

Journal Broadcast Group-Knoxville Operations
WCYQ/WWST/WKHT/WKTI

Annual EEO Public File Report
4/1/10-3/31/11

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.

Account Executive

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input type="checkbox"/>
Journal Broadcast Group website	2	<input type="checkbox"/>
Word of mouth Market/Industry	1	<input checked="" type="checkbox"/>
Word of mouth Market/Industry	2	<input type="checkbox"/>
Number of Applicants Interviewed	6	

Digital Division Manager

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input checked="" type="checkbox"/>
Employee Referral	1	<input type="checkbox"/>
Journal Broadcast Group website	1	<input type="checkbox"/>
Other Craigslist.org	1	<input type="checkbox"/>
Other Knoxville Help Wanted	1	<input type="checkbox"/>
Other Monster/JobNoggin	2	<input type="checkbox"/>
Word of mouth Market/Industry	1	<input type="checkbox"/>
Number of Applicants Interviewed	8	

General Sales Manager

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	3	<input type="checkbox"/>
Internal Candidate	1	<input checked="" type="checkbox"/>
Internal Candidate	3	<input type="checkbox"/>
Other Inside Radio	2	<input type="checkbox"/>
Word of mouth Market/Industry	1	<input type="checkbox"/>
Number of Applicants Interviewed	10	

On-Air Personality

Referral Source	Number of Applicants Interviewed	Hired?
Internal Candidate	2	<input type="checkbox"/>
Other AllAccess.com	1	<input type="checkbox"/>
Other Consultant - Zapoleon	1	<input checked="" type="checkbox"/>
Number of Applicants Interviewed	4	

Promotions Manager

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input checked="" type="checkbox"/>
Employee Referral	3	<input type="checkbox"/>
Internal Candidate	2	<input type="checkbox"/>
Journal Broadcast Group website	2	<input type="checkbox"/>
Other TN Dept. of Emplmt	1	<input type="checkbox"/>
Number of Applicants Interviewed	9	

Sales Assistant

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input checked="" type="checkbox"/>
Employee Referral	1	<input type="checkbox"/>
Internal Candidate Intern	1	<input type="checkbox"/>
Journal Broadcast Group website	2	<input type="checkbox"/>
Other Yahoo Search	1	<input type="checkbox"/>
Number of Applicants Interviewed	6	

Grand Total

43

Recruitment Sources Utilized During Reporting Period

Organization	Address	City, State, Zip	Phone	Fax	Email/Web	Contact Person	Job Positions Sent
E-MAIL RECIPIENTS							
ACAP Center XXX Requested to be added 8/29/07 Requested to be removed 9/2/2010	ACAP Center, Bldg. 5700, Rm. 185	Fort Rucker, AL	(334) 255-2558		kelly_osmond@us.army.mil **New email 2/14/08 katrina.surratt1@us.army.mil ; Eff. 5/26/2009: rebecca.chandler@2us.army.mil	Kelly Osmond **New contact 2/14/08 Katrina Surratt Rebecca Chandler 5/26/09	Account Executive, Promotions Manager, Sales Assistant
American Broadcasting School XXX- Requested to be added 1/21/2009	712 N. Watson Road, Ste. 200 ,	Arlington, TX 76011	(817) 695-2474	(817) 695-2838	michelle@radioschool.com	Michelle McConnell	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Bates Technical College XXX Requested to be added 5/17/05	2320 South 19th St.	Tacoma, WA 98405	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	Shirley Miller WorkSource Specialist	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Carson Newman College	1646 Russell Ave.	Jefferson City, TN 37760	865-471-3430	865-471-4989	dotaylor@cn.edu	Dr. Doug Taylor	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Central Michigan University XXX - requested to be added 5-15-06	340 Moore Hall	Mount Pleasant, Michigan 48859	989-774-3851	989-774-2426	orlik1pb@cmich.edu	Peter B. Orlik, PH.D.	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
East TN State University Career Placement & Internships	PO Box 70718	Johnson City, TN 37614	423-439-8505	423-439-8506	blairt@mail.tsbdc.org	Teresa	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Emerson College XXX-requested to be added 5-15-06	113 Gray St.	Arlington, MA 02476	781-646-1077		mdgrnda@yahoo.com and m_dgiustina@emerson.edu and matthew_cardin@emerson.edu	Dr. Marsha Della-Guistina	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Goodwill Industries	5508 Kingston Pike	Knoxville, TN 37919	865-588-8567	865-588-0075	rgrosenbaum@gwiktn.org	Dr. Rosenbaum	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Knoxville CAC Private Industry	PO Box 51650	Knoxville, TN 37950	865-546-3500	865-546-0832	cachr@knoxcac.org	Mr. Lee	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Knoxville College	901 College St.	Knoxville, TN 37921	865-824-6621	865-824-6603	ehallman@knoxvillecollege.edu	Dr. Hallman	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Knoxville Urban League	PO Box 1911	Knoxville, TN 37901	865-524-5511	865-525-5154	info@thecall.org ggarner@thekaul.org (changed 4/04) (old) New email address effective: 12-22-06 jrobinson@thekaul.org	Jackie Robinson	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Maryville College Career Services	E. Lamar Alexander Parkway	Maryville, TN 37804	865-981-8220	865-273-8852	ccc@maryvillecollege.edu		Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Mississippi State University, Department of Communication XXX Requested to be added 5/17/05	PO Box PF/130 McComas Hall	Mississippi State, MS 39761	662-325-7952	662-325-3210	kbrown@comm.msstate.edu	Karyn Brown	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Ohio & Illinois Centers for Broadcasting XXX (Requested to be added 4-03)	9885 Rockside Rd., Ste 160	Cleveland, OH 44125	216-503-5900X1104 (Cleveland) 513-271-6060 (Cincinnati) 630-916-1700 (Lombard, IL)		gary@beonair.com (added 5/10/05) 6/4/10 added: placement.lombard@beonair.com	Gary James (OH) or Dave Cogozzo (IL)	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Pellissippi State Placement Office	PO Box 22990	Knoxville, TN 37933	865-694-6554	865-539-7001	ccarson@pstcc.edu	Ms. Rutledge	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Sevier County Vocational Center	1150 Dolly Parton Parkway	Sevierville, TN 37862	865-453-8014	865-429-0448	cmeerule@yahoo.com	Ms. Rule	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
South College (added 4-1-04)	720 N. 5th Ave	Knoxville, TN 37917	865-251-1820	865-637-0127	qtaylor@southcollegetn.edu	Mr. Gary Taylor	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant

Tennessee Department of Employment	PO Box 831	Knoxville, TN 37901	865-594-6908	865-594-6266	Ginger.Armstrong@state.tn.us	Ms. Harveston or Ms. Ginger Armstrong	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Tusculum College	9041 Executive Park Dr. Suite 226	Knoxville, TN 37923	865-693-1177	865-691-6391	lfox@tusculum.edu ** new contact 5/8/08 rotto@tusculum.edu	Leslie Fox **New contact 5/8/08 Ryan Otto	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
University of Colorado at Boulder, School of Journalism and Mass Communication XXX Requested to be added on 4-20-0	1511 University Ave. 478 UCB	Boulder, CO 80309-0478	303-492-0460	303-492-0696	Elizabeth.qaeddert@colorado.edu	Beth Gaeddert, Director of Career Services and External Affairs	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
University of North Texas XXX Requested to be added 5/17/05	PO Box 310589	Denton, TX 76203	940-565-2565	940-369-7838	Slocum@unt.edu	Phyllis Slocum, Faculty Advisor Dept. of Radio, Television and Film	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
University of Tennessee Career Services	915 Volunteer Blvd. 100 Dunford Hall	Knoxville, TN 37996	865-974-5435	865-974-6497	ijeter@utk.edu	Mr. Brown	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
University of Wisconsin-Oshkosh Radio, TV & Film XXX requested to be added 11-30-04	800 Algoma Blvd.	Oshkosh, WI 54901	920-424-3133		11-18-08: New e-mail contact: stokesj@uwosh.edu folker@uwosh.edu	11-18-08: New contact is Justine Stokes Al Folker	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
ONLINE POSTINGS							
Brown College XXX Requested to be added on 12/20/04	1440 Northland Drive	Mendota Heights, MN 55120	651-905-3465	651-905-3555	rewanga@browncollege.edu , kbaumeister@browncollege.edu , http://placement.browncollege.edu (where jobs are posted) https://my.browncollege.edu/mycampus/empl/over/ (new website eff 6/30/05); Website Updated 8/5/2009: https://browncollege.optimalresume.com/employers/index.php	Karon Baumeister	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant
Journal Broadcast Group	720 E. Capitol Drive	Milwaukee, WI 53212	414-967-5301	414-967-5315	sspankowski@journalbroadcastgroup.com , online posting: www.journalbroadcastgroup.com	Shannon Spankowski	Account Executive, Digital Division Manager, General Sales Manager, Promotions Manager, Sales Assistant
Tennessee Association of Broadcasters (requested to be added by GM 11/3/2010)	Two International Plaza Drive, Suite 507	Nashville, TN 37217	615-365-1840	615-365-1842	www.tabtn.org		Digital Division Manager, General Sales Manager, On-Air Personality
University of Iowa (Career Center) XXX Requested to be added 5/27/03 NOTE: requested notification only of those vacancies that require a college degree & are Full Time.	24 Phillips Hall	Iowa City, IA 52242	319-355-1023	319-335-1029	sherry-hingtgen@uiowa.edu & molly-rechkemmer@uiowa.edu ; https://www.myinterfase.com/uiowa/employeer/ (New method of contact as of 9/14/04)	Christine Wells, Sherry Hingtgen, Molly Rechkemmer	Account Executive, General Sales Manager, On-Air Personality, Promotions Manager
FAX RECIPIENTS							
YMCA of East Tennessee	605 W. Clinch Ave.	Knoxville, TN 37901	865-522-9625	865-521-7418	fax	Susan	Account Executive, Digital Division Manager, General Sales Manager, On-Air Personality, Promotions Manager, Sales Assistant

XXX INTICATES SOURCES THAT HAVE REQUESTED NOTIFICATION OF JOB OPENINGS

Sources utilized in addition for the following job positions during this reporting period.

<u>Organization</u>	<u>Address</u>	<u>City, State,</u>	<u>Phone</u>	<u>Fax</u>	<u>Email/Web</u>	<u>Contact</u>	<u>Job Positions Sent</u>
Craigslist - Knoxville	website				craigslist.org		Digital Division Manager
Knoxville Help Wanted	website				knoxvillehelpwanted.com		Digital Division Manager, General Sales Manager
Monster/Jobnoggin	website				www.jobnoggin.com		Digital Division Manager
All Access	28955 Pacific Coast Highway, Suite 210-5	Malibu, CA 90265	310-457-6616	310-457-8058	allaccess.com	Joel Denver	General Sales Manager, On-Air Personality, Promotions Manager
Inside Radio	1744 Patriot's Way	Kennesaw, GA	800-248-4242		Ads@insideradio.com		General Sales Manager
Radio Ad - Journal Broadcast Group: WMYU-FM, WWST-FM AND WKHT-FM	1533 Amherst Rd.	Knoxville, TN 37909	865-824-1021	n/a	n/a	Dan McKee	Account Executive 2, Sales Assistant 2

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

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) April 1, 2010 – March 31, 2011

Participating employees: Promotions and Sales Department

Host/Sponsor of activity: Journal Broadcast Group

Brief description of activity and station participation: Over the past 12 months the promotions and sales departments have had a total of six interns from the University of Tennessee. Our internships are non-paid internships where the students receive college credit. Each intern received hands on experience in brainstorming promotional ideas to tie in sales and promotions for the stations. They also assisted in development of ideas for on-air contesting for promotions and programming. The interns learned to write copy, draft proposals for promotions and sales, as well as an understanding of promotional guidelines and rules we must follow. Throughout the course of the semester we track their improvements by relating back to their early work and comparing it with their most recent work. Other tasks include prize inventory and fulfillment on a daily basis.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

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 27th, 2010

Participating employees: Kristin Minder – Promotions Manager and Dan McKee – Sales Manager

Host/Sponsor of activity: University of Tennessee

Brief description of activity and station participation: On Wednesday October 27th, the University of Tennessee hosted an internship and summer career fair on campus. It was a four hour recruitment session that Kristin Minder of the Promotions Department and Dan McKee of the Sales Department attended to collect resumes for upcoming summer internships and open part time positions where available. In addition to collecting resumes, Kristin and Dan shared information about Journal Broadcast Group companywide opportunities and how participants can get additional information about jobs within the company's different groups.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: KMTV, KEZO, KSRZ, KQCH, KKCD, KXSP

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: Rich Bailey – Operations Manager, Bill Berry – General Sales Manager, Darren Stephens – Program Director, Dan McKee – Local/National Sales Manager, Kristin Minder – Promotions Manager, Paul Orr – Program Director, Chris Protzman – Vice President/General Manager, Beverly Brannen – 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: WWST, WKHT, WCYQ, WKTI

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) February 9th, 2011

Participating employees: Kristin Minder – Promotions Manager

Host/Sponsor of activity: University of Tennessee

Brief description of activity and station participation: On Wednesday February 9th, the University of Tennessee hosted an internship and summer career fair on campus. It was a four hour recruitment session that Kristin Minder of the Promotions Department attended to collect resumes for upcoming summer internships and open part time positions where available. In addition to collecting resumes, Kristin shared information about Journal Broadcast Group companywide opportunities and how participants can get additional information about jobs within the company's different groups.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WKHT, WCYQ, WWST, WKIT

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) February 10th, 2011

Participating employees: Tyler Ivens - Radio Personality/Street Team Member

Host/Sponsor of activity: Central High School, Knoxville, TN

Brief description of activity and station participation: On Tuesday February 10th, 2011, Tyler Ivens visited Central High School in Knoxville, TN. He is an alum of Central High School and went to speak with the Marketing and Communications classes about the positions he has held at Journal Broadcast Group and how he got his start in radio.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

Type of activity listed under Outreach Initiative worksheet: 6. 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).

Date of station participation: (on date; from date to date) February 22, 2011

Participating employees: Kim Hansard – On Air Personality

Host/Sponsor of activity: Speaker at Health Department's "Community Walk" Promotion

Brief description of activity and station participation: Kim was Key Note speaker discussing the radio stations within the Journal Broadcast Group Knoxville umbrella. She explained how a radio station works, her position history in Knoxville radio (how she got started and how she grew her career within Journal Broadcast Group etc.), and how/why radio station choose to participate in non-profit events.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

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) February 23rd, 2011

Participating employees: Kristin Minder – Promotions Manager

Host/Sponsor of activity: Maryville College

Brief description of activity and station participation: On Wednesday February 23rd, the Maryville College hosted an internship and summer career fair on campus. It was a four hour recruitment session that Kristin Minder of the Promotions Department attended to collect resumes for upcoming summer internships and open part time positions where available. In addition to collecting resumes, Kristin shared information about Journal Broadcast Group companywide opportunities and how participants can get additional information about jobs within the company's different groups.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

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) February 24th, 2011

Participating employees: Tyler Ivens - Radio Personality/Street Team Member, Joey Tack - On-Air Personality, Hannah Graham – Promotions Assistant, Mike Shaffer - On-Air Personality, Frank Murphy – Producer

Host/Sponsor of activity: Knox County School Board

Brief description of activity and station participation: On Thursday February 24th, the Knox County School Board hosted career fair at the Knoxville Expo Center for rising 8th graders and high school students. Students were encouraged to visit booths and learn more about the career paths and opportunities in the Broadcast Industry.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST/WKHT/WCYQ/WKTI

Type of activity listed under Outreach Initiative worksheet: 16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Date of station participation: (on date; from date to date) March 2, 2011

Participating employees: Rich Bailey - Operations Manager

Host/Sponsor of activity: Journal Broadcast Group

Brief description of activity and station participation: One on one interview with student from University of Tennessee to discuss the radio industry and the operation of the Knoxville operations market. In the discussion Rich Bailey spoke of his career path and what it took to get to the position he is in today.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST

Type of activity listed under Outreach Initiative worksheet: 16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Date of station participation: (on date; from date to date) March 8, 2011

Participating employees: Kim Hansard – On Air Personality

Host/Sponsor of activity: Co host with WBIR TV's Robin Wilhoit for the Juvenile Diabetes Research Foundation annual Walk.

Brief description of activity and station participation: Kim took part in the annual JDRF walk by co-hosting the event and attending the yearly kick off meeting. At these events, Kim highlighted her positions (programming and sales) within Journal Broadcast Group and ways Star 102.1 uses the medium to help further community initiatives.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST/WKHT/WCYQ/WKTI

Type of activity listed under Outreach Initiative worksheet: 16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Date of station participation: (on date; from date to date) March 14, 2011

Participating employees: Gretchen Helterhoff - On Air Personality, Rich Bailey- Operations Manager

Host/Sponsor of activity: Journal Broadcast Group

Brief description of activity and station participation: Gretchen Helterhoff and Rich Bailey hosted a tour of the radio station for a Tiger Scout Den from Pigeon Forge. Gretchen and Rich both discussed the basics on how radio works, showed the equipment in the studios, and answered questions from the kids. We did a question and answer session with the kids. We encouraged them to stay in school and go to college to study broadcasting. We told them it's a lot of hard work but also rewarding. The kids went on the air with Rich Bailey during his shift. The kids also learned about station events like Star Jam, and Radiothon for East Tennessee Children's Hospital, and why we do those types of events in our community.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WWST, WKHT, WCYQ, WKTI

Type of activity listed under Outreach Initiative worksheet: 8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Date of station participation: (on date; from date to date) March 17th, 2011 - present

Participating employees: Dan McKee – Sales Manager

Host/Sponsor of activity: Journal Broadcast Group

Brief description of activity and station participation: In March 2011, Journal Broadcast Group partnered with Crestcom to bring a yearly management program to Journal Broadcast Group Knoxville. Managers will take part in a four hour session each month to address several management issues such as recruitment, dealing with problematic employees, coaching, strategic management, etc. The first training session was held on March 17th discussing negotiating and listening with employees and customers. Training will run for a full calendar year with additional managers being added over time.