

## **ATTACHMENT B**

### **SUPPLEMENTAL INITIATIVE DESCRIPTION FORM**

**Year:** 2007-2008

**Initiative Title:** WSET-TV Internship Programs

**Description of Initiative:**

Throughout the period of this report, WSET-TV maintained internship programs to assist members of the community in acquiring broadcast television skills. WSET-TV has established internships in the following areas: Commercial Production, News, News – Meteorology, Production, Promotion and Graphic Arts, and Sales and Marketing. During this period, WSET-TV had 12 interns from 4 colleges and universities interning in our News, Production, Meteorology, and Sales and Marketing departments.

- Hollins University – 1 intern
- Liberty University – 6 interns
- Lynchburg College – 4 interns
- Virginia Commonwealth University – 1 intern

**Year:** 2007

**Initiative Title:** Virginia Association of Broadcasters Intern Program

**Description of Initiative:**

From June 6 through July 28, 2007, Amy Hultstrand, a student at Liberty University, worked at WSET-TV through the Virginia Association of Broadcasters (VAB) Summer Intern Program. Under the VAB program, WSET-TV agreed to train a student who had shown a great deal of interest in broadcasting and had been recommended by her school. Amy interned/worked in our News Department and was hired as a part-time News Producer following the completion of her internship.

**Year:** 2007

**Initiative Title:** Bedford Business Expo and Job Fair

**Description of Initiative:**

On September 27, 2007, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, Local Sales Manager Linda Ottinger, who has substantial responsibility for hiring, and Account Executive Kristin Shelton participated in the Bedford Business Expo and Job Fair sponsored by the Bedford Chamber of Commerce and WSET-TV. Linda Ottinger was involved with the Chamber in planning and organizing the expo and job fair. The event was held at the Bedford YMCA from 12:00 noon to 5:00 p.m. It was an opportunity for job seekers from the area to learn about employment opportunities with participating businesses, including WSET-TV.

WSET-TV had a table at the fair and distributed WSET-TV employment applications to area job seekers and internship applications to students.

**Year:** 2007

**Initiative Title:** Future Focus Expo 2007/Job Fair

**Description of Initiative:**

On October 15, 2007, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, Web and PR Director Jeff Taylor, Operations Director K.C. Spiron, Business Manager Matt Leslie, New Business Sales Manager D.H. Powell, and other employees participated in Future Focus Expo 2007 hosted by Liberty University. K.C. Spiron, Matt Leslie, and D.H. Powell have substantial responsibility for hiring. WSET-TV was a media planning sponsor for this event and Jenny Marshall attended the planning sessions. The event was held at the Tolsma Indoor Track Complex on the Liberty University campus from noon to 3:00 p.m. and 4:00-9:00 p.m. The expo was an opportunity for students from Lynchburg area colleges and universities, students from area high schools, and the public to learn about employment and internship opportunities with participating businesses, including WSET-TV.

WSET-TV had a table at the expo and distributed WSET-TV employment applications and internship applications to students and job seekers.

**Year:** 2007

**Initiative Title:** Appomattox County High School Career Fair

**Description of Initiative:**

On November 1, 2007, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, and Business Manager Matt Leslie, who has substantial responsibility for hiring, participated in the Appomattox County High School Career Fair. The event was held in the high school's cafeteria and stage area from 2:00-6:00 p.m. The fair's theme was "Passport to Success" and it was an opportunity for students to learn about future education, employment and internship opportunities with participating businesses, including WSET-TV.

WSET-TV had a table at the fair and distributed WSET-TV employment applications and internship applications to students. Future education requirements were also discussed with the students.

**Year:** 2007

**Initiative Title:** 24<sup>th</sup> Annual Challenge Job & Internship Fair

**Description of Initiative:**

On November 14, 2007, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, and News Director Bill Foy, who has substantial responsibility for hiring, participated in the 24<sup>th</sup> Annual Challenge Job & Internship Fair that was hosted by eight liberal arts colleges and universities (Lynchburg College, Virginia Military Institute, Randolph College, Roanoke College, Hampden-Sydney College, Longwood University, Hollins University, and Sweet Briar College). The event was held at the Wyndham Roanoke Airport Hotel from 9:00 a.m. to 5:00 p.m. The fair was an opportunity for students from the colleges and universities to learn about employment and internship opportunities with participating businesses, including WSET-TV.

WSET-TV had a table at the fair and distributed WSET-TV employment applications and internship applications to students.

**Year:** 2008

**Initiative Title:** Career Premiere/Job Fair

**Description of Initiative:**

On February 12, 2008, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, Chief Videographer Jemon Haskins, and Roanoke New Business Account Executive Christina Sawyer participated in Career Premiere hosted by 11 colleges and universities (Averett University, Bridgewater College, Ferrum College, Hollins University, Liberty University, Mary Baldwin College, Radford University, Roanoke College, Southern Virginia University, University of Virginia at Wise, and Virginia Western Community College). The event was held at the Salem Civic Center from 1:00-5:00 p.m. The fair was an opportunity for students from the colleges and universities to learn about employment and internship opportunities with participating businesses, including WSET-TV.

WSET-TV had a table at the fair and distributed WSET-TV employment applications and internship applications to students.

**Year:** 2008

**Initiative Title:** Virginia Tech Media Net 2008/Job Fair

**Description of Initiative:**

On February 25, 2008, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, and News Director Bill Foy, who has substantial responsibility for hiring, participated in Media Net 2008 was hosted by the Virginia Tech Communications Department and Society of Professional Journalists. The event was held in the multi-purpose room at the Donaldson Brown Graduate Life Center on the campus from 7:00-10:00 p.m. The fair was an opportunity for students from Virginia Tech and Radford University to learn about career and intern opportunities with participating media businesses, including WSET-TV. This fair focused on the media industry.

WSET-TV had a table at the networking event and distributed WSET-TV employment applications and internship applications to students.

**Year:** 2008

**Initiative Title:** Liberty University Internship Fair

**Description of Initiative:**

On March 6, 2008, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, and News Director Bill Foy, who has substantial responsibility for hiring, participated in Liberty University's Internship Fair hosted by Liberty University. The fair was held at the DeMoss Learning Center on campus from 11:00 a.m. to 3:00 p.m. The fair was an opportunity for students to learn about internship opportunities with participating businesses, including WSET-TV. Students who were graduating soon also wanted to learn about job opportunities.

WSET-TV had a table at the fair and distributed WSET-TV internship applications to those students eligible for internships. Employment applications were also available to those students seeking jobs.

**Year:** 2008

**Initiative Title:** 2008 Career and Networking Fair/Job Fair

**Description of Initiative:**

On March 18, 2008, Director of Human Resources Jenny Marshall, who administers WSET-TV's intern program, and Danville Video Journalist Brian Vaughan participated in the 2008 Career and Networking Fair that was hosted by Averett University and Danville Community College. The event was held at the Danville Community Market from 11:00 a.m. to 2:00 p.m. The fair was an opportunity for students from Danville Community College and Averett University, as well as other students and area citizens, to learn about employment opportunities with participating businesses, including WSET-TV.

WSET-TV had a table at the fair and distributed WSET-TV employment applications and internship applications to students and area residents.

**Year:** 2008

**Initiative Title:** Liberty University/Society for Human Resource Management (SHRM) Panel Discussion – “Life After Graduation”

**Description of Initiative:**

On April 10, 2008, Director of Human Resources Jenny Marshall participated in a panel discussion with other HR professionals and answered questions from Liberty University students about resumes, interviews, and job search tips, including discussion of applying for jobs in broadcasting. The “Life After Graduation” event was sponsored by the Liberty University SHRM chapter. The panel discussion was held on campus in the DeMoss Hall from 7:00-8:30 p.m. The meeting and panel discussion were opportunities to discuss career search and interview tips with a variety of students.

**Year:** 2008

**Initiative Title:** 5<sup>th</sup> Annual Region 2000 Career Center Career Fair

**Description of Initiative:**

On May 8, 2008, News Director Bill Foy and General Sales Manager George Kayes, both of whom have substantial responsibility for hiring, participated in the 5<sup>th</sup> Annual Region 2000 Career Center Career Fair hosted by the Region 2000 Workforce Investment Board. The event was held at The Plaza in Lynchburg, Virginia from 1:00-5:00 p.m. The fair was an opportunity for job seekers from the Region 2000 area of Lynchburg and the counties of Campbell, Bedford, and Amherst to learn about employment opportunities with participating businesses, including WSET-TV. Many recent college graduates were also in attendance.

WSET-TV had a table at the fair and distributed WSET-TV employment applications and internship applications to job seekers and students.

**Year:** 2007

**Initiative Title:** EEO and Discrimination Prevention Training

On June 21, 2007, training was provided to management-level personnel on methods of ensuring equal employment opportunity and preventing discrimination. This training was conducted by Allbritton Communications

Company Vice President and Deputy General Counsel Joanne Ochsman in the WSET-TV conference room in Lynchburg.

**Year:** 2007-2008

**Initiative Title:** Community Outreach to Schools, Colleges, and Organizations

**Description of Initiative:**

WSET-TV staff members participate in educational and community events and make presentations about their careers year-round. The following are some of the activities in which they participated during this period:

- Shelley Basinger, Reporter/Anchor, visited Glenwood Day Camp along with Josh Lucia, Video Journalist, as part of the “TV” theme week. They talked about their careers and let the children look at a news camera and interview each other.
- Shane Butler, Chief Meteorologist, made weather presentations to children at Amazement Square Children’s Museum, Altavista Elementary School, Leesville Road Elementary School, T.C. Miller Elementary School, Amelon Elementary School, and Forest Elementary School.
- Dennis Carter, Sports Director, was a Career Day speaker at Holy Cross Regional School and read books to three classes at Moneta Elementary School. He also spoke to a Lynchburg College broadcast news writing class about sports journalism.
- Danner Evans, Reporter and Noon Anchor, read to a group of children as part of “Read Across America” at a local bookstore.
- Matt Ferguson, Weekend Meteorologist, gave weather presentations at Altavista Elementary School, Appomattox 4-H Club, Appomattox Middle School, Sheffield Elementary School, Huddleston Elementary School, Moneta Elementary School, Tye River Elementary School, Southside Elementary School, Gladys Elementary School, Schoolfield Academy, and Amelon Elementary School. He also participated in career days at Amherst Elementary School and Elon Elementary School.
- Leigh Forrester, Reporter, spoke to a journalism class at Lynchburg College about broadcast media and spoke to fourth-graders at Bedford Hills Elementary School about journalism.
- Jemon Haskins, Chief Photographer, talked about news stories to Altavista Elementary School’s sixth-grade class, Bedford Hills Elementary School’s fourth-grade class, and to students at Sheffield Elementary School.
- Stacy Powell, Digital Sales Director, participated in Career Day at Forest Elementary School.
- Len Stevens, Anchor, read to students at Appomattox Primary School.
- Sean Sublette, Morning Meteorologist, addressed a local Boy Scout troop as a requirement for their weather badges; spoke at a local bookstore as part of their summer reading program; spoke at William Bass Elementary School on

the water cycle, satellite, and radar; and spoke about weather at Southside Elementary School, Tomahawk Elementary School, and Sandusky Elementary School. He also was a guest instructor in atmospheric science for six physics classes at Brookville High School.

**Year:** 2007-2008

**Initiative Title:** WSET-TV Station Visits

**Description of Initiative:**

WSET-TV hosts visits to our studio by various community and school/college groups on a regular basis to educate students about broadcasting, including broadcasting careers. During this period, 124 students in various groups visited WSET-TV under this initiative.

**Year:** 2008

**Initiative Title:** Virginia Association of Broadcasters Scholarship Grant

**Description of Initiative:**

The Virginia Association of Broadcasters (VAB), of which WSET-TV is a member, awarded one scholarship in the amount of \$1,000 and three scholarships in the amount of \$500 each to entering juniors or seniors at a college or university that offers undergraduate training in broadcasting related programs, such as mass media, communications, journalism, business, sales, marketing, graphic design, computer, engineering and advertising, or to a student enrolled in a professional broadcasting school certified by the Virginia Department of Education. Applicants were required to meet certain requirements in order to qualify for the grant.