Garvey Schubert Barer and June Fox, Vice President for Station & Business Relations, Greater Public

Originally Presented: Tuesday, December 3, 2013

Duration: 1:15

Hello Michael,

The archived recording of our event **Grand Theft Underwriting** is now available for you to review.

You can access the slides for this webinar on the right side of this page (remember to log in):
<http://greaterpublic.org/r/greater-public-webinar-grand-theft-underwriting>

Use the link below to access the recording.

<http://events.meetingbridge.com/join/?08113554885>

Thank you for your interest.

Best regards,

June Fox

Greater Public

Email: jfox@greaterpublic.org

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Employee Name: Michael Grasso

Title of Training: Grand Theft Underwriting

Dates: 12/3/13 2:00 PM – 3:15 PM

Description of the Training:

Presented by John Crigler, Attorney, Garvey Schubert Barer and June Fox, Vice President for Station & Business Relations, Greater Public

Greater Public launches its new interactive game designed by John Crigler of Garvey Schubert Barer. The game, *Grand Theft Underwriting*, is designed to hone your skills in dealing with the legal framework for underwriting. The game starts with the basics but moves on to more controversial issues that require judgment calls and risk assessment. Be there for the debut and the test drive!

How did the training advance your work-related skills and abilities?

Great information about language restrictions. Comparable to what Greater Public has had in their site, but in a much more decisive format.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Subject: Confirmation: Grand Theft Underwriting
Date: Monday, December 2, 2013 1:52:35 PM Eastern Standard Time
From: Event Manager on behalf of June Fox
To: Michael Grasso

**GREATER
PUBLIC**

Virtual Event

Grand Theft Underwriting

Presented by John Crigler, Attorney, Garvey Schubert Barer and June Fox, Vice President for Station & Business Relations, Greater Public

Date: Tuesday, December 3, 2013

Time: 2:00 PM - Eastern Time (US & Canada)

(Central: 1:00 PM ♦ Mountain: 12:00 PM ♦ Pacific: 11:00 AM)

Duration: 1:15

Hello Michael Grasso,

You are registered for this event. To attend the event, please follow the Attendee Instructions below.

Attendee Instructions

[Download Outlook Appointment](#)

This event consists of a visual portion conducted via a web conference and an audio portion conducted via a teleconference. To join the event:

1. Dial one of the following access numbers from any touch tone phone:
 - **1 (866) 640-4044** (Toll-Free (US & Canada))
 - **+1 (678) 302-3554** (International Dial-in (Toll))

When prompted, enter **198821#** .

2. Click on the following link to open the web conference:
<https://events.meetingbridge.com/join/?08113554885>

To perform a System Check, please click [here](#).

Registrant Code: 08113554885

PROFESSIONAL DEVELOPMENT DOCUMENTATION

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Employee Name: Rebecca Potter

Title of Training: Grand Theft Underwriting

Dates: 12/3/13

Description of the Training:

Answering questions about what is permitted in
underwriting messages

How did the training advance your work-related skills and abilities?

helped develop critical thinking about
underwriting language

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Microsoft Office Outlook Web Access

Type here to search This Folder Address Book Options Log Off

Mail

Calendar

Contacts

Deleted Items (409)

Drafts [36]

Inbox (4703)

Junk E-mail [26]

Sent Items

Click to view all folders

Manage Folders...

Reply Reply to All Forward Move Delete Junk Close

Quick Webinar Survey - Grand Theft Underwriting

survey-noreply@smo.surveymonkey.com [survey-noreply@smo.surveymonkey.com] on behalf of bfuchs@greaterpublic.org via surveymonkey.com [member@surveymonkey.com]

Sent: Tuesday, December 03, 2013 3:27 PM

To: Rebecca Potter

Rebecca,

Thank you for attending the Greater Public webinar, "Grand Theft Underwriting".

Your opinions are important so please take 3 minutes to reply to our survey.
https://www.surveymonkey.com/s.aspx?sm=H5E8BalE68rNgqP8CtVXnA_3d_3d

You can access the handout for the webinar here:
http://greaterpublic.org/sites/default/files/2012*20HNW*20Study*20Executive*20Summary.pdf

Please note: This webinar was NOT recorded due to the proprietary nature of the content.

Thanks for your participation,

Brooke Fuchs
Greater Public Marketing Communications Coordinator

This link is uniquely tied to this survey and your email address. Please do not forward this message.

Please note: If you do not wish to receive further emails from us, please click the link below, and you will be automatically removed from our mailing list.
https://www.surveymonkey.com/optout.aspx?sm=H5E8BalE68rNgqP8CtVXnA_3d_3d

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Employee Name: Michael Grasso

Title of Training: Translating Ed Speak to Dev Speak

Dates: 12/10/13 2:00 PM – 3:00 PM

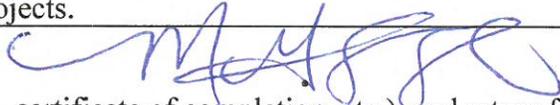
Description of the Training:

Presented by Jamie Annunzio Myers, PBS; Kill Kelling-Engstrom, WFSU/Tallahassee.

Helping departments work together for fundraising in PBS Learning Media.

How did the training advance your work-related skills and abilities?

I learned about how other stations handle underwriting outside of the Development department. I believe this training was intended more for Education Departments than Development Departments, but it was a good presentation that helped me understand the role of Education in fund raising for special projects.



Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.

Subject: Reminder : Your Webinar is on Tuesday, December 10, 2013 2:00 PM - 3:00 PM EST
Date: Tuesday, December 10, 2013 1:11:26 PM Eastern Standard Time
From: GoToWebinar.Notifications@citrixonline.com
To: Michael Grasso



PBS KIDS Fundraising Project - Translating Ed Speak to Dev Speak

JOIN WEBINAR

Join us on Tuesday, December 10, 2013 2:00 PM - 3:00 PM EST

Dear Michael,

This message is to remind you that the following Webinar will take place Tuesday, December 10, 2013 2:00 PM - 3:00 PM EST.

PBS KIDS Fundraising Project - Translating Ed Speak to Dev Speak

1. Click here to join:

<https://www2.gotomeeting.com/join/352343610/106394359>

This link **should not be shared** with others; it is unique to you.

2. You will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

Or, you may select Use Telephone after joining the Webinar.

Toll: +1 (415) 655-0051

Access Code: 736-494-965

Audio PIN: Shown after joining the Webinar

Webinar ID: 352-343-610

Please send your questions, comments and feedback to: cwalz@pbs.org.

System Requirements

PC-based attendees

Required: Windows® 8, 7, Vista, XP or 2003 Server

Mac®-based attendees

Required: Mac OS® X 10.6 or newer

Mobile attendees

Required: iPhone®, iPad®, Android™ phone or Android tablet

Read our [Audio Checklist](#) for tips on using your computer's microphone and speakers with GoToWebinar.

[Add to your Outlook calendar](#)

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1-21-14

PROFESSIONAL DEVELOPMENT DOCUMENTATION

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Employee Name: Michael Grasso
Title of Training: U.S. Focus: WHAT'S IN STORE 2014: Winning the Elusive Consumer
Dates: 1/21/14 12:00 PM – 1:00 PM

Description of the Training:

presented by Nielsen

Discussion about the state of the US economy and how it relates to the sales industry.

How did the training advance your work-related skills and abilities?

Job growth / consumer confidence / housing market all good. // Tax increases, gas prices, fiscal imbalance all bad. 48% living comfortably but 52% saying that they can afford the basics: it's mindset. // People are willing to pay for premium services.

Please attach documentation (flyer, agenda, certificate of completion, etc.), and return form to Rebecca Vytlačil.



Streaming Media from Nielsen

LIVE 40

Video Materials Q&A Help



GAIN A GREATER SHARE OF THE FRAGMENTED WALLET

Announcements

Refresh the interface if you experience any of the following issues:

- Audio or video problems
- Slides are not syncing correctly

January 21st, 2014 11:40:34 am

Join us on Twitter! Today's hashtag is [Whatsinstore](#).

January 17th, 2014 4:16:42 pm

Thank you for joining this live webinar brought to you by Nielsen. The program is scheduled to begin on Tuesday, September 17th at 12:00pm ET.

If you are not automatically connected at the start time please press F5 to refresh your interface.

Audio will be provided via your computer speakers, but if you do need to dial in at any point, please use the following number: 1 (817) 983-7419

If you have any questions or technical difficulties, please feel free to **contact us**.

