



**FOX 2/WJBK**

**Annual EEO Public File  
Report**

**Coverage Period:  
June 1, 2022 – May 31, 2023**

## **FOX 2/WJBK** **RECRUITMENT SUMMARY INFORMATION**

**Coverage Period:** June 1, 2022 to May 31, 2023

**Station's Comprising Station Employment Unit:** WJBK

<b>Section 1: Vacancy Information</b>		
<b>Full-time Positions Filled by Job Title</b>	<b>Recruitment Source of Hire</b>	<b>Date of Hire</b>
News Producer	WJBK Website	06/20/2022
Assignment Editor	WJBK Website	06/20/2022
News Photographer (Union Position)	WJBK Website	07/08/2022
Anchor/Reporter (Union Position)	WJBK Website	07/11/2022
News Reporter (Union Position)	WJBK Website	08/01/2022
News Producer	WJBK Website	08/04/2022
News Producer	WJBK Website	08/22/2022
News Photographer (Union Position)	Employee Referral	09/26/2022
News Producer	Employee Referral	10/10/2022
Newscast Director (Union Position)	WJBK Website	10/17/2022
News Reporter (Union Position)	WJBK Website	11/01/2022
News Producer	WJBK Website	12/19/2022
Sales Assistant	Employee Referral	12/27/2022
News Producer	WJBK Website	03/13/2023
Meteorologist	WJBK Website	04/24/2023
Account Executive	WJBK Website	05/01/2023

Total Number of Persons Interviewed During Applicable Period: **62**

## Section 2: Recruitment Source Information

Recruitment Source (Company, Address, Telephone #, Contact Person)	Total Number Of Interviewees This Source Has Provided During this Period (If Any)	Full-time Positions For Which Source Was Utilized
Internal Job Postings Workday Career Section FTS Stations		Promotion Producer Digital, Account Executive, Traffic Assistant, Director of Engineering, Accounting & Finance Manager, Newscast Director (UNION POSITION), Relief Technician (UNION POSITION), Reporter/Anchor (UNION POSITION), News Photographer (UNION POSITION), News Photographer (UNION POSITION), Engineering Technician (UNION POSITION), Production Stagehand, (UNION POSITION), Human Resources Director, News Photographer (UNION POSITION), IT Assistant, Assignment Content Creator Manager, Research Director, News Executive Producer FOX Careers Website <a href="http://www.foxcareers.com">www.foxcareers.com</a> ,
FOX Careers Website <a href="http://www.foxcareers.com">www.foxcareers.com</a>		Promotion Producer Digital, Account Executive, Traffic Assistant, Director of Engineering, Accounting & Finance Manager, Newscast Director (UNION POSITION), Relief Technician (UNION POSITION), Reporter/Anchor (UNION POSITION), News Photographer (UNION POSITION), News Photographer (UNION POSITION), Engineering Technician (UNION POSITION), Production Stagehand, (UNION POSITION), Human Resources, Director, News Photographer (UNION POSITION), IT Assistant, Assignment Content Creator Manager, Research Director, News Executive Producer, FOX Careers Website <a href="http://www.foxcareers.com">www.foxcareers.com</a>
WJBK Career Board		Promotion Producer Digital, Account Executive, Traffic Assistant, Director of Engineering, Accounting & Finance Manager, Newscast Director (UNION POSITION), Relief Technician (UNION

		POSITION), Reporter/Anchor (UNION POSITION), News Photographer (UNION POSITION), News Photographer (UNION POSITION), Engineering Technician (UNION POSITION), Production Stagehand, (UNION POSITION), Human Resources Director, News Photographer (UNION POSITION), IT Assistant, Assignment Content Creator Manager, Research Director, News Executive Producer FOX Careers Website <a href="http://www.foxcareers.com">www.foxcareers.com</a>
Email All Job Posting to: WJBK Detroit (All WJBK Employees) WJBK <a href="mailto:Detroit@fox.com">Detroit@fox.com</a>		

In addition to the above recruitment source information, job openings are sent to the Human Resources contact for each owned and operated FOX Television Stations nationwide in an effort to increase the opportunity for company internal promotions and expand the recruiting area.

**All FOX O&O Human Resources Station Contacts:**

KTTV/KCOP-TV 1999 S. Bundy Drive Los Angeles, CA 90025 <a href="mailto:Denise.Rosas@fox.com">Denise.Rosas@fox.com</a>	WFLD/WPWR 205 N. Michigan Avenue Chicago, IL 60601 <a href="mailto:Shartrise.Dixon@fox.com">Shartrise.Dixon@fox.com</a>	WTFX-TV 330 Market Street Philadelphia, PA 19106 <a href="mailto:Adrienne.Pritchett@fox.com">Adrienne.Pritchett@fox.com</a>
KDFW/KDFI 400 N. Griffin Street Dallas, TX 75202 <a href="mailto:Nicole.Robles@fox.com">Nicole.Robles@fox.com</a>	WAGA-TV 1551 Briarcliff Road, NE Atlanta, GA 30306 <a href="mailto:Regina.Davis@fox.com">Regina.Davis@fox.com</a>	KRIV/KTXH 4261 Southwest Freeway Houston, TX 77027 <a href="mailto:Tracey.Rivers@fox.com">Tracey.Rivers@fox.com</a>
WJBK 16550 W. Nine Mile Road Southfield, MI 48075 <a href="mailto:Dalina.Hayes@fox.com">Dalina.Hayes@fox.com</a>	KSAZ-TV/KUTP 511 W. Adams Street Phoenix, AZ 85003 <a href="mailto:Heather.Hanson@fox.com">Heather.Hanson@fox.com</a>	WTTG/WDCA 5151 Wisconsin Avenue NW Washington, DC 20016 <a href="mailto:Murphy.Baker@fox.com">Murphy.Baker@fox.com</a>
KMSP/WFTC 11358 Viking Drive Eden Prairie, MN 55344 <a href="mailto:Kate.O'Hara@fox.com">Kate.O'Hara@fox.com</a>	WOFL/WRBW/WOGX 35 Skyline Drive Lake Mary, FL 32746 <a href="mailto:Iraida.Morillo@fox.com">Iraida.Morillo@fox.com</a>	KTBC 119 E. 10 <sup>th</sup> Street Austin, TX 78701 <a href="mailto:Lisa.Cordes@fox.com">Lisa.Cordes@fox.com</a>

KTVU/KICU-TV 2 Jack London Square Oakland, CA 94607 <a href="mailto:Danielle.Houston@fox.com">Danielle.Houston@fox.com</a>	FOX Stations Sales 205 East 67 <sup>th</sup> Street New York, NY 10065 <a href="mailto:Bonnie.Yuen@fox.com">Bonnie.Yuen@fox.com</a>	WTVT 3213 W. Kennedy Blvd. Tampa, FL <a href="mailto:Iris.Sierra@fox.com">Iris.Sierra@fox.com</a>
TVHO 1211 Avenue of the Americas New York, NY 10036 <a href="mailto:Heather.Frascella@fox.com">Heather.Frascella@fox.com</a>	KCPQ/KZJO 1813 Westlake Avenue, N. Seattle, WA 98109 <a href="mailto:Tracy.Rivers@fox.com">Tracy.Rivers@fox.com</a>	WITI 90001 N. Green Bay Road Milwaukee, WI 53209 <a href="mailto:Julie.Bednarek@fox.com">Julie.Bednarek@fox.com</a>

Fox2detroit.com serves the community in a number of powerful ways. It provides Metro Detroiters/Michiganders with the latest news, weather and traffic information. Severe weather alerts are sent directly to viewers' emails along with breaking news and traffic emergencies. In addition, its community section has a list of public events and allows users to interact with each other in the form of blogs, discussion boards and through sharing of photos/videos. There is a dedicated page devoted to The Job Shop, that is renown in the area for its wealth of job search information, including coaching, resume writing, interview skills and, of course, job listings, which is fully interactive with the community. News and information is widely disseminated through this vital and active tool. Station information on fox2detroit.com includes: internship program, the aforementioned job listings, community events and activities throughout the viewing area, the Public File information and more. Our web also has direct links to many national and local sites. WJBK FOX 2's website attracts approximately **371,907** page views per day and approximately **100,982** unique visitors each day.

<b>COLLEGES, UNIVERSITIES &amp; OTHER</b> (Company, Address & Contact Person)	<b>Total Number of Interviews</b> This Source Has Provided During This Period (If Any)	<b>Full-time Positions For Which Source Was Utilized</b>
<b>Dr. Jeffrey S. Smith,</b> <b>Ass't Professor,</b> <b>Internship Coordinator,</b> Central Michigan University 306 Moore Hall, Mt. Pleasant, MI 48859	0	All Positions
<b>Lawrence Technological University</b> 21000 West 10 Mile Road Southfield, MI 48075-1058	0	All Positions
<b>Dr. Denise B. Maybank</b> Michigan State University 153 Student Affairs Bldg. East Lansing, MI 48824-1113	0	All Positions

<b>L.A. Dickerson, Journalism Department</b> Michigan State University 343 Communications Arts & Science Bldg. East Lansing, MI 48224-1212	0	All Positions
<b>Intern Coordinator, Dept. of Telecommunications</b> Michigan State University 409 Communications Arts & Sciences Bldg. East Lansing, MI 48224-1212	0	All Positions
<b>Carol Anne Ketelsen, Career Consultant</b> Oakland University Career Services 154 North Foundation Hall Rochester, MI 48309-4401	0	All Positions
<b>Dr. Valerie Palmer-Mehta, Internship Director</b> Oakland University 2200 N Squirrel Rd. Rochester, MI 48309-4401	0	All Positions
<b>Dr. Marilyn Kritzman Department of Communications</b> Western Michigan University 319 Sprau Tower Kalamazoo, MI 49008	0	All Positions
<b>Melissa Samuels, Assistant Director Work Experience &amp; Placement Services</b> Marygrove College 8425 W. McNicholas Detroit, MI 48221	0	All Positions
<b>Mary Lytle Program Director</b> Livingston Mediation Center 123 E. Washington, Box 138 Howell, MI 48843	0	All Positions
<b>Ingrid Kroeger, Co-op &amp; Internship Coordinator</b> Madonna University 36600 Schoolcraft Livonia, MI 48150-1173	0	All Positions
<b>Katie Peters, Placement Advisor</b> Specs Howard School of Broadcast Arts 19900 W. Nine Mile Road Southfield, MI 48075	0	All Positions

<b>Dick Kernan, VP of Industry Relations</b> Specs Howard School of Media Arts 19900 W. Nine Mile Road Southfield, MI 48075	0	All Positions
<b>Dr. Carolyn Kraus, Internship Coordinator, Humanities</b> University of Michigan Dearborn 4901 Evergreen Road Dearborn, MI 48128	0	All Positions
<b>Dr. Anthony McGill</b> University of Michigan Flint 4116 William S. White Bldg. 303 E. Kearsley St. Flint, MI 48502-2186	0	All Positions
<b>Alicia Nails, Director, Journalism Institute for Media Diversity</b> , Wayne State University 559 Manoogian Hall Detroit, MI 48201	0	All Positions
<b>Wayne County Community College</b> <b>Jonathan Cartwright</b> 801 W. Fort Street Detroit, MI 48213	0	All Positions
<b>Dr. Geoffrey Hammill, Internship Coordinator</b> Department of Communications Eastern Michigan University 714 E. Pray-Harrold Ypsilanti, MI 48197	0	All Positions
<b>Barbara J. Jones, Sr. Corp. Relations Manager</b> Eastern Michigan University 200 McKenny Hall Ypsilanti, MI 48197	0	All Positions
<b>Ebony Jones, Sr. Corp. Relations Manager</b> Eastern Michigan University 200 McKenny Hall Ypsilanti, MI 48197	0	All Positions
<b>Richard Berman</b> Center for Career & Professional Development Kalamazoo College 1200 Academy Street Kalamazoo, MI 49007	0	All Positions

<b>Kimmerly S. Piper-Aiken, Ass't Professor of Journalism</b> Wayne State University 565 Manoogian Detroit, MI 48201	0	All Positions
<b>Connie Morcom, Ass't Professor</b> Television & Digital Media Production Ferris State University 1349 Cramer Circle, BIS 303 Big Rapids, MI 49307-2737	0	All Positions
<b>Career Services Office</b> Grand Valley State University 290 Lake Superior Hall Allendale, MI 49401	0	All Positions
<b>Euphemia Franklin</b> Southeastern Michigan Indians, Inc. 26641 Lawrence Centerline, MI 48015	0	All Positions
<b>Alison Vaughn, Executive Director</b> Jackets for Jobs 5555 Conner, Suite 2097 Detroit, MI 48213	0	All Positions
<b>Christie DeLozano</b> Latin Americans for Social/Econ. Dev. 4138 West Vernor Detroit, MI	0	All Positions
<b>Peter C. Charest, SMSgt, USAF (retired)</b> Civilian Jobs 1825 Barrett Lakes Blvd Suite 300 Kennesaw, GA 30144	0	All Positions
<b>Dr. Keith Oppenheim, Broadcasting Internship Coordinator</b> Grand Valley State University 290 Lake Superior Hall Allendale, MI 49401	0	All Positions
<b>Solomon Miles</b> <b>Uplift Community Foundation</b> <b>Job Referral Services</b> 6426 – 6 <sup>th</sup> Street, NW Washington, D.C. 20012-2662	0	All Positions
<b>Craig R. Papas, Executive Director</b> Resolution Center/Macomb 176 S. Main St. #102	0	All Positions



Mt. Clemens, MI 48043		
<b>Larry Beery</b> <b>School Communications</b> Grand Valley State University 290 Lake Superior Hall Allendale, MI 49401	0	All Positions
<b>Sharon Synder, Director of Development</b> JVS 29699 Southfield Rd. Southfield, MI 48076	0	All Positions
<b>Sonia Harb, MSW, CSW</b> Director of Employment & Training ACCESS 6451 Schaefer Rd., 2 <sup>nd</sup> Floor Dearborn, MI 48126	0	All Positions
<b>Michigan Association of Broadcaster</b> 819 N. Washington Ave. Lansing 48906	0	All Positions
<b>Michael Barham</b> The Emma L. Bowen Foundation for Minority Interest in Media, Inc. 524 West 57 <sup>th</sup> Street New York, NY 10019	0	All Positions
<b>Alonza R. Matthews, Director</b> Detroit Urban League Workforce & Career Dev. Center 15770 James Couzen Detroit, MI 48238	0	All Positions
<b>Howard University</b> School of Communications 525 Bryant Street, NW Washington D.C. 20059	0	All Positions
<b>Denise Van Hee, Program Coordinator</b> Southfield Michigan Works 26000 Evergreen, P.O.2055, Southfield, MI 48037	0	All Positions
<b>Eileen Wilkins, Employer Relations</b> Bates College Office of Career Services 31 Frye Street Lewiston, ME 04240	0	All Positions

<b>Fay Givens</b> American Indian Services, Inc. 1110 Southfield, Rd. Lincoln Park, MI	0	All Positions
<b>Jenny Jarvis (Area on Aging)</b> Director of Communications Area Agency on Aging 29100 Northwestern Highway, Suite 400 Southfield, MI 48034	0	All Positions
<b>Myrtle Wilburn</b> NAACP 1000 U Street, NW, Suite 100 Washington, D. C. 20001	0	All Positions
<b>Wassim Mahfouz</b> Executive Director Lebanese American Heritage Club 4337 Maple Road Dearborn, MI 48126	0	All Positions
<b>Boston University</b> <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	0	All Positions
<b>NATAS</b> <a href="mailto:MDES02@yahoo.com">MDES02@yahoo.com</a>	0	All Positions
<b>Pure Michigan Talent Connect</b> <a href="http://mytalent.org">Mytalent.org</a>	0	All Positions
<b>US Jobs-Veterans Employment Center</b> <a href="http://us.jobs">http://us.jobs</a>	0	All Positions
<b>MetPlus-Michigan Employment and Training</b> <a href="mailto:cpitts@metplus.org">cpitts@metplus.org</a>	0	All Positions

<b>Eastern Michigan University</b> <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	0	All Positions
<b>University of Detroit Mercy</b> <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	0	All Positions

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Additional interviewees from other sources: (3) Employee Referrals, (0) LinkedIn.com, (0) TV & Radio Jobs, (0) Indeed.com, (0) TVJobs.com, (0) Entertainment Careers, (0) Ladders.com, (0) National Association of Black Journalists, (0) CareerBuilder, (0) Broadcast (0) Cable Job Board, (0) Kings Entertainment.

These sources have requested to receive job postings from WJBK.

### Section 3: Supplemental Outreach Activities

#### Outreach Initiatives-

WJBK FOX 2 is dedicated to community involvement and promoting higher education and diversity, therefore all activities listed incorporate these components particularly, but not limited to organizations/efforts involving youth. Staffs involved in such activities discuss their responsibilities, educational background and other requirements of the job, as well as answer questions from the group in this regard. Following is a full listing of FOX 2's outreach initiatives that fit these categories:

1. **(i) Participation in at least four (4) job fairs by station personnel who have substantial responsibility in the making of hiring decisions.**

#### **Dalina Hayes Human Resources Director National Outreach Participation – FOX Television Stations, LLC.:**

Our Station, WJBK FOX 2 regularly participate in local and national career/job fairs. Career/job fairs provide applicants and potential candidates with the opportunity to learn about FOX Television Stations and the job opportunities and internship/mentoring programs available within our group. A list of current job openings and station contact information is available upon request. FOX Television Stations, WJBK FOX 2 Human Resources and other management staff regularly participate in local and national conferences sponsored by minority and/or women's organizations. During the review period, such events included:

- Emma Bowen Foundation Minority Interests in Media Virtual Conference & Career Fair – Emma Bowen Minority Interests in Media held a Career Fair on June 16, 2022. Represented by: Iris Sierra, FTS Regional HR Director (TVHO, WTVT), FTS HR

Directors Roselyn Barranda (WYNW/WWOR-TV), Iraida Morillo (WOFL/WRBW/WOGX), Adrienne Pritchett (WTFX), Nicole Robles (KDFW/KDFI), Heather Hanson (KSAZ-TV/KUTP), and Alexa Maldonado (FSS). Recruitment for all FTS O&O's.

- Asian American Journalists Association (AAJA) Convention & Career Fair – Held on July 27, 2022 – July 30, 2022 in Los Angeles, CA. Represented by: FTS HR Directors Denise Rosas (KTTV/KCOP-TV) and Heather Hanson (KSAZ-TV/KUTP), VP News Director Doug Bannard (KSAZ-TV), and Managing Editor George Kiriama (KTVU). Recruitment for all FTS O&O's.
- Association of Black Journalists (NABJ) & National Association of Hispanic Journalists (NAHJ) Convention & Career Fair held on August 3, 2022 – August 5, 2022 in Las Vegas, NV. Represented by: FTS Regional HR Directors Iris Sierra (TVHO, WTVT) and Regina Davis (WAGA-TV), FTS HR Directors Roselyn Barranda (WYNW/WWOR-TV) and Alexa Maldonado (FSS), and VP News Directors Jim Driscoll (WTFX-TV) and Melissa Medalie (WOFL). Recruitment for all FTS O&O's.
- Cathy Hughes School of Communications Fall 2022 Virtual Jobs and Internships Fair: Howard University Cathy Hughes School of Communications – Held on October 14, 2022. Represented by: FTS HR Directors Murphy Baker (WTTG/WDCA), Heather Hanson (KSAZ-TV/KUTP), Dalina Hayes (WJBK), Danielle Houston (KTVU/KICU-TV), and Iraida Morillo (WOFL/WRBW/WOGX), and FTS Regional HR Directors Regina Davis (WAGA-TV) and Iris Sierra (TVHO, WTVT). Recruitment for all FTS O&O's.
- COMM Careers in the Capital: Penn State University Donald P. Bellisario College of Communications – Held on November 9, 2022 in Washington, DC. Represented by: FTS HR Director Murphy Baker (WTTG/WDCA). Recruitment for all FTS O&O's.
- Oakland University – Winter Career Fair on February 08, 2023 and attended by FTS HR Director Dalina Hayes (WJBK). Recruitment for all FTS O&O's.
- Michigan Association of Broadcasters – Career Fair held on March 15, 2023. Attended by FTS HR Director Dalina Hayes (WJBK). Recruitment for all FTS O&O's.
- Georgetown University – Journalism Job Fair held on April 1, 2023. Attended by FTS HR Regional Director, Tracey Rivers, HR Director Murphy Baker, WTTG Executive Producer, Jamie Hoskins (TVHO, WJBK). Recruitment for all FTS O&O's.

## **FOX 2 College Internship Program-**

Since its inception in the late 1970s, diversity has been the foundation of the FOX College Internship Program, which was developed to attract and assist minority and female students, making the station a leader in the Detroit television broadcast market in this regard. WJBK FOX 2 continues to offer the most comprehensive program. Now, we accept the best of the best, which means a fewer number of students, but this allows each student to get the most of this internship opportunity. Plus, this makes the program more exclusive, ultimately attracting the most qualified and ambitious juniors, seniors and graduate students who are enrolled in journalism, broadcast journalism and business curriculums. The students work a minimum of 15 hours per week and receive college credit at the successful conclusion of their internship. WJBK FOX 2 has developed additional educational aspects to the program as a way to give the students the skills they need to

acquire a position in the broadcast industry. WJBK FOX 2 offers, broadcast writing seminars to help the students learn the correct way to write for television news. Qualified students also have the opportunity to work in all aspects of the station's operations, excluding technical positions under union mandate. Students are evaluated at the end of the internship and the evaluations are submitted to their respective college or university.

**As many former interns are hired by FOX 2, the College Internship Program remains an integral component of our recruitment arm.**

**Following is a list of the participating institutions from which we recruit:**

- Albion College
- Arizona State University
- Baker College
- Central Michigan University
- Columbia College-Chicago
- DePaul University
- Eastern Michigan University
- Ferris State University
- Florida Institute of Technology
- Hope College
- Kalamazoo College
- Lawrence Technological University
- Madonna University
- Marygrove College
- Michigan State University
- Northern Michigan University
- Oakland University
- Specs Howard School of Media Arts
- Syracuse University
- University of Detroit Mercy
- University of Michigan
- University of Michigan-Dearborn
- University of Michigan-Flint
- Valparaiso University
- Wayne State University
- Western Michigan University

**DUE TO THE GLOBAL COVID-19 PANDEMIC THE INTERSHIP PROGRAM WAS PAUSED DURING THIS REPORTING TIME.**

Below are the recruitment semesters during this period and the number of students selected for internships:

Fall Semester 2022	<u>0</u>	Students
Winter Semester 2022	<u>0</u>	Students
Spring/Summer Semester 2023	<u>0</u>	Students

### **Section 3: Supplemental Outreach Activities continued.**

2. **Participation in job banks, internet programs and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).**

#### **“FOX 2 Job Shop”-**

An unstable economy and high unemployment were the inspiration for the FOX 2 Job Shop. The project began in 1998 and quickly became a key component of all Fox 2 newscasts and fox2detroit.com. Metro Detroit was hit hard by the crumbling economy – much of which was tied to turbulence in the auto industry. Fox 2 anticipated the community’s need for such information first by airing “Job Shop” specials, that ultimately evolved into a major franchise, with the “Job a Day” Feature, plus thousands of other job posting, career advice that has developed into a one-stop-shop that includes job search templates (cover letters, resumes, proper attire, etc.); the Job Shop Grad Guide for students transitioning into the world of work: networking opportunities and job fairs designed to help put the people of Michigan back to work. Job Shop’s steady growth and popularity have made it the first stop for those seeking broadcast television jobs at Fox 2, as well and is now an important feature on all Fox O & O Stations.

#### **“The Hunt”**

In the interest of providing real-life, relatable examples of local job seekers and their experiences, FOX 2 News continued to give viewers a unique perspective on the search for gainful employment with **The Hunt**, an original, documentary-style reality show created for fox2detroit.com. Launched June 16, 2014, we follow several selected Metro Detroiters as they search for employment in a tough town, during tough times. Along the way, the FOX 2 Job Shop team provides insight and resources to help them achieve their missions. Their experiences resonate with all job seekers, especially people seeking careers in broadcast television who watch this station intently, hoping to find the path leading to such careers.

3. **Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.**

The Stations also participate regularly in career mentoring and scholarship programs at schools and universities. Examples of such events during the period above include:

#### **Emma L. Bowen Foundation for Minority Interests in Media, Inc.-**

Established in 1989, the Emma L. Bowen Foundation for Minority Interests in Media is a non-profit organization whose mission is to create career opportunities in the media industry for minority youth through a program that focuses on scholastic achievement, direct work experience and professional development. Students in the program work in media companies each summer and during school breaks, from high school through college. The

### **Section 3: Supplemental Outreach Activities continued.**

student earns both salaries and match scholarship funds to be used for college tuition and related expenses. Over a period of up to five years, the students experience numerous aspects of corporate operation and develop professional and practical skills that will help prepare them for their careers, many of which begin at the companies where the students interned. Fox Television Stations has been a corporate partner in this program since its inception and two of the Company's executives are on the Foundation's board.

#### **Courageous Persuaders Video Scholarship Competition-**

Inspired by the numerous incidents of teen drunk and drugged driving in Metropolitan Detroit, FOX 2 joined forces with the Detroit Auto Dealers Association and local advertising agencies in its support of the Courageous Persuaders video scholarship competition. Courageous Persuaders harnesses peer pressure and youthful exuberance by inviting high school students to join in a creative and entertaining competition to make a TV commercial about the dangers of alcohol/substance abuse. Courageous Persuaders is about replacing negative, dangerous images from movies, commercials and television, which portray drinking as "cool," with positive images that emphasize the dangers of underage and binge drinking. Not only does the Courageous Persuaders initiative provide high school students an opportunity to win scholarship money, but they are also viewed as role models by their peers and the younger middle school students who are the target audience for their message. The grand prize-winning commercial airs on TV as a public service announcement, and budding journalists get their first taste of broadcast TV.

#### **Urban League –**

FOX 2 was happy to support the Detroit Urban League Salute to Distinguished Warriors Event, which honors local champions who are leaders in civil and human rights. We supported it by producing a video that highlighted one of the Urban League's youth outreach programs. The Youth Dialogue is a multi-generational symposium that gives urban youth the opportunity to meet face-to-face with 'warriors' who can share their wisdom, history, and guidance. We met with the young people and discussed their possible future endeavors in the broadcasting business.

#### **4. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.**

#### **Fox Station Sales.**

an in-house national sales organization, maintains a program to train new sales account executives, which is actively supported by WJBK FOX 2's Sales Department. This program consists of both coursework and hands-on training. At the end of the program, individuals are assigned to the Company's television stations and sales offices throughout the United States.

## **Section 3: Supplemental Outreach Activities continued.**

### **Additional Department Training Opportunities**

During this reporting period, the Station, WJBK FOX 2, provided training for employees in various departments are as follows:

WJBK FOX 2 encourages employees to apply for promotions for which they are qualified. In an effort to increase internal promotions, the station offers many internal cross-training opportunities. This enables the employees to acquire the necessary skills and experience needed to be considered for advancement opportunities. The Station has trained and promoted internally from the following programs:

### **Human Resources Department**

Workday Bi-Weekly Training Video Calls – Ongoing for all FTS HR Directors to review and implement HR work processes and system updates.

- Weekly HR Support Calls – Ongoing for all FTS HR Directors in supporting colleagues with implementing work processes and station updates during the COVID Pandemic and current events.
- Diversity Training – September 7, 2023 for “The NINE”.  
new hire onboarding Workmatters/Workcare application to use for screening employees and contact tracing.
- Workday Learning & Development Training - FOX Corporation offers Online Learning and Development Courses available for all employees. Several course sessions this reporting period included: “Gender Identity & Expression Overview Training.
- Workday Learning & Development Training – Ongoing additional programs available for all employees include: “LinkedIn Learning,” “Mentor Match,” and “Harvard Business Mentor.”
- FOX Corporation Compliance Training – Ongoing yearly for all staff employees on “Annual Compliance Certification,” “Anti-Bribery and Anti-Corruption,” “Cyber Security-Phishing,” “Identifying Phishing Attempts,” “Anti-Trust Basics,” “Employee Safety Orientation,” “In-person Inclusion and Harassment Prevention Training for New York.”

### **News Department**

- Workday Learning & Development Training - FOX Corporation offers Online Learning and Development Courses available for all employees. Several course sessions this reporting period included:
- “Microsoft Office Excel” and “Microsoft Office Outlook” Tips & Tricks.
- Harvard Manage Mentor Program
- Workday Learning & Development Training – Ongoing additional programs available for all employees include: “LinkedIn Learning,” “Mentor Match,” and “Harvard Business Mentor.”
- Ongoing, Drone Training
- Ongoing, how to publish stories to [www.fox2detroit.com](http://www.fox2detroit.com) – attended by news team, including producers, writers, assignment editors, reporters and anchors.
- Ongoing, On-site training by existing staff for writers learning to produce newscasts.
- Ongoing, Remote Contribution Training for photographer/editors.



### **Section 3: Supplemental Outreach Activities continued.**

- Ongoing, Virtual Talent Coaching: BriceTalentTrainers.com Shirley Brice: (On-Air Talent Anchoring Teams SAG-AFTRA)

#### **Creative Services**

- Ongoing, Harvard Manage Mentor Program
- Ongoing, Drone Training
- Ongoing, LinkedIn Learning Tutorials.

#### **Engineering Department**

- New Control Room Training
- Audio Board Training
- ELC Training
- Switcher Training

#### **All Employee Training**

- FOX Corporation Compliance Training – Ongoing yearly for all staff employees on “Annual Compliance Certification,” “Anti-Bribery and Anti-Corruption,” Cyber Security-Phishing,” “Identifying Phishing Attempts,” “Anti-Trust Basics,” “Employee Safety Orientation,” “In-person Inclusion and Harassment Prevention Training for New York.”
- Situational Awareness Training & Alertus Training

#### **5. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting:**

##### **Amy Andrews, Anchor, Reporter**

3-28-2023 Guest Speaker, Oakland University, Journalism, Rochester Hills  
4-17-2023 Guest Speaker, Detroit Career Day, Comerica Park, Detroit  
5-04-2023 Guest Speaker, Detroit Steam Day, Comerica Park, Detroit  
5-24-2023 Guest Speaker, Detroit Journalism Day, Comerica Park, Detroit  
5-31-2023 Guest Speaker, Detroit Weather Day, Comerica Park, Detroit

##### **Taryn Asher, Anchor, Reporter**

3-16-2023 Guest Speaker, Addams Elementary School, Royal Oak

##### **Kimberley Brancato, News Executive Administrative Assistant**

3-16-2023 Guest Speaker, Career Day, Anchor Bay High School, New Baltimore

##### **Jessica Dupnack, Reporter**

Ongoing Virtual Mentorship, Journalism Students, Powers Catholic School, Flint. Virtual

##### **Hilary Golston, Reporter**

Ongoing Virtual Mentorship, Journalism Student Michigan State University.

### Section 3: Supplemental Outreach Activities continued.

**Jennifer Hammond, Sports Reporter**

Ongoing Virtual Mentorship, Western Michigan University Student, Kalamazoo  
3-19-2023 Guest Speaker, Salem High School, Canton  
3-25-2023 Guest Speaker, Marian High School Athletic Hall of Fame, Bloomfield  
4-27-2023 Virtual Speaker, Grosse Pointe South Athletic Student Interview, Grosse Pointe

**Al Johnson, Planning Editor**

Ongoing Online Alumni Profile Mentoring, Specs Howard School of Media Arts, [specshoward.edu/graduate-stories](http://specshoward.edu/graduate-stories).

**James Jackson, Photographer/Editor**

Ongoing Online Alumni Profile Mentoring Specs Howard School of Media Arts, [specshoward.edu/graduate-stories](http://specshoward.edu/graduate-stories).

**Cynthia Johnson, Assignment Editor**

Ongoing Online Alumni Profile Mentoring Specs Howard School of Media Arts, [specshoward.edu/graduate-stories](http://specshoward.edu/graduate-stories).

**Gregg Kanner, Producer, Sports**

Ongoing Intern Coordinator, Sports Department, Southfield.

**Ingrid Kelly, Reporter**

Ongoing Guest Speaker, Urban League of Detroit & Southeastern Michigan.  
Ongoing Speaker Commencement, Gesu Catholic High School, Detroit.

**Derek Kevra, Meteorologist/Anchor**

Ongoing Virtual Mentor, Central Michigan University Meteorology Student, Mount Pleasant  
11-15-2022 Guest Speaker, Girl Scouts of America, West Bloomfield  
3-17-2023 Guest Speaker, Wixom Elementary School, Wixom  
4-24-2023 Guest Speaker, Randolph Elementary School, Livonia

**Alex Kimbrough, Director**

Ongoing Virtual Guest Speaker, Cass Tech High School, (Journalism Day), Detroit.  
Ongoing Online Alumni Profile Cass Tech High School, Detroit.

**Rick Kinstle, Technical Director/Audio Engineer**

Ongoing Online Alumni Profile Mentoring, Specs Howard School of Media Arts, [specshoward.edu/graduate-stories](http://specshoward.edu/graduate-stories).

**Traci Kryscynski, Executive Producer**

3-16-2023 Guest Speaker, Career Day, Anchor Bay High School, New Baltimore

**Josh Landon, Reporter/Anchor**

Ongoing Virtual Guest Speaker, Commencements, Denby High School, Detroit.  
3-16-2023 Guest Speaker, Career Day, Anchor Bay High School, New Baltimore  
5-17-2023 Guest Speaker, Career Day, Detroit Leadership Academy, Detroit

**Maurielle Lue, Anchor**

Ongoing Virtual Mentorship, Big Brothers & Big Sisters of Detroit, Detroit.

### Section 3: Supplemental Outreach Activities continued.

#### **Rich Luterman, Chief Meteorologist/Anchor**

Ongoing Virtual Mentorship, Michigan State University Student, East Lansing  
10-12-2022 Guest Speaker, Livonia Churchill High School Journalism class, Livonia  
3-4-2023 Guest Speaker, Chippewa Valley High School, Science Olympiad Awards, Clinton Twp  
3-31-2023 Guest Speaker, Erie Elementary School, Clinton Twp  
4-11-2023 Guest Speaker, Ferndale Upper Elementary School, Ferndale  
4-14-2023 Guest Speaker, Endeavor Elementary School, Ray Twp  
4-18-2023 Guest Speaker, Beaumont Elementary School, Waterford

#### **Dan Miller, Sports Director/Anchor**

Ongoing Virtual Mentorship, Bowling Green Ohio, Broadcasting Students, Bowling Green  
Ongoing Virtual Mentorship, Florida State University, Journalism Student, Tallahassee  
Ongoing Virtual Mentorship, Michigan State University, Journalism Student, Ann Arbor

#### **Laura Moore, Assistant News Director**

Ongoing Guest Speaker Lawrence Tech University, Junior and Senior College Students of Broadcasting/Journalism

#### **Roop Raj, Reporter/Anchor**

Ongoing Virtual Guest Speaker, Troy High School, Journalism Class, Troy.  
Ongoing Virtual Mentorship, Lawrence Institute of Technology Broadcasting/Journalism Students, Southfield  
Ongoing Virtual Mentorship, Troy High School, Broadcasting Students, Troy

#### **Rob Wolchek, Reporter**

Ongoing Virtual Guest Speaker, Lutheran North High School, Eastpointe  
Ongoing Virtual Mentorship, Michigan State University, Journalism Student, Lansing  
Ongoing Virtual Mentorship, Central Michigan University, Journalism Student, Mount Pleasant  
Ongoing Virtual Mentorship, University of Cleveland, Journalism Student, Cleveland

### **6. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting:**

#### **Roop Raj, Reporter/Anchor**

**Ongoing:** Keynote Speaker, Bloomfield Youth Assistance Annual Outstanding Youth Citizen Dinner Program (providing scholarships and enrichment opportunities for students of the Bloomfield Hills School District)

**Ongoing:** Keynote Speaker, Courageous Persuaders, Annual awards for public service announcements by students about distracted driving.

**Ongoing:** "Money Monday" reports re: ways parents can influence their children in establishing solid financial values, including charitable giving; helping college

### Section 3: Supplemental Outreach Activities continued.

students establish good credit as they plan for life and work outside of the campus setting; red flags to note when applying for college scholarships.

7. **Participation in other activities designed by the station employment unit reasonably calculated to further goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities:**

**Al Johnson, Planning Editor**

Ongoing      Online Alumni Profile, Specs Howard School of Media Arts,  
specshoward.edu/graduate-story

**Cynde Johnson, Assignment Editor**

Ongoing      Online Alumni Profile, Specs Howard School of Media Arts,  
specshoward.edu/graduate-story