

WKBN-TV, WYFX-LP, WFXI-CA

3930 Sunset Boulevard
Youngstown, OH 44512

EEO Public File Report

June 1, 2006 – May 31, 2007 n

Statement of Supplemental EEO Outreach Activities:

1. Intern Program:

We conduct an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Interns assist the news, promotions and sales staffs in planning, writing, and producing on-air promotion and our news product. The interns are involved from initial concept through final development of station events and projects.

June 1, 2005 – May 31, 2006 we had the following interns:

News Department: 9

College/University:

Ohio School of Broadcasting	3
University of Louisville	1
Slippery Rock University	2
Ohio University	1
Grove City College	1
Westminster College	1

Promotions Department: 5

College/University:

Youngstown State University	3
Ohio Center of Broadcasting	2

Sales Department: 2

College/University:

Kent State	1
Youngstown State University	1

2. Scholarship Program – The Tom Holden Memorial Scholarship

We maintain a yearly scholarship program in cooperation with local area high schools designed to assist students interested in pursuing a career in broadcasting. The scholarship program is open to juniors and seniors at local area high schools. We solicit participants, select the scholarship recipients and conduct on-air promotions of this program.

The program is designed to encourage local high school students to perform broadcast functions in an effort to encourage the pursuit of broadcast careers. This year's program consisted of the drafting and submission by students of public service announcements (PSAs) for a local charity and the presentations of those PSAs by the students appearing on camera. This year we had a total of 384 entries from area Junior and Seniors, the entries were received from 58 area schools and spanned 32 different non-profit organizations. Based upon our evaluation of the students' submissions and their presentations, in April 2007 we presented six scholarship awards –one main scholarship for \$2,500 and five secondary scholarships each a \$100 Savings Bond to other students attending local area high schools.

Our scholarship program was renamed in 2006 to The Tom Holden Memorial Scholarship. Tom Holden was an Anchor with the station for over 30 years. Along with being a well respected Anchor in the broadcast industry he taught at Youngstown State University in the telecommunications department. To honor him and the work he did to enlighten the viewers and educate the students about the world of broadcasting, WKBN/WYFX-TV renamed our scholarship program.

3. The Youngstown State University TV Broadcast Program, a yearly project carried out this year between August and November, 2006, is conducted in partnership with the Youngstown State University Telecommunication Department. It involves student participation in the telecasts of Youngstown State University football games. This program provides an opportunity for students interested in broadcasting to experience the realities of local television. The students are afforded the opportunity to participate in a host of functions and activities involved in the production and presentation of the telecasts.

Students are afforded the opportunity to sign up for positions that fit their goals, talents and interests. The process is approached like a job interview. Our department heads schedule interviews with the prospective candidates and choose students for specific jobs. From the start of the interview process to the end of football season, students have the chance to experience local television and get their "feet wet" before they enter the real world of broadcasting.

4. Participation In Events Or Programs Sponsored By Or In Cooperation With Educational Institutions Relating To Career Opportunities In Broadcasting:
- a. June 1, 2006, Delores Crawford, our Community Affairs Coordinator, was the speaker at Harding School Career Day. Delores spoke to 50 people regarding the importance of an education.
 - b. June 23, 2006, Paul Wetzl gave a presentation to a small group in Lisbon Ohio. Paul spoke about his daily routine as a Meteorologist, including the process they use to determine the weekly weather. He explained the importance of education to achieve a career in broadcasting and relating fields.
 - c. July 13, 2006, Paul Wetzl spoke at the Mercer County 4-H Park to a group of 50 people regarding weather. He informed of his educational background, what was needed to become an accurate Meteorologist and then how to pursue your career. There approximately 50 people in attendance. He opened the floor up to questions.
 - d. July 17, 2006, Paul Wetzl spoke to 100 people at the Poland School regarding weather. He spoke on what being a Meteorologist consists of from the education aspect to the daily routine of his job. Paul answered questions from the students regarding meteorology and what education was needed to become one.
 - e. November 10, 2007, News Anchors Robb Schmidt and Sarah Eisler attend a luncheon for the Mahoning Valley Leadership Conference Class of 2006. They each gave a presentation on the furthering of knowledge with the Leadership class.
 - f. November 10, 2007, News Director Gary Coursen participated as a panel member in a 2 hour discussion of local news with the Mahoning Valley Leadership Conference Class of 2006. The discussion was to be inform the group of how the news department obtains news worthy stories, the investigation for validity, and turning them into news worthy reports to the viewers. He informed them of the background education it takes for the reporters, producers and directors to have to be able to develop the information into factual reports.
 - g. November 14, 2006, Eight students from Mooney High School spent the day job shadowing the News Department. Throughout the day they were encouraged to pursue jobs in the broadcast industry though furthering their education in the various fields available.
 - h. November 14, 2006, News Director Gary Coursen spoke at Austintown high Scholl in participation of Junior Achievement Ethics Day. He discussed with the group professional and personal ethics involved in the life of a newsperson.
 - i. November 16, 2006, Reporter John Paul, was a speaker at Poland Middle School regarding careers in television. John spoke to 50 students on the educational requirements, the perseverance in the industry and the reward for doing a good job.
 - j. November 16, 2007, News Director Gary Coursen spoke to students at Mount Union College regarding how to obtain their first job. He

explained the importance of the students obtaining their degrees and the value of education in the job world. He also spoke with communication professors to establish a pipeline for exceptional students to be considered for open positions.

- k. December 4, 2006, Victory Christina School toured the station with our News Director Gary Coursen. They watched the news and meet with various department employees. They asked questions on how to work in the industry and were informed of the need to further their education and obtain the vocation they would desire.
- l. January 11, 2007, Meteorologist Paul Wetzl spoke to a group at Salem Hospital regarding weather. The group consisted of 25 adults from various backgrounds. He enlightened them on the becoming a “Weatherman” – the educational requirements, the daily routine, and the outcome of delivering the weather to the public.
- m. February 6, 2007, Kristen Hephner, News Intern Coordinator attended the Internship Fair at Westminster College. She spoke to several students interested in the broadcast industry, she explained to them the educational requirements necessary to begin their vocation. She informed them of the daily working routine of the Newsroom and the broadcast industry in general.
- n. February 26, 2007, Amber Nicotra, Anchor, and Anthony Ross, Photographer, spoke to students at Columbiana High School regarding careers in broadcasting. Amber spoke to the students regarding the requirements to be a Reporter, stressing education and self confidence. Anthony spoke and demonstrated to the students the requirements to be a photographer. They spent one hour at the school, after their presentation they answered questions from the students.
- o. February, 2007, News Director Gary Coursen spoke to YSU journalism students regarding writing and packaging news stories. The students were going on a trip to Sago Mine, WV to obtain news stories on plight of the people in Sago Mine, Gary gave them information and details on how to create a good news story.
- p. May 15, 2007, Chad Krispinsky, Sports Newsperson, spoke to students at the Lakeview Middle School, there were over 200 children in attendance. Chad spoke to the students regarding the television industry, the need to obtain an education and follow their dreams. He opened the floor up to questions from the students.
- q. May 16, 2007, News Director Gary Coursen spoke to the Regional Chamber Ad Club regarding the proper procedure to hold a media event. He spoke the group for 2 hours and included questions regarding the broadcast industry and the changes that are evolving.
- r. May 18, 2007, Amber Nicotra, Anchor, and Anthony Ross, Photographer, spoke to students at HC Mines School in Howland regarding careers in broadcasting. Amber spoke to the students regarding the requirements to be a Reporter, stressing education and self confidence. Anthony spoke and demonstrated to the students the requirements to be a photographer.

They spent two hours at the school, after their presentation they answered questions from the students.

5. EEO Training of Management Level Personnel:

On a periodic basis during the period covered by this Report, training was provided to management level personnel regarding methods ensuring equal employment opportunity and preventing discrimination. This consisted of meetings with management level staff which involved the review of FCC EEO rules and policies, hiring practices, promotion guidelines, and use of recruitment sources for qualified job applicants, EEO outreach activities and other EEO related matters.