

**EXHIBIT C**

**KTHV EMPLOYMENT UNIT  
2014 FCC Audit Response**

**Supplemental Outreach Initiatives  
1/22/2012 - 1/21/2013 Period**

## Summary of Prong 3 Outreach Initiatives between 1/22/2012 to 1/21/2013

Sl.No.	Date	Activity Type	Points
1	10/23/2012	Participation in events or programs sponsored by educational institutions  <b>Description:</b> On 10/23/2012, the Director of Technology participated in an advisory board for ITT Technical Institute. The Director of Technology advised the school about technical skills needed in the broadcast industry and discussed improvements to the school's programs.	.25
2	06/25/2012	Participation in events or programs sponsored by educational institutions  <b>Description:</b> The station supported through a grant from the Gannett Foundation, Pulaski Technical College's Arkansas Teen College June 25 through June 29, 2012. This program provided middle and high school youth from central Arkansas a chance to receive instruction in digital media production and create a short video and thus exposing them to various career options in the media field.	.25
3	05/29/2012	Participation in scholarship programs  <b>Description:</b> As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, KTHV through the Gannett Foundation, funded scholarships with the University of Arkansas at Little Rock. This scholarship will provide awards to UALR School of Mass Communications students in their junior or senior year with an interest in Multimedia Journalism.	1.00
4	02/01/2012	Establishment of training programs for station personnel  <b>Description:</b> Gannett Leadership Program- 2 managers attended Gannett Leadership Program for mid-level managers. This training is designed to provide managers with enhanced leadership skills to lead their respective operations. Four key areas focused on were: Building Gannett Leadership Competencies, Engaging Employees, Leading Change and Leading Innovation. The program is launched with sessions that were held over a three day period followed by quarterly web based educational sessions.	1.00
5	02/01/2012	Establishment of an intern program designed to assist members of the community  <b>Description:</b> KTHV's internship program offers college juniors and seniors the opportunity to have hands on experience in a professional broadcast organization so they gain the necessary work skills needed to later obtain employment in the broadcast industry. Internships are generally available in the News, Sports, Promotions, and Operations departments. Interns are selected based on their application, relevant coursework, work experience, and references. In order to be eligible, students must receive college credit. Internships are available year-round and generally last one semester. During the reporting period, we had 14 interns in News and 1 intern in Promotions/Sales. 7 interns came from the University of Central Arkansas, 1 from Harding University, 1 from Jackson State University and 2 each from Arkansas State University, the University of Arkansas and Arkansas Tech University.	1.00

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6	02/01/2012	Participation in scholarship programs	1.00
		<b>Description:</b> As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2012 we supported the Emma L. Bowen Foundation through a grant from the Gannett Foundation Media Fund. This grant is for the Emma L. Bowen Foundation for minority interests in media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	
7	01/30/2012	Provision of training to management	1.00
		<b>Description:</b> January 30 – February 1, 2012: President and General Manager attended the Gannett Corporate Strategic Planning meeting in McLean, VA. May & June 2012: Five station managers completed the Gannett online Ethics and Insider Trading policy course. June 2012: News Director and Executive Producer attended the Gannett News Director/Winning in News meetings at Gannett Corporate headquarters in McLean VA. June 2012: President/General Manager attended the Gannett General Manager meetings at Gannett corporate headquarters in McLean, VA. June 26 – 29, 2012: Marketing Director attended the Promax 2012 Station Summit. It was a four-day gathering where networks, station groups, syndicators and local broadcasters discuss the issues, trends, and emerging business opportunities driving success in local television. October 2 & 3, 2012: The General Sales Manager traveled to Gannett station KUSA in Denver to observe and learn from their sales operations. She reviewed Gannett processes in sales and traffic, pricing and inventory management. December 10 & 11, 2012: The General Sales Manager traveled to Phoenix to meet with other Gannett sales executives to learn about the many digital products available. Topics included sales vision, website/landing pages, SEO/SEM, social and display advertising and how best to present these products to our customers.	

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8	01/30/2012	<p>Participation in other activities designed by the station employment unit</p> <p><b>Description:</b></p> <p>KTHV employees conduct station tours, speak in public forums and school visits to inform the community and students of our operations and for them to learn more about the many roles, jobs and career paths in Broadcasting. The chief meteorologist met with students and discussed weather, meteorology and broadcasting careers on the following dates: March 29- East End Intermediate school 130 4th graders April 4- Weather talk at Museum of Discovery April 24- Chenal Elementary-100 4th graders April 26- Cabot Jr. High South-100 5th graders May 2- Museum of Discovery Weather talk to 50 4th graders from Magnet Cove Elementary May 24- Disability Talk in Hot Springs June 5- Benton Rotary Oct 24- Bayou Metro El- 50 4th graders Dec 11- 25 cub scouts tour station The morning meteorologist met with students and discussed weather, meteorology and broadcasting careers on the following dates: Feb 2nd - School Weather Talk at Sylvan Hill Elementary - North Little Rock March 13th - School Weather Talk at Jim Stone Elementary - Conway March 15th - School Weather Talk at Little Rock Christian Academy - Little Rock March 29th - School Weather Talk at Little Rock Christian Academy - Little Rock April 5th - Bryant Elementary School Talk April 24th - School Weather Talk at Ida Burns Elementary in Conway June 21st - Summer School Talk at St. Marks in Little Rock Sept. 7th - School Breakfast Visit - Conway Sept. 7th - School Weather Talk at Little Rock Christian Academy - Little Rock Oct 11th - BWT - Blue Ribbon Celebration - Little Rock Oct 25th - Blue Ribbon Celebration - Forest Park Little Rock Nov 9th - BWT at Riverview/Kensett - School Talk November 7, 2012: The executive producer hosted the journalism class from Central Baptist College in Conway for a tour of the station and to watch the 5 p.m. newscast. She talked to them about careers, how the station operates, how the newscasts are developed and about several technological advancements we made in the last year. The weekend anchor/reporter had the following activities with area schools and groups: Forest Park Elementary-volunteered through Junior Achievement and taught lesson plans on how cities zone the areas of the city and jobs that are available. The students also had a chance to ask and learn about jobs in broadcasting. Dates of this activity were March 8, March 15, March 22, March 29 and April 12, 2012. April 19, 2012-North Little Rock Rotary Club. Guest speaker and spoke about the news industry. . Nov. 15, 2012- Hosted a job shadow at KTHV following the Anchor/Reporter for the day. The shadowing person has a bachelor's degree in Journalism and Mass Communication and a master's in Education. He uses a wheel chair and needs an adaptive computer to enable him to write. Dec. 13, 2012, -Emceed the Disability Mentoring Luncheon at the state capitol. Oct. 17, 2012, - Emceed Disability Awareness Day at the State Capitol. Talked about the power of words in the media and using words that are not degrading to people with disabilities. Jan. 18, 2013 - Emceed for the Foreign Language Festival for Lisa Academy and Arkansas School for the Deaf. Other station employees: April 9, 2012 - Station reporter participated in Harding University Communications department's ComMonday event. Topics discussed included jobs and internships: how to find them, who to contact, personal experiences on the job market, and any tips for students. Sept 14, 2012 - The sales lead generator and regional account executive hosted a Broadcast Advertising class from Harding University. There were 8 students and their instructor. They toured the studio and newsroom and met to discuss television sales, digital marketing options and the dramatic changes in media over the past few years. They also received internship and career advice.</p>	1.00

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9	01/30/2012	<p>Establishment of training programs for station personnel</p> <p><b>Description:</b></p> <p>February 8th &amp; 9th – The Sales Department took part in a Yahoo Sales training course. February 15th– The Sales Department completed a Kantar training course. Kantar is a market comparison analysis service and software. It is used by the staff to find additional sales opportunities and evaluate our share of market verses the competition in the area. February 15th– 7 members of KTHV's News Operations staff completed a training course for Live U Backpacks. March 7th &amp; 8th- Sales department and other managers participated in a seminar presented by Jim Doyle and Associates. The focus of the seminar was on how to build partnerships with our clients and generate revenue. April 10th &amp; 11th- 5 members of the KTHV News Department along with 3 members of the Operations staff completed a News Ticker training seminar. April – The IT manager participated in Element K training module named CAPM® Certification: 4th Ed. - Understanding Project Management Fundamentals May 30th– The Sales Department completed a Wide Orbit Sales Update training course. June 10th–11 members of the KTHV Sales Department completed a Gannett SEO/SEM/PayPerClick training course. June 19th – 22nd– The Sales Department took part in a Gannett Local Social Media/SEO/SEM training course. June – September – Photojournalist trained on SNG truck operations. July 17th &amp; 18th– The Sales Department completed a Wide Orbit 3.0 Version training course. This was training on a major release of the sales management system. July 31st– The Sales Department attended a Digital Training course for Overcoming Objections. August 10th – The entire Sales Department and 13 members of the KTHV News Department attended Twitter training seminar. August 13th– 15th –13 members of the KTHV Sales Department completed training course on a client relationship management tool named One Domain. August 28th– The entire Sales Department completed a training course for in a Yahoo Mobile. September 12th &amp; 13th- The KTHV Digital Content Manager attended a Digital Content Management training course at KSDK in St. Louis, MO. September 14th -16th- A KTHV Reporter attended a Video Workshop entitled "Ignite your Passion: Next Generation" in Minneapolis, MN. The workshop, sponsored by the National Press Photographers Foundation focused on developing storytelling and editing skills for photojournalists. September 17th &amp; 18th – Meteorologist from Gannett station WKYC in Cleveland met with the station's new weekend weather anchor. They discussed presentation of the weather on air, graphics creation, etc. to improve the new weather anchors skills. October – Photojournalist trained on Live truck safety and operations. January 14th – 16th 2013 – The EP and morning director traveled to Gannett station KSDK to train on a new graphics program to be installed at the station.</p>	1.00
<b>Total Points:</b>			7.50





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1	10/09/2013	Participation in events or programs sponsored by educational institutions	.25
		<b>Description:</b> The station's General Sales Manager and the Digital Sales Manager attended the Sales and Marketing Executive Inc. meeting and interacted with students from Arkansas Tech University. They discussed with the students types of classes and experiences that would be helpful as they consider a career in media.	
2	04/22/2013	Participation in scholarship programs	1.00
		<b>Description:</b> As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, KTHV through the Gannett Foundation, funded scholarships with the University of Arkansas Foundation, Inc. specifically for the University of Arkansas at Little Rock to support students studying Mass Communications.	
3	04/19/2013	Participation in events sponsored by community groups	.25
		<b>Description:</b> KTHV partnered with the National Association of Black Journalist by supporting the Region 5 Conference in Little Rock AR. This 2 day conference included journalism workshops featuring media professionals and educators. Workshops were offered in the following areas: radio production and programming, print journalism, television news reporting, social media and career preparation. Students had the opportunity to participate in a print boot camp or a broadcast boot camp.	
4	02/01/2013	Provision of training to management	1.00
		<b>Description:</b> The station provided training opportunities to various staff in order to improve skills and to qualify to high positions. April 1-4, 2013 The General Manager, News Director and Promotions Manager participated in Gannett's News Director and Marketing Manager Meetings in McLean, VA. Some topics covered included growing and nurturing star employees, sales force growth, and 9 Areas of Focus for news content. April 17, 2013 Director of Technology went to a sister station in Columbia SC. The purpose was to review the stations operations department, reviewing for best practices and process improvements that could be used at the station. June 18-21, 2013 The Digital Sales Manager attended Digital Sales Manager training in Atlanta. Training included SPIN selling and Integrated Selling Solutions. June 24-28, 2013 Promotions Producer attended annual Promax marketing conference in Las Vegas focused on improving the marketing and promotions of broadcasting. August 1-3, 2013 The General Sales Manager traveled to Gannett sister station WZZM in Grand Rapids, MI to observe and learn from their sales operations. The GSM reviewed pricing, inventory management and budgeting processes. October 16-19, 2013 The Social Media Coordinator traveled to Atlanta, GA to attend the Online News Association training. Topics included how to use and improve on-line and social media journalism. January 20 -23 2014 The General Manager attended the Gannett General Managers conference. The future of the industry and the company were some of the items discussed.	

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5	02/01/2013	<p>Establishment of training programs for station personnel</p> <p><b>Description:</b></p> <p>KTHV-TV offers numerous training opportunities both on-site and off-site to allow employees the opportunity to improve their job skills and to qualify for higher-level positions. During the reporting period, training classes have been attended by employees in Sales, News, Operations, G &amp; A and Marketing, as follows including the number trained in parentheses: March 14, 2013 Television Bureau of Advertising - Professional Communications and Technology Coaching (9) June 20 - 23, 2013 Investigative Reporters and Editors conference was attended by the AM Anchor/Reporter. The purpose was to learn the skills necessary to build an investigative culture in the newsroom. Seminars covered how to use data as the foundation for investigative stories, using data to provide context, the legal consideration of investigative reporting, how to bring an investigative culture to the newsroom and other related topics. (1) June 24 - 26, 2013 AM Anchor attended the Poynter Institute's reporter's workshop. This week long workshop focused on improving interview skills, helping the reporter get the most of the interview, improve interview questions, develop better listening skills, etc. (1) July 1-4, 2013 Weekend meteorologist traveled to our sister station to be mentored by WKYC Meteorologist. (1) July 18-20, 2013 Arkansas Broadcasters Association Convention (11) August - November 2013 Television Bureau of Advertising P1 Selling self-paced training (4) September 25-26, 2013 Sales Department Managers and Account Executives participated in the DMS Product and Positioning Training seminar led by Wilten Haynes, Trainer, Director, Digital Development &amp; Training, Gannett. (16) September 29, 2013 Arkansas Broadcasters Association Producers Workshop (2) October 24, 2013 Television Bureau of Advertising - Time Management (9) Feb - Dec 2013 IT Manager completed Skillsoft online training module titled Project Management - Integrated Initiation and Planning</p>	1.00
6	02/01/2013	<p>Participation in other activities designed by the station employment unit</p> <p><b>Description:</b></p> <p>KTHV employees conduct station tours, speak in public forums and school visits to inform the community and students of our operations and for them to learn more about the jobs and careers in Broadcasting. Examples include: The chief meteorologist discussed weather, meteorology and broadcasting on the following dates: Feb 6 - Hazen Elementary 30 4th graders April 4 - Saline County Boys and Girls Club Career talk April 24 - Holy Souls School - Weather Talk May 8 - NLR Catholic Academy - Weather Talk May 16 - Camp Aldersgate Seniors Group - Weather Talk The morning meteorologist discussed weather, meteorology and broadcasting on the following dates: Jan 30 - Pike View Elementary - NLR Weather unit April 1 - Little Rock Christian - 3rd Grade Severe Wx Unit April 2 - Cabot Westside El. Severe Weather Unit March 16 - Little Rock Christian - 3rd Grade Severe Wx Unit November 4 - Little Rock Christian - 4th Grade Weather discussion on the Water Cycle April 19 The station's research assistant helped a group of 6 Harding University students with their capstone class in advertising. Their assignment was to build an advertising campaign, including placement strategy, for a local business and present it to their 'client'. Some of the topics we covered included: knowing your client's demo, reach and frequency benefits of a long campaign, pricing strategy and media mix strategies for different demos. The community relations and social marketing coordinator hosted station tours for high school and collage students whose classes were related to journalism.</p>	1.00

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7	02/01/2013	<p>Establishment of an intern program designed to assist members of the community</p> <p><b>Description:</b></p> <p>KTHV's internship program offers college juniors and seniors the opportunity to have hands on experience in a professional broadcast organization so they gain the necessary work skills needed to later obtain employment in the broadcast industry. Internships are generally available in the News, Sports, Promotions, and Operations departments. Interns are selected based on their application, relevant coursework, work experience, and references. In order to be eligible, students must receive college credit. Internships are available year-round and generally last one semester. During the reporting period, we had 9 interns in News. 2 interns came from the University of Central Arkansas, 1 from the University of Arkansas at Pine Bluff, 2 from Ouachita Baptist University, 2 from Hendrix College, 1 from the University of Alabama and 1 from Henderson State University.</p>	1.00
<b>Total Points:</b>			5.50