

Supplemental Outreach Initiatives

(July 31 2008 thru August 1, 2009)

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least two events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. 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;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station 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.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
4	KRCR sends reporters, anchors, photographers and meteorologists to local schools to participate in career fairs and career days at local schools to talk about their jobs. Two anchors went to Cypress School on February 2, 2009. Our morning meteorologist went to Junction School on February 18, 2009, Simpson University on May 29, 2009 and West Cottonwood School on June 1, 2009.
5	KRCR has established an internship program open to anyone enrolled and getting credit at the college level to learn about and get experience in the broadcast news business. Shay Arthur was our summer intern in 2008. Since then we have only had one applicant, whom we approved, but she never accepted the internship. We have additionally contacted all local schools to let them know about our internship program as well as the National Association of Black Journalists, the National Association of Asian Journalists and the National Association of Hispanic Journalists. Some have gone and to become full-time employees with this station or with other broadcast stations.
8	The KRCR news department has established training programs that allow people to get the experience they need to qualify for higher jobs. For instance, reporters learn how to produce and anchor so that when those jobs open up they will be able to apply for them. We also have part-time editors that have been trained to become full-time news employees. Our senior producer started as a part-time audio person. Hiring from within is a priority for us.
9	KRCR has a mentoring program in place whereas the General Sales Manager and Account Executives develop the Sales Coordinator's skills toward possible promotion to account executive status. KAEF has a mentoring program in place whereas the General Sales manager and Account Executive develop the Sales Assistant/Receptionist skills toward possible promotion to account executive status.

10	<p>KRCR Morning meteorologist Chita Johnson regularly speaks to local groups interested in the broadcast industry, including Rotaries, Lions, and Elks. She also speaks to firefighting groups.</p> <p>KRCR Main anchor Mike Mangas participated in the College Options program designed to encourage local students to get into college—and promoted broadcasting as one of those events.</p> <p>KRCR Anchor News/Director Jennifer Scarborough participates in a one-day seminar sponsored by University Preparatory School that centers on jobs in the media industry. She takes part in a panel with other media professionals promoting media jobs to high school students.</p>
14	<p>KRCR Management personnel participation in EEO training conference session with Covington & Burling LLP on August 21, 2008.</p> <p>KAEF Management personnel participation in EEO training conference session with Covington & Burling LLP on August 21, 2008.</p>
16	<p>KRCR Anchor/News Director Jennifer Scarborough regularly speaks to groups that tour the station about her job. These groups have a wide variety of backgrounds—including home-schooled children, the disabled, teens qualified as “at-risk”, group home children, and foster children.</p> <p>The KAEF sales staff has talked with the public about the television business and possible employment opportunities at community events including the Blues by the Bay music festival in July 2009, the Backpack to School supply drive in August 2008 and in numerous scheduled and unscheduled KAEF station tours for members of the community.</p>