

Annual EEO Public File Report
WJBK FOX 2 IS AN EQUAL OPPORTUNITY EMPLOYER

Coverage Period: June 1, 2014 to May 31, 2015

FINAL

Stations Comprising Station Employment Unit: WJBK FOX 2, Detroit, MI

Section 1: Vacancy Information		
Full-time positions Filled by Job Title	Date of Hire	Recruitment Source of Hires
Photographer/Editor	4/20/15	FTS Career Site
Reporter	4/27/15	FTS Career Site
Producer/Writer	1/22/15	FTS Career Site
Anchor/Reporter	12/15/14	WJBK-TV Website
Anchor	8/18/14	WJBK Employee Referral
Photographer/Editor	10/22/14	WJBK-TV Website
Senior Web Producer	9/29/14	WJBK-TV Employee Referral
Executive Producer	7/7/14	WJBK-TV Employee Referral
Photographer/Editor	7/7/14	WJBK-TV Website
Associate Producer	6/30/14	WJBK-TV Website
Photographer/Editor	6/23/14	WJBK-TV Website
Web Producer	7/28/14	WJBK-TV Website

Total Number of Persons Interviewed During Applicable Period: 66

Job Postings – When a position becomes available, it is the general practice of the Station to post the job opportunity notice at appropriate locations throughout the Station so the employees are aware of current openings and may apply for consideration for those positions. The notices list the titles and requirements for the positions. These job opportunity/postings are also sent to various community outreach groups, schools and universities, as well as other Fox Owned-and-Operated Stations across the country.

All Fox O & O Stations:

<p>WNYW 5 (FOX) 205 E. 67th Street New York, NY 10021-6050 (212) 452-5700 Human Resources Director: Roselyn Barranda Jobline: (212) 452-3962 Email: myjobs@foxtv.com www.myfoxny.com</p>	<p>WWOR-TV 9 (MyNetwork) 9 Broadcast Plaza Secaucus, NJ 07096 (212) 452-5700 Human Resources Director: Roselyn Barranda Jobline: (212) 452-3962 Email: myjobs@foxtv.com www.my9tv.com</p>
<p>KTTV 11 (FOX) 1999 S. Bundy Drive Los Angeles, CA 90025-5235 (310) 584-2280 Human Resources Manager: Denise Rosas Fax: (310) 584-2288 Jobline: (310) 584-2280 Email: jobs@foxtv.com www.myfoxla.com</p>	<p>KCOP 13 (MyNetwork) 915 N. La Brea Avenue Hollywood, CA 90038 (310) 584-2280 Human Resources Director: Tonia Carter Fax: (310) 584-2288 Jobline: (212) 584-2280 Email: jobs@foxtv.com www.my13la.com</p>
<p>WFLD 32 (FOX) 205 N. Michigan Avenue Chicago, IL 60601 (312) 565-5532 Human Resources: Director: Sharming Scott-Nathan Email: wfld-hr@foxtv.com www.myfoxchicago.com</p>	<p>WPWR 50 (MyNetwork) 2151 N. Elston Avenue Chicago, IL 60614 (312) 565-5532 Human Resources Director: Sharming Scott-Nathan Email: wfld-hr@foxtv.com www.myfoxchicago.com</p>
<p>WTXF-TV 29 (FOX) 330 Market Street Philadelphia, PA 19106-2796 (215) 925-2929 Human Resources Director: Megan Yamin-Afshar Fax: (215) 982-5498 Email: fox29hr@foxtv.com www.myfoxphilly.com</p>	<p>KDFW 4 (FOX) [KDFI 27–Independent] 400 N. Griffin Street Dallas, TX 75202 (214) 720-4444 Human Resources Director: Iesha Mason Fax: (214) 954-0315 Email: resumes@kdfwfox4.com www.myfoxdfw.com www.kdfi27.com</p>
<p>KTVU-TV/KICU-TV 2 Jack London Square Oakland, CA 94607 Director of Human Resources: Christine Nohr (510) 874-0227 Email: KTVU.com</p>	<p>WAGA 5 (FOX) 1551 Briarcliff Road, NE Atlanta, GA 30306 (404) 875-5555 Human Resources Director: Regina Davis Fax: (404) 724-4426 Email: hratlanta@foxtv.com www.myfoxatlanta.com</p>

WJBK 2 (FOX) 16550 W. Nine Mile Road Southfield, MI 48075 (248) 557-2000 Human Resources Director: Cynthia Smith www.myfoxdetroit.com	KTBC 7 (FOX) 119 E. 10 th Street Austin, TX 78701 (512) 476-7777 Human Resources: Lisa Cordes www.myfoxaustin.com
WTTG 5 (FOX) WDCA 20 (MyNetwork) 5151 Wisconsin Avenue, NW Washington, DC 20016 (202) 895-3232 Human Resources Director: Diana Pike Fax: (202) 895-3286 Email: wttg-hr@foxtv.com www.myfoxdc.com www.wdca.com	KRIV 26 (FOX) KTXH 20 (MyNetwork) 4261 Southwest Freeway Houston, TX 77027 (713) 479-2600 Human Resources Manager: Tracey Rivers Fax: (713) 479-2728 Email: krivjobs@foxtv.com www.myfoxboston.com
KSAZ-TV 10 (FOX) KUTP 45 (MyNetwork) 511 W. Adams Street Phoenix, AZ 85003 (602) 257-1234 Human Resources Director: Diana Pike Fax: (602) 262-5123 Email: hr.phoenix@foxtv.com www.myphoenix.com www.my45.com	WTVT 13 (FOX) 3213 W. Kennedy Boulevard Tampa, FL 33609 (813) 871-1313 Human Resources Director: Cynthia Armstrong Email: cynthia.armstrong@foxtv.com www.myfoxtampa.com
KMSP-TV 9 (FOX) 11358 Viking Drive Eden Prairie, MN 55344 (952) 944-9999 Human Resources Director: Kate O'Hara Fax: (952) 944-8296 Email: hraminnesota@foxtv.com www.myfoxtwincities.com	WFTC 29 (MyNetwork) 1701 Broadway Street, NE Minneapolis, MN 55413 (952) 944-9999 Human Resources Director: Kate O'Hara Fax: (952) 944-8296 Email: hraminnesota@foxtv.com www.wftc.com
WOFL 35 (FOX) 35 Skyline Drive Lake Mary, FL 32746 (407) 644-3535 Human Resources Director: Jean Fromm Fax: (407) 805-0888 Email: wofl-hr@foxtv.com www.myfoxorlando.com	WRBW 65 (MyNetwork) 2000 Universal Studios Plaza, #200 Orlando, FL 32819 (407) 248-6500 Human Resources Director: Jean Fromm Fax: (407) 805-0888 Email: wofl-hr@foxtv.com www.wrbw.com
WOGX 51 (FOX) 1551 SW 37 th Street Ocala, FL 34474 (352) 237-5423 Human Resources Director: Jean Fromm Fax: (407) 805-0888 Email: wofl-hr@foxtv.com www.wogx.com	WJZY 46 (FOX) WMYT 12 (MyNetwork) 3501 Performance Road Charlotte, NC 28214 Human Resources: Karen Bouldin Email: ftsadminjobs@foxtv.com www.myfoxc Carolinas.com

FOX Stations Sales, Inc. (FSS) 205 E. 67 th Street New York, NY 10021-6050 Human Resources Director: Dorian Kasuba Email: myjobs@foxtv.com www.myfoxny.com	
<u>ADDITIONAL RESOURCES</u> For opportunities at other 21 st Century companies: http://www.21cf.com/careers	

Myfoxdetroit.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 myfoxdetroit.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 550,000 page views per day and approximately 200,000 unique visitors each day.

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
Myfoxdetroit.com	36	All positions
FTS Career Site	16	Photographer/Editor, Reporter, Producer/Writer
Foxcareers.com	0	All positions
21cf.com/careers	0	All positions
Careersadmin.21cf.com	0	All positions
Dr. Jeffrey S. Smith, Ass't Professor, Internship Coordinator, Central Michigan University 306 Moore Hall, Mt. Pleasant, MI 48859	0	All positions
Lawrence Technological University 21000 West 10 Mile Road Southfield, MI 48075-1058	0	All positions
Dr. Marilyn Kritzman Department of Communications Western Michigan University 319 Sprau Tower Kalamazoo, MI 49008	0	All positions
Dr. Denise B. Maybank Michigan State University 153 Student Affairs Bldg. East Lansing, MI 48824-1113	0	All positions
L.A. Dickerson, Journalism Department Michigan State University 343 Communications Arts & Science Bldg. East Lansing, MI 48224-1212	0	All positions
Intern Coordinator, Dept. of Telecommunications Michigan State University 409 Communications Arts & Sciences Bldg. East Lansing, MI 48824-1212	0	All positions
Melissa Samuels, Ass't Director Work Experience & Placement Services Marygrove College 8425 W. McNichols Detroit, MI 48221	0	All positions

Carol Anne Ketelsen, Career Consultant	0	All positions
Oakland University Career Services		
154 North Foundation Hall		
Rochester, MI 48309-4401		
Dr. Valerie Palmer-Mehta, Internship Director	0	All positions
Oakland University		
2200 N Squirrel Rd.		
Rochester, MI 48309-4401		
Carol Jones, The Career Education Center	0	All positions
University of Detroit Mercy		
4001 W. McNichols, Reno Hall – 1 st Floor		
Detroit, MI 48221		
Elissa Clemmons, Ass't Dean	0	All positions
The Career Education Center		
University of Detroit Mercy		
4001 W. McNichols, Reno Hall 1 st Floor		
Detroit, MI 48221		
Ingrid Kroeger, Co-op & Internship Coordinator	0	All positions
Madonna University		
36600 Schoolcraft		
Livonia, MI 48150-1173		
Katie Peters, Placement Advisor	0	All positions
Specs Howard School of Broadcast Arts		
19900 W. Nine Mile Road		
Southfield, MI 48075		
Dick Kernan, VP of Industry Relations	0	All positions
Specs Howard School of Media Arts		
19900 W. Nine Mile Road		
Southfield, MI 48075		
Dr. Carolyn Kraus, Internship Coordinator, Humanities	0	All positions
University of Michigan Dearborn		
4901 Evergreen Road		
Dearborn, MI 48128		
Dr. Anthony McGill	0	All positions
University of Michigan Flint		
4116 William S. White Bldg.		
303 E. Kearsley St.		
Flint, MI 48502-2186		
Dr. Jack Lessenberry, Dept. of Journalism	0	All positions
Wayne State University		
563 Manoogian Hall		
Detroit, MI 48202		
Alicia Nails, Director, Journalism Institute for Media Diversity, Wayne State University	0	All positions
559 Manoogian Hall		
Detroit, MI 48201		

Dr. Sam Fullerton, Intern Coordinator	0	All positions
Eastern Michigan University		
545 Owen Bldg.		
Ypsilanti, MI 48197		
Dr. Geoffrey Hammill, Internship Coordinator	0	All positions
Department of Communications		
Eastern Michigan University		
714 E. Pray-Harrold		
Ypsilanti, MI 48197		
Barbara J. Jones, Sr. Corp. Relations Manager	0	All positions
Eastern Michigan University		
200 McKenny Hall		
Ypsilanti, MI 48197		
Ebony Jones, Sr. Corp. Relations Manager	0	All positions
Eastern Michigan University		
200 McKenny Hall		
Ypsilanti, MI 48197		
Richard Berman	0	All positions
Center for Career & Professional Development		
Kalamazoo College		
1200 Academy Street		
Kalamazoo, MI 49007		
Kimmerly S. Piper-Aiken, Ass't Professor of Journalism	0	All positions
Wayne State University		
565 Manoogian		
Detroit, MI 48201		
Connie Morcom, Ass't Professor	0	All positions
Television & Digital Media Production		
Ferris State University		
1349 Cramer Circle, BIS 303		
Big Rapids, MI 49307-2737		
Career Services Office	0	All positions
Grand Valley State University		
290 Lake Superior Hall		
Allendale, MI 49401		

Wayne County Community College	0	All positions
Jonathan Cartwright		
801 W. Fort Street		
Detroit, MI 48213		
Euphemia Franklin	0	All positions
Southeastern Michigan Indians, Inc.		
26641 Lawrence		
Centerline, MI 48015		
Carlos Erickson	0	All positions
Hispanic Links News Services		
1420 N. Street, NW		
Washington, D.C. 20005		

Christie DeLozano	0	All positions
Latin Americans for Social/Econ. Dev.		
4138 West Vernor		
Detroit, MI		
Peter C. Charest, SMSgt, USAF (retired)	0	All positions
Civilian Jobs		
1825 Barrett Lakes Blvd		
Suite 300		
Kennesaw, GA 30144		
Dr. Keith Oppenheim, Broadcasting Internship Coordinator	0	All positions
Grand Valley State University		
290 Lake Superior Hall		
Allendale, MI 49401		
Solomon Miles	0	All positions
Uplift Community Foundation Job Referral Services		
6426 – 6 th Street, NW		
Washington, D.C. 20012-2662		
Craig R. Papas, Executive Director	0	All positions
Resolution Center/Macomb		
176 S. Main St. #102		
Mt. Clemens, MI 48043		
Belinda Dulin, Executive Director	0	All positions
Dispute Resolution Center/Washtenaw		
P.O. Box 8654		
Ann Arbor, MI 48107-8645		
Kari Deming	0	All positions
Executive Director, CALL		
16130 Northland Drive		
Southfield, MI 48075		
Myrtle Wilburn, NAACP	0	All positions
1000 U Street, NW, Suite 100		
Washington, D.C. 20001		

Larry Beery	0	All positions
School of Communications		
Grand Valley State University		
290 Lake Superior Hall		
Allendale, MI 49401		
Michigan Association of Broadcaster	0	All positions
819 N. Washington Ave.		
Lansing 48906		
Sandra D. Rice	0	All positions
The Emma L. Bowen Foundation for Minority Interest in Media, Inc.		
524 West 57 th Street		
New York, NY 10019		

Alonza R. Matthews, Director	0	All positions
Detroit Urban League		
Workforce & Career Dev. Center		
15770 James Couzen		
Detroit, MI 48238		
Howard University	0	All positions
School of Communications		
525 Bryant Street, NW		
Washingot, D.C. 20059		
Wanda Franklin	0	All positions
Personnel Office		
Department of Social Services		
805 Brightseat Road		
Landover, MD 20785		
Eileen Wilkins, Employer Relations	0	All positions
Bates College		
Office of Career Services		
31 Frye Street		
Lewiston, ME 04240		
Fay Givens	0	All positions
American Indian Services, Inc.		
1110 Southfield, Rd.		
Lincoln Park, MI		
Mariam Habhab, Exe. Ass't/Project Coordinator ADC Michigan, 13530 Michigan Ave., Ste 2228 Dearborn, MI	0	All positions (except the Reporter)

Jenny Jarvis (Area on Aging)	0	All positions
Director of Communications Area Agency on Aging		
29100 Northwestern Highway, Suite 400		
Southfield, MI 48034		
Patrick Bennett (BBB)	0	All positions
Director of Community Relations		
26777 Central Park Blvd., Ste 100		
Southfield, MI 48076		
Leo Pet	0	All positions
Virginia Department of Corrections		
10398 Democracy Lane, Suite 101		
Fairfax, VA 22030		
Euphemia Franklin	0	All positions
Southeastern Michigan Indians, Inc.		
26641 Lawrence		
Centerline, MI 48015		
Mary Lytle, Program Director	0	All positions
Livingston Mediation Center		
123 E. Washington, Box 138		
Howell, MI 48843		

Denise Van Hee, Program Coordinator	0	All positions
Southfield Michigan Works		
26000 Evergreen, P.O.2055, Southfield, MI 48037		
Judy Ellis, Executive Director	0	All positions
First Step		
44567 Pinetree Drive		
Plymouth, MI 48170		
Deierdre L. Weir, Executive Director	0	All positions
Legal Aid & Defender Assoc.		
613 Abbott St. 6 th Floor		
Detroit, MI 48226-1348		
Wassim Mahfouz, Executive Director	0	All positions
Lebanese American Heritage Club		
4337 Maple Road		
Dearborn, MI 48126		
Sharon Synder, Director of Development	0	All positions
JVS		
29699 Southfield Rd.		
Southfield, MI 48076		

Sonia Harb, MSW, CSW	0	All positions
Director of Employment & Training		
ACCESS		
6451 Schaefer Rd., 2 nd Floor		
Dearborn, MI 48126		
Alison Vaughn, Executive Director	0	All positions
Jackets for Jobs		
5555 Conner, Suite 2097		
Detroit, MI 48213		
Jennifer Kluge, Executive Vice President	0	All positions
Michigan Business & Professional Association		
27700 Hoover Road		
Warren, MI 48093		
Vista Maria	0	All positions
Attn: Human Resource Dept.		
20651 West Warren Ave.		
Dearborn Heights, MI 48127		
Boston University	0	All positions
kford@bu.edu ; klamorea@bu.edu		
Indeed.com	0	All positions
NATAS		
Mdes02@yahoo.com	0	(3)Photographer/Editors, Associate Producer, Web Producer, Executive Producer, Sr. Web Producer
Pure Michigan Talent Connect*	0	All positions
Mytalent.org		

Wayne Josey, National Black MBA Association 180 N. Michigan Ave., Suite 1400 Chicago, IL 60601	0	Photographer/Editor, Associate Producer, Executive Producer
US.Jobs-Veterans Employment Center* http://us.jobs	0	Reporter
MetPlus-Michigan Employment and Training cpitts@metplus.org	0	Reporter
Eastern Michigan University – https://app.joinhandshake.com	0	Anchor/Reporter, Producer/Writer, Reporter
Art Glinz, MESC 21030 Indian Southfield, MI	0	Executive Producer
3 Kings Entertainment Matthew Kingsley 2 Primrose St. Chevy Chase, MD 20815	1	Anchor/Reporter
Mort Meisner Associates Mort Meisner 26711 Woodward Ave. Huntington Woods, MI 48070	0	Anchor/Reporter
Burt Shapiro Management – Burt Shapiro 2147 N. Beachwood Dr., Los Angeles, CA 90068	0	Anchor/Reporter
Willinger Talent Agency – Angelo Buencamino 875 Avenue of the Americas Ste. 1601 New York, NY 10001	0	Anchor/Reporter
DCA Talent – Steve Swienkowski www.dcatalent.com	0	Anchor/Reporter
N.S. Bienstock – Jennifer Campanile, Lia Aponte, Peter Goldberg – 250 West 57 th St., New York, NY 10107	0	Anchor/Reporter

Additional interviewees from other sources: 13 Employee Referrals

(*asterisk) These sources have requested to receive job postings from WJBK.

Section 3: Supplemental Outreach Activities

1. 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. Staff 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:

Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions:

Cynthia Smith, Human Resources Director:

09/23/2014 Exhibitor, Oakland University – Fall Career Fair
10/02/2014 Co-Exhibitor, Michigan Association of Broadcasters (MAB) Fall Career & Networking Fair
10/09/2014 Exhibitor, University of Detroit Mercy Fall Career Fair

Patricia Enderle, News Administrative Assistant

10/15/2014 Co-Exhibitor, Wayne State University (WSU), "Journalism Day" Internship Fair

Katy Baetz Matthews, Newsroom Assistant

10/15/2014 Co-Exhibitor, Wayne State University (WSU), "Journalism Day" Internship Fair
04/10/2015 Exhibitor, Specs Howard School of Broadcast Arts Internship

National Outreach Participation – FOX Television Stations, Inc.:

7/31/14 National Association of Black Journalists Career Fair, Boston, MA, Linda DiStefano, Marguerite Kerr
08/07/14 National Association of Hispanic Journalist Career Fair, San Antonio, Iris Sierra, Iesha Mason
08/14/14 Asian American Journalists Association Career Fair, Washington, D.C., Diana Pike

Establishment of an Internship Program:

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.**

Laura Moore, Assistant News Director

Ongoing Intern Writing Projects

Vanessa Flowers, Promotion Producer

Ongoing Intern Writing and Production Projects

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

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

Fall Semester 2014	6 Students
Winter Semester 2015	8 Students
Spring/Summer Semester 2014	15 Students

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, helmed by FOX 2 Anchor/Business Reporter Murray Feldman, which began in 1998 and quickly became a key component of all FOX 2 newscasts and myfoxdetroit.com. Metropolitan Detroit, in particular, 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 postings; 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 to the world of work; networking opportunities; and job fairs designed to help put southeastern 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 at 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 gave viewers something new on June 16, 2014 -- **The Hunt**, an original, documentary-style reality show created for myFOXDetroit.com. It follows three 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.

The DOPE Project for Youth

In its quest to assist young people in their transition from student to employee, the FOX 2 Job Shop profiled The DOPE Project which, although a training program, is neither a lecture or a traditional class; instead, it allows young people to interact with business leaders and professionals as if they are in a real workplace – an invaluable tool for preparing them for the world of work. The bonus is that “teachers” are actually young entrepreneurs whom the students consider cool and, therefore, more relatable. The Detroit version of this project was free to 9th-12th grade students, July 27-August 21, 2014; interested students accessed more information at <http://www.thedopeproject.com/>.

Ironic Failure Leads to Job Shop Idea

Now a staple on the Job Shop page, this profile of Fox Television Station's Director of Multiplatform Content Dennis Kraniak's career journey is considered by many myfoxdetroit.com visitors – college graduates and seasoned professionals, alike – as the “gift that keeps on giving.” By providing insight into his own professional life story which involves many trials and tribulations, Kraniak and his experiences serve as inspiration to job seekers who are considering a career change, are unsure of the “right” career path and otherwise uncertain of what their future holds. Originally delivered as a speech to Specs Howard School of Media Arts graduates, Kraniak's story lets job seekers know that they aren't alone, that the path to success definitely can be an unusual one -- and that success itself sometimes comes in unexpected packages.

ENGAGE

In early January, FOX 2's Murray Feldman discovered and announced the unique opportunity for high school students to apply for a scholarship to attend the ENGAGE International Investment Education Symposium on **March 26-27** in Detroit, with registration fees waived. This scholarship offer also includes free registration for the student's parent or guardian, a combined value of more than \$500. Application deadline was January 31, 2015.

Hosted by Wayne State University in association with the United Nations Global Compact, ENGAGE will attract hundreds of college students, faculty, and professionals from across the U.S. and Canada, with over 300 participants registered in advance of this announcement. CNBC is the National Broadcaster, and will provide live reports from ENGAGE both days of the conference.

Internationally renowned financial leaders will share their outlook on the economy, stocks, venture capital, alternative investments and international markets. Atlanta Federal Reserve Bank President and 2015 FOMC voting member, Dennis Lockhart, will deliver the keynote address and provide his insights on the economy and monetary policy.

There has never been a conference like this held in Michigan by academics or professionals. In 2015, ENGAGE will be the largest investment conference ever in Michigan, and the largest student investment conference in the world. High school students who receive a scholarship to attend will have the opportunity to learn about investments, personal finance, and a career in this growing industry.

With limited time to reach interested participants, Feldman responded directly to inquiries from parents and other viewers regarding ways to make more high school students aware of this free, unique opportunity, or link to <http://engage.wayne.edu/>.

Olympia Development of Michigan Career Event (s)

One of the premier businesses located within the city of Detroit, as well as a staunch supporter and participant in the central city's rebirth, Olympia Development of Michigan (part of Olympia Entertainment) held the first of six (6) “District Detroit” neighborhood career events on March 18, 2015 at the Wayne County Community College Eastern District campus on the city's east side. They are designed expressly to connect Detroiters with job opportunities in the company's new sports and entertainment district and as this effort is both a solid news story, as well as a story that will attract job candidates seeking communications positions, the FOX 2 Job Shop committed on-site and in-studio news coverage by reporter Roop Raj (subject of the “Scoop with Roop” segment), extensive interviews with job applicants, advice regarding readiness for immediate interviews with the employer and more, again marking this station as the go-to source for everything pertaining to gainful employment. An initial “college weekend” fair for Metro Detroit students seeking a college education was held at the city's Second Ebenezer Church on February 21. Subsequent broad scale ODM career events will be held on March 26, April 1, April 16, May 6 and May 14 at various locations throughout the city. More information is available at DistrictDetroit.com/jobs.

Participation in scholarship program designed to assist students interested in pursuing a career in broadcasting:

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 student earn 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.

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. In addition to the aforementioned program, other efforts contributing to cross-department training are underway at WJBK FOX 2. They are as follows:

03/02-03/06/2015: Edius training for photographer/editors, other NABET staff.
03/30-4/03/2015: Bitcentral Core News software program training for News staff.
04/06-04/10/2015: Bitcentral Core News software program training for NABET control room staff.
Ongoing: How to publish stories to www.myfoxdetroit.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: Creative Services staff – online training/tutorials via Lynda.com regarding various relevant media software applications

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

Amy Andrews, Anchor/Reporter

08/26/2014 Celebrity Reader, National Reading Month, “Reading & Rhythm on the Riverfront” celebrity reader event
03/26/2015 Celebrity Reader, National Reading Month, Schuchard Elementary School

M. L. Elrick, Reporter

02/03/2014 Speaker, Parcels Middle School “Be Brave” career program
03/12/2015 Panelist, WSU (Wayne State University) for Union-Media Relations seminar

Murray Feldman, Anchor

10/22/2014 Speaker, Lawrence Technological University journalism/communication students
02/12/2015 Host/MC, FOX 2/WWJ Newsradio 950/ Lawrence Technological University, “Leaders & Innovators” business conference re: jobs/hiring trends
03/12/2015 Host/MC, FOX 2/WWJ Newsradio 950/Lawrence Technological University, “Leaders & Innovators” conference re: the ‘new office’ and the concept’s impact on students, educators and the job market overall.

Jennifer Hammond, Sports Reporter/Anchor

06/19/2014 MC/Speaker, National Polish American Sports Hall of Fame Induction Ceremony

James Jackson, Photographer/Editor

Ongoing Online alumni profile, Specs Howard School of Media Arts, specshoward.edu/graduate-stories

Anunette Jamison, Anchor

06/13-15/2014 Performer/Speaker, Two Muses Theatre’s “Love, Loss and What I Wore” presentation benefiting Closet NV/Dress for Success
06/21/2014 Commencement Speaker, Southern University

Al Johnson, Planning Manager

Ongoing Online alumni profile, Specs Howard School of Media Arts, specshoward.edu/graduate-stories

Cynthia Johnson, Assignment Editor

Ongoing Online alumni profile, Specs Howard School of Media Arts, specshoward.edu/graduate-stories

Derek Kevra, Meteorologist

10/23/2014 Speaker, Cass Elementary School (re: careers in meteorology)

03/18/2015 Celebrity Reader, National Reading Month, Sequoyah Elementary School
 03/18/2015 Speaker, Hiller Elementary School (all-school assembly re: careers in meteorology)
 03/20/2015 Celebrity Reader, National Reading Month, Schweitzer Elementary School
Rick Kinstle, Technician
 Ongoing Online alumni profile, Specs Howard School of Media Arts, specshoward.edu/graduate-stories
Alan Longstreet, Meteorologist
 06/05/2014 Speaker, Central Michigan University Career Outreach Event
Maurielle Lue, Reporter
 03/10/2015 Speaker, Madison High School re: career, covering events from a race perspective.
Sherry Margolis, Anchor
 03/07/2015 MC/Speaker, Book Launch for "Love Will Steer the Stars: The History of the Dondero Pop Concert,"
 Dondero Middle & High School, honoring alumnus/author Pete Wurdock (re: role of early educational influences on
 communication and entertainment careers)
Laura Moore, Assistant News Director
 Fall 2014 Adjunct journalism teaching staff, Lawrence Institute of Technology
Huel Perkins, Anchor
 06/07/2014 MC/Speaker, Real Life 101 Scholarship Fund that targets inner-city African-American male high school graduates
 10/04/2014 MC/Speaker, "High Tea and High Heels" Scholarship Awards
Roop Raj, Reporter
 03/05/2015 Speaker, buildOn Speakers' Series: A Panel Discussion on the Global Education of Women (buildOn is a community
 service organization that focuses on adult literacy and education in underdeveloped urban and rural settings)
 03/20/2015 Guest Reader, National Reading Month, Hoover Elementary School
 Ongoing Adjunct journalism teaching staff, Lawrence Institute of Technology
Robin Schwartz, Reporter/Anchor
 10/14/2014 Speaker, Greater Detroit Hadassah
Connie Smith, News Producer
 Ongoing Online alumni profile, Specs Howard School of Media Arts, specshoward.edu/graduate-stories
Rob Wolchek, Investigative Reporter
 10/03/2014 Speaker, Northville Women's Club Luncheon (re: job responsibilities, experiences)
 03/27/2015 Celebrity Reader, National Reading Month, Redford School District Elementary School (K-4)

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:

Ongoing: As an alternative to job seekers' exhaustive online searches and multiple website visits, FOX 2's "Job Shop" portfolio of services (free cover letter, resume templates, advice regarding appropriate interview attire, conduct, financial tips for graduates entering the job market, etc.) provides myfoxdetroit.com visitors "one-stop" access to tools essential to a successful job search. Provided in association with simplyhired.com, resumewonders.com, greenpath.com, marketwatch.com, Lee Hecht Harrison outplacement service and numerous other job search resources.

Ongoing: "Money Monday" reports re: ways parents can influence their children in establishing solid financial values, including charitable giving (03/16/2015); helping college students establish good credit as they plan for life and work outside of the campus setting (09/16/2014); red flags to note when applying for college scholarships;

Amy Andrews, Anchor/Reporter

10/23/2014 Panelist/Keynote Speaker, 15th Annual "Remarkable Women" Luncheon

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:

Katy Baetz-Matthews, Newsroom Assistant

05/05/2015 Host of Station Tour, Cub Scout Troop

David Blanks, Producer

05/12/2015 Job Shadow Host, Detroit Country Day Upper School and Cranbrook Upper School Students
 -5/31/2015

Jee-In Chun, Producer

05/12/2015 Job Shadow Host, Detroit Country Day Upper School and Cranbrook Upper School Students

-5/31/2015

Gordie Connelly, Stagehand

10/13/2014 Host of Station Tour, Wayne County Community College students

M. L. Elrick, Reporter

02/12/2015 Host of Station Tour/Class Assignment Interview, Oakland Community College Student

03/13/2015 Job Shadow Host and Mentor (Ongoing), Michigan State University Student

Monica Gayle, Anchor

03/11/2015 Job Shadow Host, Detroit Country Day Upper School Student

Jennifer Hammond, Sports Anchor/Reporter

05/27/2015 Host of Station Tour, Seaholm High School Broadcast Class

Derek Kevra, Meteorologist

03/20/2015 Interview, Farmington High School Student /Eagle Scout Candidate to earn Weather Merit Badge

Dennis Kraniak, Director of Multiplatform Content, Fox Television Stations

Ongoing Online personal account of his career change experiences that led to his current position with FOX 2/FTS (see "Irony Failure Leads to Job Shop Idea")

Mary Jo Mercier, Account Executive

02/28/2015 Host of Station Tour #1, "Go See It" Cub Scout Troop

03/14/2015 Host of Station Tour #2, "Go See It" Cub Scout Troop

Lawrence Millben, IT Manager

04/03/2015 Host of Station Tour, Jack and Jill of America Students

Dan Miller, Sports Director

05/12/2015 Job Shadow Host, Detroit Country Day Upper School Student

-05/31/2015

Laura Moore, Assistant News Director

12/17/2014 Host of Station Tour, Northville Cub Scout Troop

02/10/2015 Host of Station Tour, Northville Cub Scout Troop

Robin Murdoch, Reporter/Writer

01/31/2015 Host of Station Tour, Boy Scout Troop

Roop Raj, Anchor/Reporter

01/28/2015 Host of Station Tour, Lawrence Technological University class

02/09/2015 Host of Station Tour, Specs Howard School of Media Arts class

Kevin Roseborough, Vice President of News

01/30/2015 Assistance, Journalism Class Project, Wayne State University student

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:

04/07/2014 Money Smart Week Kickoff/Phone Bank – 9 financial advisors came to the FOX 2 Studios and answered questions concerning, credit, housing, and retirement. We also had experts on hand, off-site, to respond to myfoxdetroit.com inquiries. FOX 2 was a sponsor of Money Smart Week which is in conjunction with the Federal Reserve Bank of Chicago and other financial institutions, to help increase and promote financial education.

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:

Lee Arcay, Producer

08/27/2013 Job Shadow, Michigan State University Broadcast Student

Monica Gayle, Anchor:

01/23/2013 Host, Job Shadow, Almont High School Student

04/18/2014 Host of Station Tour, Girl Scout Troop# 70899 (afternoon)

Jennifer Hammond, Sports Anchor/Reporter

05/28/2014 Host of Station Tour, Seaholm High School Broadcast Class

Carrie Hayes, Per Diem Writer

05/28/2014 Host of Station Tour, Daisy Girl Scout Troop

Anqunette Jamison, Anchor

04/18/2014 Host of Station Tour, Girl Scout Troop# 70899 (morning)

Derek Kevra, Meteorologist

01/25/2014 Host of Station Tour, 6 year old Students studying tornadoes

03/22/2014 Job Shadow, Oklahoma College Student

Matt Wentworth, Producer

02/24/2014 Host of Station Tour, Lake Shore High School, Advance video production class

03/07/2014 Host of Station Tour, Lake Shore High School, Video Production Class