

Prong 3 Longer-Term Recruitment Initiatives Implemented from 4/1/08 through 3/31/09

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	College Level Internship Program	Station exposes Interns to all facets of operation in various departments.	Exposure to all areas of the operation gives a solid overview and education of operation & organization.	News, Sales, Programming and Promotion Departments
2	Ongoing	Job Shadow Program	Expose college level students to careers in broadcasting.	Allowing students to shadow an employee in broadcasting career.	Sue Brozek
3	Ongoing	Training	WPXI Staff Training & Delevelopment	Throughout the year training & seminars are provided to the staff of WPXI employees. Examples of this training follows: Engineering staff in technical area's such as Ignite, OSI, Interfaces. The News staff is trained in area's of video, editing and writing. Creative Services receives training from Pixel Corporation and Web based training is provided. Our Sales Staff attends seminars and training in area's of salesmanship, ratings, industry competition, the web environment, etc.	WPXI Staff Employees
4	Ongoing	Leadership-Advancement & Diversity Skills Training	WPXI Leadership Training	Station sends Department Head and middle managers to Cox for leadership and diversity training.	WPXI Management Personnel
5	Ongoing	Station Tours	Station tours of broadcasting facility and presentations on careers in broadcasting. Conducted year round.	Purpose exposing college, trade & high school students on careers in broadcasting field.	Various WPXI personnel
6	4/1/2008	Job Fair	Pittsburgh Diversity Job Fair	Career Fair Participant.	Sue Brozek
7	4/5/2008	Guest Speaker	Spoke to students at Hampton School District about broadcasting careers.	Expose students to broadcasting industry.	Scott Harbaugh

8	4/15/2008	Panel member representing WPXI	Women in Film & Media Association	How to prepare to work in television industry & opportunities, etc.	Sue Brozek
9	4/16/2008	Alumni-Career Day	California of PA University Alumni-Career Day	Guest speaker on broadcasting as a career.	Darieth Chisolm
10	5/1/2008	Keynote Speaker	Pittsburgh Public School Symposium	Guest speaker on broadcasting as a career.	Danielle Nottingham
11	05/08/08	NAACP Human Rights Dinner	Annual Human Rights Dinner & Fund Raiser	Guest speakers	Darieth Chisolm
12	06/01/08	East End Cooperative Ministry	Discussion event concerning minority community issues & employment	Guest speaker & panel member	Danielle Nottingham
13	06/05/08	Master of Ceremonies & guest speaker	Black Association of the South Hills.	Scholarship fundraiser conducted for minority students.	Danielle Nottingham
14	07/01/08	Guest Speaker	Point Park College	Speaking to Journalism Department about careers in broadcasting	Rick Earle
15	07/29/08	Panel member representing WPXI	The Sustainable Pittsburgh Group	Participated in study to improve minority improvements in hiring, economy & environment.	Jonas Chaney
16	08/26/08	Moderator - Leadership Conference	Bridging the Leadership Gap in Pittsburgh Minority Community	Workshop & Meeting conducted to study the lack of leadership in minority communities.	Danielle Nottingham
17	09/19/08	Robert Morris University	Workshop on writing skills relating to broadcasting & journalism	Station representative on discussion of skills required in journalism field.	Jonas Chaney
18	10/01/08	Career Day	Bidwell Job Training Center 40 Anniversary & Career Day	Station was career participant at event.	Jonas Chaney
19	10/13/08	Robert Morris University	Robert Morris Journalism Department, day of a news producer	Exposing to students to what it's like to be a producer of newscast.	Allison Grotjan
20	10/28/08	Guest Speaker	Pittsburgh Alliance Luncheon	Served as Master of Ceremonies and spoke about careers in broadcasting	Darieth Chisolm
21	12/11/08	Panel member representing WPXI	Sustainable Pittsburgh Group - Follow up meeting	Participated as panel member in a follow-up meeting to the August 2008 round table. Issues re-addressed.	Jonas Chaney
22	01/17/09	Guest Speaker	Pennsylvania Organization for Women	Guest speaker on careers in broadcasting.	Darieth Chisolm

23	01/25/09	Guest Speaker	Point Park College	Addressing schools communications department of broadcasting industry opportunities.	David Johnson
24	01/26/09	Guest Speaker	Spoke to students at St. Alphonsus Catholic School.	Exposing high school students to broadcasting environment and weather casting.	Mike LaPoint
25	01/27/09	Guest Speaker	Pittsburgh Public City School District	Exposing high school students to broadcasting environment and opportunities.	David Johnson
26	2/21/2009	Panel Participant	Lincoln Douglass Minority Scholarship Banquet	Guest speaker on writing and reporting news	Darieth Chisolm
27	2/25/2009	Station Technical Meeting	Bethany College	Engineering presentation on aspects of telecommunications.	Station Engineering Staff members
28	3/8/2009	Guest Speaker	Women & Media & Film Society	Guest speaker on Opportunities and Careers in Broadcasting	Darieth Chisolm
29	3/9/2009	Guest Speaker	Bethany College	Speaking to communication majors about news writing and ethics in journalism	Dean lampietro
30	03/30/09	Guest Speaker	University of Pittsburgh	Speaking to journalism majors about news writing and the First Amendment.	Dean lampietro