

JOURNAL BROADCAST GROUP-LANSING OPERATION
WSYM-TV

Annual EEO Public File Report
June 1, 2010-May 31, 2011

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station’s websites, if they have websites.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

APPLICANT PROVIDERS - TV Operations

Sorted by contact method

Email

Organization	Contact	Phone	Fax	Email/Web Address	Address				Job Sent
ACAP Center **Added 8/29/07** Requested to be removed 9/2/2010	Kelly Osmond **New contact Katrina Surratt Rebecca Chandler 5/26/09	Fort Rucker, AL	(334) 255-2558	kelly.osmond@us.army.mil **new contact 2/14/08 katrina.surratt1@us.army.mil Eff. 5/26/09: rebecca.chandler@uw.army.mil					Master Control Operator-PT, Sales Assistant
Alma College	Patricia Chase	989-463-7225	989-463-7353	chase@alma.edu ; eff. 10/11/10: academic-career@alma.edu	614 West Superior St	Alma	MI	48801	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
ALTER	James T Cresswell	877-751-1162	810-726-1059	perry@amedsys.com	7711 Auburn Rd	utica	MI	48317	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Andrews University	Sandra Richardson	269-471-3160	269-471-3125	commdept@andrews.edu	Netherley Hall Room 024	Berrien Springs	MI	49104	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Bates Technical College XXX Requested to be added 5/17/05	Al Hunton	253-680-7752		ahunton@bates.ctc.edu **new contact 12/12/07 fmonroe@bates.ctc.edu changed 4-8-09 to: skmiller@bates.ctc.edu	2320 S. 19th St.	Tacoma	WA	98405	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Center for Women in Transition	Charisse Smith-Mitchell	616-355-9750	517-392-5073	donnac@aplaceforwomen.org Current (7/31/08) charissem@aplaceforwomen.org	304 Garden Avenue	Holland	MI	49424	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Central Michigan University XXX - requested to be added 5-15-06	Peter B. Orlik, PH.D.	989-774-3851	989-774-2426	orlik1pb@cmich.edu	340 Moore Hall	Mount Pleasant	MI	48859	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Community for Southeastern Michigan	Karen Leppansen	313-961-6675	517-961-2886	kleppanen@cfsem.org	333 West Fort St Suite 2010	Detroit	MI	48226	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Community Intergrated Recreation	Linda Linka	616-968-8249	616-969-6218	cirlady@aol.com	PO Box 2069	Battle Creek	MI	49016	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Council Against Domestic Assault	Holy Seymour **Susan Schoultz	517-372-5976	517-372-0024	brooksh3@msu.edu **New contact 2/14/08 executivedirector@eveinc.org	PO Box 14149	Lansing	MI	48901	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Cristo Rey Employment & Training	Marcus Hayes	517-372-4700	517-372-8499	mhayes@camw.net	1717 N. High Street	Lansing	MI	48906	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Davenport University	Cindy Wittum	517-484-2600 x 8221	517-484-9719	Cindy.Whittum@davenport.edu **New contact 2/14/08 shelley.lowe@davenport.edu	220 East Kalamazoo	Lansing	MI	48933	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Detroit Urban League	N.Charles Anderson	313-832-4600	313-832-3222	ncanderson@deturbanleague.org	208 MAC Ave	Detroit	MI	48201	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist

Eastern Michigan University (New email address as of 7-17-06)	Mary Jones	734-487-0400	734-487-0940	mjones1@emich.edu	311 King Hall	Ypsilanti	Mi	48197	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Emerson College XXX-requested to be added 5-15-06	Dr. Marsha Della-Guistina	781-646-1077		mdgrtnda@yahoo.com and m_dgiustina@emerson.edu , matthew_cardin@emerson.edu	113 Gray St.	Arlington	MA	2476	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Grand Rapids Community College	Chris Allen	616-234-4170		callen@grcc.edu	143 Bostwick Ave Ne	Grand Rapids	MI	49503	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Grand Valley State	Catherine Cameron-Heldt	616-331-3311	616-331-2070	career@gvsu.edu	206 Student Service Bldg 1 Campus Drive	Allendale	Mi	48401	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Hillsdale College	Vicky Arno	517-607-2457	517-607-2659	vicky_arno@hillsdale.edu	33 E. College St	Hillsdale	MI	49242	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Jewish Family & Children Service (New email address as of 7-17-06) Requested to be removed from list 7/7/10	Susan Gertner	810-767-5922	810-767-9024	jfcs@tm.net	619 Wallenberg St	Flint	MI	48502	Sales Assistant
Kettering University	Susan Reynold	810-762-9922	810-762-9837	sreynold@kettering.edu	1700 W. Thrid Avenue	Flint	MI	48504	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Labor Ready	Patricia Miller	517-487-0808	517-487-1110	1686-br@laborready.com	1621 East Kalamazo	Lansing	MI	48912	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Lake Land College New email 12-22-06	Ken Beno	217-234-5271		kbeno@lakeland.cc.il.us NEW email: careerservices@lakeland.cc.il.us	5001 Landland Blvd	Mattoon	IL	61938	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Lake Superior Community Partnership Requested to be removed from list 3/2/2011	Amy Clickner	906-226-6591	906-226-2099	aclickner@marquette.org	501 South Front Street	Marquette	MI	49855	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
League of Women Voters Michigan	Jessica Rieser	517-484-5383	517-484-3086	Old: lwvmi@voyager.net Current (7/31/08) :office@lwvmi.org	200 Museum Sr. Suite 104	Lansing	MI	48933	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Madonna University	Christine Brant	734-432-5620		cbrant@madonna.edu	36600 Schoolcraft Rd	Livonia	MI	48150	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
MARO Employment & Training Association	David Price	517-484-5588	517-484-5411	dprice@maro.org	PO Box 16218	Lansing	MI	48901	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Media Communications Association-Detroit	Elizabeth Aiken	313-567-2044	313-567-2066	pos2ea@aol.com	227 Iron Street Suite 321	Detroit	MI	48207	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
MediaLine	Mark Shilstone	800-237-8073	831-648-5204	medialine@medialine.com	Box 51909	Pacific Grove	CA	93950	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist

Michigan Association of Educational Broadcasters	Bill Kieth	734-416-7732		info@maeb.org **new address 2/15/08 keithb@pccs.k12.mi.us updated 2/3/10: Bill.Keith@pccsmail.net	46181 Joy Rd	Plymouth	MI	48187	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Michigan Business & Professional Women's Foundation	Cheri Virag	517-374-6381	517-374-9073	cheriv@juno.com	PO Box 26292	Lansing	MI	48909	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Michigan Guild of Artists & Artisans	Max Clayton	734-662-3382	734-662-0339	guild@michiganguild.org **New address clayton@theguild.org	118 N. Fourth Ave	Ann Arbor	MI	48104	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Michigan National Academy of Television Arts & Sciences	Michelle DeSouza	313-231-2635		mde003@yahoo.com ; updated 10/19/2009 mde02@yahoo.com	P.O. Box 251987	West Bloomfield	MI	48325	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Michigan State University	Naomi Lilly	517-355-9510	517-353-2597	lillyna@csp.msu.edu	6 Student Services Bldg	East Lansing	MI	48825	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Minority Program Services	Harry Bonner	517-629-2113	517-629-2029	hbonner@hotmail.com	PO Box 625	Albion	MI	49224	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Mississippi State University, Dept. of Communication XXX Requested to be added 5/17/05	Karyn Brown	662-325-7952	662-325-3210	kbrown@comm.msstate.edu	PO Box PF/130 McComas Hall	Mississippi State	MS	39762	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
NAACP - Detroit	Laurie Moor-Swain	313-871-2087	313-871-7745	lmoore@detroitnaacp.org	2990 E. Grand Blvd	Detroit	MI	48202	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
National Broadcasting Society (New contact information as of 8/24/06)	Jim Wilson	828-262-3036	828-262-6312	nbsaerho@swbell.net	PO Box 32060	Boone	NC	28608	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
National Lesbian & Gay Journalists Association	Angie Young	202-588-9888	202-588-1818	aeyoung@nlgja.org Current (7/31/08) info@nlgja.org	1420 K Street nw Suite 910	Washington	DC	20005	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
NATO - Michigan	Kathy Sherman	248-351-1301	248-208-8043	shermank@metronet.lib.mi.us ; updated 2/8/2010: ccollins@fhgov.com	26000 Evergreen Rd PO Box 2055	Southfield	MI	48037	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Northern Michigan University	Karry Mohr	906-227-2800	906-227-2807	shermank@metronet.lib.mi.us ; updated 2/8/2010: ccollins@fhgov.com	1401 Presque Isle 1102 University Center	Marquette	MI	49855	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Ohio & Illinois Cneter for Broadcasting XXX-requested to be added 4-03	Gary James (OH) or Dave Cogozzo (IL) or Mark Lillie (CO)	216-503-5900X1104 (Cleveland) 513-271-6060 (Cincinnati) 630-916-1700 (Lombard, IL) 303-937-7070 (Colorado)		gary@beonair.com (added 5/10/05) 6/4/10 added: placement.lombard@beonair.com ; 4/28/2011 added: lillie.m@beonair.com	9885 Rockside Rd., Ste 160	Cleveland	OH	44125	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Olivet College	Update Contact 8-19-08: Diana Boatwright	269-749-7698		pmcconnell@olivetcollege.edu New Contact as of 3-22-07 jrhodef@olivetcollege.edu Update 8-19-08: dboatwright@olivetcollege.edu	208 Mott	Olivet	MI	49076	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist

Parkland College (New contact information as of 7-17-06)	Carolyn Martin	217-351-2536		cmartin@parkland.edu	2400 W. Bradley Ave	Champaign	IL	61821	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Specs Howard School of Broadcast Arts (New contact information as of 7-17-06)	Kevin Sequin-Scollin	248-358-9000	248-746-9770	kscollin@specshoward.edu	19900 W. 9 Mile Rd	Southfield	MI	48075	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Telecommunication & Film	Pam Doyle	205-348-6350		pam.doyle@ua.edu	Box 870152	Tuscaloosa	AL	35487	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
The Young (Coleman A.) Foundation	Dr. Claudette Smith	313-962-2200		claudettesmith@cayf.org	2111 Woodward Suite 600	Detroit	MI	48201	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
University of Colorado at Boulder XXX-Requested to be added 4/04	Beth Gaeddert, Director Career Services and External Affairs	303-492-0460	303-492-0969	Elizabeth.gaeddert@colorado.edu	1511 University Ave.	Boulder	CO	80309	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
University of Michigan (New contact information as of 7-17-06)	Cheryl Erdmann	734-647-9723	734-764-3288	cerdmann@umich.edu	105 South State St 220 Frieze	Ann Arbor	MI	48109	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
University of North Texas XXX Requested to be added 5/17/05	Phyllis Slocum	940-565-2565	940-369-7838	Slocum@unt.edu	PO Box 310589	Denton	TX	76203	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
University of Wisconsin-Oshkosh-XXX-requested to be added 11-30-04	11-18-08: New contact is Justine Stokes Al Folker	920-424-3133		11-18-08: New e-mail contact: stokesj@uwosh.edu folker@uwosh.edu	School of Radio, TV & Film 800 Algoma Blvd.	Oshkosh	WI	54901	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Wayne State University	Kinberly Streeter	313-577-3390	313-577-4995	kimberly.streeter@wayne.edu	1001 Faculty/Admin Bldg 656 Reuther Mall	Detroit	MI	48202	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Women's Information Center	Pamela Forbes	231-769-6692	231-796-0358	wise@tucker-usa.com	PO Box 1249	Big Rapids	MI	49307	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist

Web Postings

Brown CollegeXXX-requested to be added 12-20-04	Rebecca Ewanga	651-905-3465	651-905-3555	rewanga@browncollege.edu https://my.browncollege.edu/mycampus/employer/ (new website eff 6/30/05)	1440 Northland Drive	Mendota Heights	MN	55120	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Delta College	Mary Keyser	989-686-9072	989-686-1395	mmkeyser@alpha.delta.edu ; updated 7/7/10: jobplace@delta.edu ; changed to online posting 3/2/2011: www.myinterfase.com/deltacollege/employer	1961 Delta Rd	University Center	MI	48710	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Ferris State University (requested to be added by GM - 3/8/11)	Web site posting	(231) 591-2000		https://ferris-csm.symplicity.com/employers/donahued@indiana.edu ; online posting eff. 7/17/06: http://www.indiana.edu/~career/employers/post/login.php	1201 S. State Street	Big Rapids	MI	49307	Account Executive
Indiana University	Patrick Donahue	812-855-4269	812-855-2121		625 North Jordan Ave	Bloomington	IN	47405	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist

Journal Broadcast Group, Inc.	Shannon Spankowski			sspankowski@journalbroadcastgroup.com					Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Lansing Community College (requested to be added by GM - 3/8/11)	Web site posting	517-483-1172		http://lcc.experience.com/emp/sblogin	P.O. Box 40010	Lansing	MI	48901	Account Executive
Michigan Association of Broadcasters	Web site posting	517-484-7444	517-484-5810	http://www.michmab.com/JobBank/index.html	819 North Washington Ave	Lansing	MI	48906	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Northwood University - MI (requested to be added by GM - 3/8/11)	Career Assistance Center	989.837.4335	989.837.4499	http://northwood.experience.com/emp/sblogin	4000 Whiting Drive	Midland	MI	48640	Account Executive
Oakland University	Tracy Launiger	248-370-3250	248-370-3250	launige2@oakland.edu (New contact information as of 7-25-06) Changed to web posting 8/24/06 www.oucareerlink.com	275 W. Vanderberg Hall	Rochester	MI	48309	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
Tvjobs.com	Mark C. Holloway	(760) 754-8177		www.tvjobs.com	P.O. Box 4116	Oceanside	CA	92052	Account Executive, Commercial Producer, Master Control Operator-PT, Sales Assistant, TV+Web Sales Specialist
University of Iowa XX Requested to be added 5/27/03 NOTE: requested notification only of those vacancies that require a college degree & are Full Time.	Sherry Hingtgen, Christine Wells, changed contact on 2/02/05	(319) 335-1024	319-335-1029	sherry-hingtgen@uiowa.edu , Changed to https://www.myinterfase.com/uiowa/employer/ on 2/2/05	24 Phillips Hall	Iowa City,	IA	52242	TV+Web Sales Specialist

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting

Date of station participation: (on date; from date to date) September 8, 2010

Participating employees: Joe Antonelli, Local Sales Manager and Taryn Proctor, Sales Assistant

Host/Sponsor of activity: Michigan State University

Brief description of activity and station participation: WSYM hosted a job fair booth at Michigan State University called "Earn, Learn & Intern" on 9/8/2010. We spoke with more than 200 possible interns for future internships with WSYM. We also distributed literature about Journal Broadcast Group and WSYM Fox 47 to potential interns.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: 1. Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions

Date of station participation: (on date; from date to date) October 29, 2010

Participating employees: VP/General Manager, Gary Baxter and Accounts Receivable Specialist, Amy Garcia

Host/Sponsor of activity: Michigan Association of Broadcasters

Brief description of activity and station participation: WSYM-TV had a booth at the MAB Career Builder Job Fair. Participants spent approximately two hours talking to students who were seeking more information about jobs available at WSYM-TV. This event drew over 210 students from the state of Michigan. Job seekers were interviewed by station management which resulted in some additional interviews at the station.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: 14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Date of station participation: (on date; from date to date) December 15, 2010;
December 17, 2010

Participating employees: Gary Baxter – Vice President & General Manager, John Szarowicz – Assistant Chief Engineer, Kip Bohne – Marketing Manager, Joe Antonelli - Local Sales Manager, and Carey Jarvis – Traffic Manager

Host/Sponsor of activity: Journal Broadcast Group & Littler Mendelson Law Firm

Brief description of activity and station participation: Journal Broadcast Group partnered with Littler Mendelson Law Firm to provide training to the management team on how to provide a work environment that is free of discrimination and harassment. Each session was approximately 90 minutes long. The training provided guidelines on how to prevent, manage and respond to discrimination and harassment. It also included the repercussions of harassment and discrimination cases. The training included an explanation of the importance of EEO and managers responsibility to vigorously enforce policies.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: 1. Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

Date of station participation: (on date; from date to date) March 09, 2011

Participating employees: Gary Baxter, VP/General Manager and Kip Bohne, Promotions Manager

Host/Sponsor of activity: Michigan Association of Broadcasters

Brief description of activity and station participation: WSYM-TV had a booth at the MAB Convention Job Fair. All station participants spent upwards of three hours each talking to students who were seeking more information about jobs available at WSYM-TV. This event drew over 300 students from the state of Michigan. Job seekers were interviewed by station management which resulted in some additional interviews at the station.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: 11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.

Date of station participation: (on date; from date to date) March 16, 2011

Participating employees: Meteorologist, David Harker

Host/Sponsor of activity: WSYM- FOX 47

Brief description of activity and station participation: David Harker, WSYM Meteorologist, spoke at the IHM-ST Casimir Open House/Career Night on March 16, 2011 regarding careers in meteorology. The event had an open invite to all families and students to attend. The event was to further educate and inform students, in a fun and festive atmosphere, about endless possibilities of career choices awaiting them as they steer toward future success.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) May 3, 2011

Participating employees: Kip Bohne

Host/Sponsor of activity: WSYM FOX 47

Brief description of activity and station participation: WSYM's Kip Bohne hosted an MSU student to spend the day with him at the station. The student observed and learned about the station operations, specifically regarding promotions and video production.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM, CSYM

Type of activity listed under Outreach Initiative worksheet: 5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of station participation: (on date; from date to date) 6/1/2010-5/31/2011

Participating employees: Kip Bohne, Marketing and Promotions Department manager; Taryn Proctor, Sales Assistant

Host/Sponsor of activity: Fox 47

Brief description of activity and station participation: FOX 47 sales, Marketing/Promotions departments had 5 interns this year working in the sales/production dept. (Michigan State University(3), Career Quest(1) and Olivet College (1)). Marketing and promotion interns assist in the execution of sales promotions, writing and producing commercial announcements, News promotion projects, production of programming promos, and coordination of prize fulfillment, station contests and promotions. Interns also learn copywriting, editing, pre-production planning, creative conception, and promotion strategies.

Sales interns work closely with the Sales staff and managers on special projects including research and presentation, go on sales calls and commercial production shoots, and assist in formatting and producing sales and promotional support materials. Interns are also exposed to other departments such as marketing, promotions, production, and News.

WSYM Fox 47 Interactive Department had three interns were from Michigan State University. These interns promote Fox 47 through social media. The interns also oversee viewer promotions and contests via social networks and learns social media networking skills, how to implement and execute viewer promotions and contest. Interactive interns work closely with the Promotions department staff and manager on special projects including research and presentation.

WSYM Fox 47 Production department had 5 interns this year to produce the Michael Patrick Sheils in the Morning show. (1 from Full Sail Univ in Florida, 2 from Michigan State University, 1 from Lansing Community College, and 1 from Mott Community

College) These interns produce our Morning talk show each weekday from 6am - 8am. Job duties include producing the live talk show, guest relations, editing and writing.

All of our internships are non-paid and are for college credit. Each intern receives hands on experience and education in the departments which they were interning for.