

KRTV / KXLH
OUTREACH ACTIVITIES
12/1/07 -11/30/08

Continuing Education

As a member of Society for Human Resource Management Connie Walter, Business Manager attended the following seminars:

How to Dismiss Employees the Montana Way- Curtis Thompson

Put the right people in the right job- Ray Larson

Use vendors to improve employee retention- Gene Bern

Fraud and its effect on Human Resources - Marie Bray

The information derived from these seminars was passed on to KRTV/KXLH employees at each level of management to insure compliance with equal employment rules and guidelines.

Scholarship Program

KRTV/KXLH participates in the MBA Scholarship program. KRTV/KXLH runs ads encouraging students to look for a career in broadcasting and apply for the scholarship. Money is then donated to Montana Broadcasters to fund the scholarship. The MBS Scholarships include: The Joe Durso memorial Scholarship at the University of Montana, Missoula; the MSU/MBA Scholarship at Montana State University, Bozeman; the MBA Diversity Scholarship, available at any state college or university in Montana; the MBA Engineering Scholarship at the Helena College of Technology; the Billings Broadcasters/MBA Scholarship at MSU-billing and the Great Falls Broadcasters/MBA Scholarship which is available for study at any state college or university in Montana.

Internship Program

KRTV does have an internship program, but did not have any participants during this time period.

Employer Expo

On April 1, 2008 KRTV participated in the University of Great Falls Employer Expo.

The KRTV booth was staffed by Connie Walter, Business Manager for KRTV. We didn't have any job openings at that time but did list the following.

Listing of broadcast professions

Cordillera Communications book of current and past job posting

A video presentation of the power of television advertising
Banner to identify KRTV Communications, Inc

Heath Heggem attended the Dutton Career Fair in Dutton Wednesday April 9, 2008.

He put on a presentation on being a news anchor. 8 kids attended his session. His presentation included video and scripts of our bill Clinton coverage. Giving the students a chance to see how the show is produced.

Broadcast Compliance Services

KRTV/KXLH utilizes Broadcast Compliance Services for outreach and recruiting. This service maintains a data base of over 10,000 resources for outreach during hiring.