

WKYC
EEO PUBLIC FILE REPORT
May 21, 2010 - May 20, 2011

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive	1, 3-13, 15-17, 20-22, 24-28, 30, 32-44, 46, 48-56, 58-59	58
Multi Media Journalist	1-13, 15-17, 19, 21-22, 24-28, 30, 32- 48, 50-56, 58-59	8
Multi Media Journalist	1-13, 15-17, 19, 21-22, 24-28, 30, 32- 48, 50-56, 58-59	19
Account Executive	1, 3-13, 15-17, 19, 21-22, 24-28, 30, 32 -44, 46-59	57
Account Executive	1, 3-13, 15-17, 19, 21-22, 24-28, 30, 32 -44, 46-59	49
Account Executive	1, 3-13, 15-17, 19, 21-22, 24-28, 30, 32 -44, 46-59	19
Multi Media Journalist	1, 3-13, 15-17, 21-22, 24-30, 32-39, 41- 48, 51-56, 58-59	58
On/Air Producer and Host/Sales Marketing Assistant	1, 3-10, 12-13, 15-17, 21-22, 24-30, 32- 48, 51-56, 58-60	60
Producer, Cleveland MetroMix	1, 3-6, 8-10, 12-13, 15, 17, 21-25, 27- 30, 33-44, 47-48, 51-59	57
Receptionist	1, 3-6, 8-10, 12-13, 15, 21-22, 24-25, 27-31, 33-39, 41-44, 47-48, 51-59	57
Sales Assistant/Sales Trainee	3-7, 9-10, 15, 21-22, 24-25, 27-30, 33- 37, 39-44, 47-48, 50-52, 54-55, 58-59	58
Anchor	18	18
Managing Editor	18	18

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AARP Senior Community Services 4614 Prospect Ave, #211 Cleveland, Ohio 44103 Phone : 216-881-1155 Email : scmwillis@aol.com Fax : 1--- Betty Turner	N	0
2	Agent Betsy Mueller	N	1
3	Akron Urban League 440 Vernon Odem Blvd Akron, Ohio Phone : (234) 542-4157 Email : tprice@akronurbanleague.org Fax : Tracy Price	N	0
4	Ashland University 401 College Ave Ashland , Ohio 44805 Phone : 419-289-5064 Email : cardev@ashland.edu Fax : 1--- Karen Hagans	N	0
5	Bluffton University 1 University Drive Bluffton, Ohio 45817 Phone : 419-358-3030 Email : dicksonk@bluffton.edu Fax : 1-419-358-3399 Katherine Dickson	N	0
6	Bryant & Stratton College 1700 E. 13th Street Cleveland, Ohio 44092 Phone : 216 771 1700 Email : jmnelly@bryantstratton.edu Fax : 1--- Robert Laheta	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Call & Post 11800 Shaker Blvd Cleveland, Ohio Phone : (216) 791-7600 Email : mblack@call.post.com Fax : Marie Black	N	1
8	Career Builder North Carolina Phone : Email : Fax : Manual posting Career Service	N	15
9	Case Western Reserve University 10900 Euclid Ave Cleveland, Ohio 44106 Phone : 216 368 4446 Email : employers@case.edu Fax : 1--- Tasha Fryfogle	N	0
10	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Email : careerservices@centralstate.edu Fax : 1--- Career Services	N	0
11	Central State University-Central Career Services PO Box 1004 Wilberforce, Ohio 45384-1004 Phone : 937-376-6562 Email : careerservices@csu.ces.edu Fax : 1-937-376-6562 Career Counselor	N	0
12	Cleveland Career Center 1020 Bollivar Cleveland, Ohio 44114 Phone : 216 664 4673 Email : rhill@city.cleveland.oh.us Fax : 1--- Randy Hill	N	0

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13	Cleveland Marketing Job Bank 407 St. Andrews Lane Broadview Heights, Ohio Phone : (440) 877-9736 Email : kblazek@nls.net Fax : Kelly Blazek	N	0
14	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio 44115 Phone : 216 687 2233 Email : careers@csuohio.edu Fax : 1--- Career Services	N	0
15	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio Phone : (216) 687-5534 Email : a.rufyoung@csuohio.edu Fax : Anita Ruf-Young	N	0
16	DeVry Institute of Technology 1350 Alum Creek Drive Columbus , Ohio 43209 Phone : 614 253 7291 x1624 Email : jobleads@cols.devry.edu Fax : 1--- Heather Hughes	N	0
17	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
18	Exigent Circumstances	N	2
19	Gannett Referral	N	2
20	google search engine	N	1

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21	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	0
22	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
23	Indeed.com	N	1
24	International College of Broadcasting 6 South Smithville Rd Dayton Dayton, Ohio 45431 Phone : 937-258-8251 Email : zenaicb@aol.com Fax : 937-258-8714 Gail Basine	N	0
25	Kent State University P.O. Box 5190 Kent, Ohio Phone : (330) 672-2360 Email : cscjobs@kent.edu Fax : 1-330-672-2057 Robin Pijor	N	0
26	Lorain City Urban League 401 Broad Street #B Elyria, Ohio 44035 Phone : 440 323 3364 Email : barnold@lcul.org Fax : 1--- Benita Arnold	N	0

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27	Lorain County Community College 1005 Abbe Rd N Elyria, Ohio 44035 Phone : 440 336 7563 Email : mfield@lorainccc.edu Fax : 1--- Career Services Center	N	0
28	Malone University 2600 Cleveland Ave. NW Canton, Ohio 44709 Phone : 330-471-8321 Email : careerdevelopment@malone.edu Fax : 1--- Colleen Winney	N	0
29	Marietta College 215 Fifth St Marietta, Ohio 45704 Phone : 740 376 4645 Email : iadicicn@marietta.edu Fax : 1--- Natalie Ladicco	N	0
30	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
31	Metro Mix	N	1
32	Miami of Ohio University 241 Hoyt Hall Oxford, Ohio 45056 Phone : 513 529 3831 Email : careerservices@muohio.edu Fax : 1--- Cathy Metcalfe	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	NAACP – Cleveland 2131 Stokes Blvd Cleveland, Ohio Phone : (216) 231-6260 Email : dwilliams@clevelandnaacp.org Fax : 1-216-231-5659 Neisha Jackson	N	0
34	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
35	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	2
36	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Email : administrator@nataslgf.org Fax : 1-440-546-1903 Dennis Thatcher	N	0
37	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
38	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : info@nlga.org Fax : 1--- Career Service	N	0

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39	Office of Equal Opportunity 604 Lakeside Avenue, #204 Cleveland, Ohio 44114 Phone : (216) 664-2491 Email : kharden@city.cleveland.oh.us Fax : 1-216-664-3489 Kim Harden	N	0
40	Ohio Association of Broadcasters (OAB) 88 East Broad Street, #1180 Columbus, Ohio Phone : (614) 228-4052 Email : oab@oab.org Fax : 1-614-228-8133 Patty -	N	0
41	Ohio Center for Broadcasting 9885 Rockside Road Suite 160 Cleveland, Ohio 44125 Phone : (216)503-5900 ext 1104 Email : gary@beonair.com Fax : 1--- Gary James	N	1
42	Ohio Department of Job and Family Services 30 E Broad St 32nd floor Columbus, Ohio 43215 Phone : 614 466 6282 Email : sturtv@odjfs.state.oh.us Fax : 1--- na na	N	0
43	Ohio State School of Journalism 3016 Derby Hall 154 Oval Mall Columbus, Ohio 43210 Phone : 614 292 7055 Email : asccareer@osu.edu Fax : 1--- Career Services	N	0
44	Ohio University Scripps College of Communications RTVC Building 497 Athens, Ohio 45701 Phone : 740-593-9994 Email : stewart1@ohio.edu Fax : 1-740-593-0459 Tina Stewart	N	0

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45	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	N	0
46	Services for Independent Living 25100 Euclid Ave Cleveland, Ohio 44117 Phone : 216 731 1529 Email : zehe@sil.org Fax : 1--- Christopher Zehe	N	0
47	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
48	Spanish American Committee 4407 Lorain Avenue Cleveland, Ohio Phone : (216) 961-2100 Email : Fax : 1-216-961-3305 Jeff Rivera	N	0
49	Spots N Dots Ohio Phone : 800-978-7635 Email : sales@spotsndots.com Fax : Emily McKay	N	6
50	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0

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51	The Art Institute of Pittsburgh 420 Boulevard of the Allies Pittsburgh, Pennsylvania Phone : (412) 291-6531 Email : cflood@aii.edu Fax : 1--- Cynthia Flood	N	0
52	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
53	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
54	Urban League of Greater Cleveland 2930 Prospect Avenue Cleveland, Ohio Phone : (216) 622-0999 X240 Email : dsantiago@ulcleveland.org Fax : Dorothea Santiago	N	1
55	Ursuline College 2550 Lander Rd Pepper Pike, Ohio 44124 Phone : 440 646 8329 Email : gsullivan@ursuline.edu Fax : 1--- Gerri Sullivan	N	0
56	Vocational Guidance Services 2239 E 55th St Cleveland, Ohio 44103 Phone : 216 881 6089 Email : kathypiotrowski@vgsjob.org Fax : 1--- Kathy Piotrowski	N	0

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57	WKYC employee referral	N	7
58	wkyc.com/opportunities Ohio Phone : Email : Fax : Manual posting Career Service	N	21
59	Wooster College 1189 Beall Avenue Wooster, Ohio 44691 Phone : 330 263 2496 Email : lkastor@wooster.edu Fax : 1--- Lisa Kasto	N	0
60	word of mouth	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			64

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	6/2/2010	Establishment of a mentoring program	<p>June 2 – September 2, 2010</p> <p>WKYC participated in the 2010 Talent Development Program with Gannett. Now entering its fourth very successful year, this program is a way to bring in new talent to support the company's strategic plan and to give the participants a solid overview of careers in the industry. The program includes mentorship, on-the-job experiences and upon completion of the 10 week program, a career coach. Most participants remain on after the program in full-time positions with the company.</p>	1	Talent Development Program	1.00
2	7/13/2010	Establishment of training programs for station personnel	<p>7/13-15/10- General Manager participated in Gannett's General Manager meetings in McLean, Va. Some of the topics covered included: growing and nurturing star employees and Sales Force growth and development.</p> <p>9/ 21-23/10-News & Marketing attended Gannett's Winning in News sessions at the corporate headquarters in McLean, Va.</p>	3	General Manager News & Marketing	1.00
3	9/15/2010	Establishment of training programs for station personnel	<p>September 2010 - Promotion Manager attended Gannett Leadership Program for mid-level managers.</p> <p>This training is designed to provide managers with enhanced leadership knowledge and skills to lead their respective operations.</p> <p>Four key areas focused on were: Building Gannett Leadership Competencies, Engaging Employees, Leading Change and Leading Innovation. The sessions were held over a three day period.</p>	1	Promotion Manager	1.00

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4	4/25/2011	Participation in events sponsored by community groups	<p>During the quarter reporting period speaking support regarding broadcast careers, meteorology, and journalism was provided on a regular basis by the Information Center on air talent and staff to students at local elementary, middle, high schools and colleges. Class sizes varied. A list of dates, schools visited and number of attendees is as follows:</p> <p>May 20, 2010 : Weather Education Day is collaboration between The Channel 3 Weather Team and the Cleveland Indians. A 1 hour weather lesson/program is given to teach kids about weather, how it affects baseball and what a career as a meteorologist involves. The event is held before 12:05PM game starts on two different dates (same program presented twice) and we usually have between 10,000 to 12,000 kids and guests total.</p> <p>May 26, 2010 : Weather Education Day is a collaboration between The Channel 3 Weather Team and the Cleveland Indians. A 1 hour weather lesson/program is given to teach kids about weather, how it affects baseball and what a career as a meteorologist involves. The event is held before 12:05PM game starts on two different dates (same program presented twice) and we usually have between 10,000 to 12,000 kids and guests total</p> <p>November 10, 2010: Videographer spoke to 150 children at Oberlin High School and Langston Middle School about the broadcast business, careers and his function as a news-photojournalist.</p> <p>March 16, 2011: Bruce Kalinowski, Weather Anchor, spoke with one</p>	5	Weather and News Staff	0.25

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			<p>hundred (100) fourth grade students at Ledgeview Elementary School in Macedonia, Ohio regarding weather and what his job entails.</p> <p>April 8, 2011: Bruce Kalinowski, Weather Anchor, spoke with one hundred (100) fourth grade students at Northfield Elementary school about weather and what his job entails</p>			

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5	5/2/2011	Establishment of training programs for station personnel	<p>WKYC established cross training and skill based programs in the News Information Center and Technical Department to allow employees to develop skills needed within their current roles and to qualify them for higher level positions. These included:</p> <p>June 6-11, 2010 News Producer went to St. Petersburg to attend The Poynter Seminar. This seminar taught skills for improving your team's performance, developing their journalistic potential and meeting your organization's goals in these changing times.</p> <p>June 23, 2010: Videographer held two training sessions on MMJ (multi-media journalism) gear in Newsroom which was attended by 5 Reporters.</p> <p>June 29, 2010: In-house reporter training new Reporter in field on MMJ camera and gear.</p> <p>June 29, 2010: Two (2) Producers trained Production Assistant on the MMJ camera and gear.</p> <p>July 1-31, 2010: Barry Wolf instructed Darrielle Snipes and Maureen Kyle on the MMJ camera. This instruction took place during the month of July.</p> <p>July 5-16, 2010: Monica Robins, Dan Bowman and Lynn Olszowy instructed Amanda Barren on how to use the MMJ camera.</p> <p>July 29-30, 2010: Darrielle Snipes attended the National Association Broadcast Journalist Career development seminar.</p> <p>July 22, 2010: Avid editing instruction was provided to Amanda Barren by Lynn Olszowy and Ann Ruhlin.</p>	65	News Information Center Technical Department	1.00

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			<p>July 23, 2010: Steve Pullen and Barry Wolf instructed Ann Ruhlin; Claire Donovan; Erica Wilke; Mike Leonard; Tim Coffey and Carl Bachtel on the MMJ camera operations.</p> <p>July 28, 2010: Sarah Montgomery instructed Erica Wilke on camera operation.</p> <p>July 29, 2010: Barry Wolf trained Maureen Kyle and Dan Stadler on camera operations.</p> <p>The Essential News Production System (ENPS) is a news production system currently being used by the station. It allows users to share information and media within the company.</p> <p>September 13, 2010: ENPS Training took place in the station with Ten (10) station personnel in attendance.</p> <p>September 13, 2010: Edit training took place in the station with fourteen (14) station personnel in attendance.</p> <p>September 14, 2010: ENPS Training took place in the station with Ten (10) station personnel in attendance.</p> <p>September 14, 2010: Edit training took place in the station with thirteen (13) station personnel in attendance.</p> <p>September 15, 2010: ENPS Training took place in the station with Ten (10) station personnel in attendance.</p> <p>September 15, 2010: Edit training took place in the station with thirteen (13) station personnel in attendance.</p> <p>September 16, 2010: ENPS Training took place in the station with fifteen (15) station personnel in attendance.</p>			

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			<p>September 16, 2010: Edit training took place in the station with twelve (12) station personnel in attendance.</p> <p>Bitcentral is a News production, playout and archive system currently being used at the station.</p> <p>September 16, 2010: Bitcentral Story Creation Training took place in the station with fifteen station personnel in attendance.</p> <p>September 17, 2010: ENPS Training took place in the station with seventeen (17) station personnel in attendance.</p> <p>September 17, 2010: Bitcentral Story Creation training took place in the station with seventeen (17) station personnel in attendance.</p> <p>September 17, 2010: Edit training took place in the station with thirteen (13) station personnel in attendance.</p> <p>September 20, 2010: ENPS Training continued with eighteen (18) station personnel in attendance.</p> <p>September 20, 2010: Bitcentral Ingest/Edit training was attended by twenty-seven (27) station personnel.</p> <p>September 20, 2010: Bitcentral Story creation training was attended by twenty-seven (27) station personnel.</p> <p>September 20, 2010: Advance Edit training was attended by thirteen (13) station personnel.</p> <p>September 21, 2010: ENPS Training continued with fourteen (14) station personnel in attendance.</p> <p>September 21, 2010: Bitcentral Ingest/Edit training was attended by</p>			

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			<p>seven (7) station personnel.</p> <p>September 21, 2010: Bitcentral Story Creation training was attended by seven (7) station personnel.</p> <p>September 21, 2010: Advance edit training was attended by fifteen (15) station personnel.</p> <p>September 22, 2010: ENPS Training continued with seventeen (17) station personnel in attendance.</p> <p>September 22, 2010: Bitcentral Media Encoder training was attended by twelve (12) station personnel.</p> <p>September 22, 2010: Bitcentral Story creation training was attended by twelve (12) station personnel.</p> <p>September 22, 2010: Edit training was attended by thirteen (13) station personnel</p> <p>September 23, 2010: ENPS Training continued with eleven (11) station personnel in attendance.</p> <p>September 23, 2010: Bitcentral Production Control-Producer training was attended by sixteen (16) station personnel.</p> <p>September 23, 2010: Bitcentral Story Creation training was attended by sixteen (16) station personnel.</p> <p>September 23, 2010: Edit training was attended by eleven (11) station personnel.</p> <p>September 24, 2010: ENPS Training continued with six (6) station personnel in attendance.</p> <p>September 24, 2010: Bitcentral Production Control-Director training</p>			

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			<p>was attended by nine (9) station personnel.</p> <p>September 24, 2010: Bitcentral Story creation training was attended by nine (9) station personnel.</p> <p>September 24, 2010: Edit training was attended by eleven (11) station personnel.</p> <p>October 12/13, 2010: Gannett Digital search engine (SEO) training was attended by nine (9) station employees. This training covered writing headlines and copy with keywords to help with hits from Google searches.</p> <p>November 3, 2010: Barry Wolf trained three (3) employees on the LiveU unit operations.</p> <p>November 9, 2010: Barry Wolf trained three (3) employees on the LiveU unit operations.</p> <p>November 10, 2010: Microsoft Excel 2007 Intermediate class was attended by two (2) Account Executives at ALG training center.</p> <p>November 16-18, 2010: Two employees attended Advanced EDIUS training at KSDK in St. Louis, MO. EDIUS is an editing software package that supports real-time editing</p> <p>December 2, 2010: Microsoft Excel 2007 Basics class was attended by three (3) sales staff employees at the ALG training center.</p> <p>December 9, 2010: Microsoft PowerPoint 2007 Basics was attended by two (2) sales staff employees at the ALG training center.</p> <p>December 15, 2010: Microsoft</p>			

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			<p>PowerPoint 2007 Advance was attended by two (2) Account Executives at the ALG training center.</p> <p>December 16, 2010: Photographer instructed a reporter on how to use a video camera.</p> <p>January 3, 2011: Sean Mulroy was trained in-house on editing.</p> <p>January 7, 2011: Sean Mulroy was trained in-house by Bob Keyes on editing</p> <p>January 10, 2011: Sean Mulroy was trained in-house by Bob Keyes on editing</p> <p>January 24 - 28, 2011: Bob Naab was trained in-house by Bob Keys and Dan Keefe on Robo camera operations.</p> <p>February 1, 2011: Matt Hein trained Danielle Fink on the EDIUS system.</p> <p>February 1, 2011: Shane Snider trained Tim Coffey on the Mobile 3 unit.</p> <p>February 15, 2011: Sean Mulroy was trained in-house by Bob Keyes on audio</p> <p>February 22, 2011: Barry Wolf trained Craig Roberson on our LiveU unit.</p> <p>February 28, 2011: Dave Belt from ENPS provided training for six (6) employees on getting into news rundowns and formatting shows.</p> <p>February 28, 2011: Dave Belt from ENPS provided training to four (4) employees on Messaging and search on the ENPS system.</p> <p>February 28, 2011: Dave Belt from ENPS provided training for nine (9) employees on learning how to format a</p>			

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			<p>script for a news story inside a rundown.</p> <p>February 28, 2011: Dave Belt from ENPS provided training for three (3) employees on finding different ways of maneuvering through ENPS to find stories.</p> <p>February 28, 2011: Dave Belt from ENPS provided training for four (4) employees on how to find stories in the national wires.</p> <p>February 28, 2011: Dave Belt from ENPS provided training for seven (7) employees on messaging and searching.</p> <p>February 28, 2011: Bob Naab was trained in-house by Bob Keyes and Dan Keefe on Robo camera operations</p> <p>March 1, 2011: Dave Belt from ENPS provided training for five (5) employees on how to find stories in the nationals wires.</p> <p>March 1, 2011: Dave Belt from ENPS provided training for six (6) employees on how to format a script for a news story inside a rundown.</p> <p>March 1, 2011: Dave Belt from ENPS provided training for three (3) employees regarding Macros in the ENPS system</p> <p>March 1, 2011: Dave Belt from ENPS provided training for seven (7) employees on how messaging and searches.</p> <p>March 1, 2011: Dave Belt from ENPS provided training for seven (7) employees on getting into the news rundowns and formatting shows.</p> <p>March 1, 2011: Dave Belt from ENPS provided training for seven (7)</p>			

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			<p>employees on learning how to format a script for a news story inside a rundown.</p> <p>April 4, 2011 – Jose Montano trained on audio.</p> <p>April 5, 2011 – Mike Gage trained on audio</p> <p>April 7, 2011 – Training on the new Chyron Lyric software was provided by Rick Mandel to Mike Pocta; Ian Zeigler; Seth Stager and Julie Arnold.</p> <p>April 11, 2011: Bob Naab was trained in-house by Bob Keyes and Dan Keefe on Robo camera operations.</p> <p>April 13, 2011 Sarah Bachmann trained with Erica Wilke on MMJ cameras.</p> <p>April 13, 2011 Derek LaBeaud trained with Dan Bowman on the LiveU box.</p> <p>May 13, 2011 Brandon Simmons trained Dan Medsker and Ann Ruhlin on the LiveU system.</p>			

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6	5/3/2011	Establishment of training programs for station personnel	<p>WKYC established cross training and skill based programs in the Sales Department to allow employees to develop skills needed within their current roles and to qualify them for higher level positions. These included:</p> <p>May 25, 2010: STAR TWO features a “real-life,” customer-focused agenda – built with input from sales managers and salespeople throughout the Company – and with a focus on incremental revenue opportunities from both existing and new categories. The agenda help expand the innovation, execution, and idea-generating resources – throughout WKYC – to more quickly and effectively deliver powerful, creative, multi-platform solutions – and big ideas – that will help reach and engage our customers’ customers. This program was attended by the entire Sales staff, Research Director, VP, Promotion/Marketing; Program/Production Manager; News Director, Assistant News Director, Promotion staff; General Manager, Integrated Media Coordinator and Business Manager. STAR Training is a weekly training session that all Account Executives, Sales Assistants and Sales Managers attended.</p> <p>June 30, 2010: Sales training on One Domain, sales proposal system attended by Entire sales staff instruction given by Geoff Calhoun from One Domain.</p> <p>July 21, 2010 Sharebuilders training was provided to Leslie Pastel; Cory Jackson and Kim Jakubowski by Mark Bretsch from Wide Orbit.</p> <p>July 21, 2010 Speaker Series was attended by all Account Executives; Sales Assistants; Sales Managers; Diana Pollock, Vera Barile, Jennie Trobenter; Jacque Chakirelis. Instruction was</p>	15	Sales Department	1.00

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			<p>provided by Tom Bernot and Linda Nawrocki from Wide Orbit.</p> <p>July 20, 2010: Wide Orbit Inventory class was attended by all Account Executives; Sales Assistants and Cory Jackson. This class was taught by Mercedes Cregar of Wide Orbit.</p> <p>October 21, 2010: On-line training session with Sean Harrington, Implement Specialist at Wide Orbit on "Outlook Preparation for WO Sales CRM". Included a brief overview of the WO Sales CRM system and demonstrated how to exclude all your personal calendar events, tasks and contacts from syncing to WO Sales. This session was attended by the entire Sales department.</p> <p>October 22, 2010: On-line training session with Sean Harrington, Implement Specialist at Wide Orbit on Account Maintenance instructing on how to manage the accounts that have migrated to the WO Traffic. Reassigning accounts to the correct Account Executive, making accounts dormant that have not produced revenue in a time period and "grouping" historical accounts to the most current accounts to maintain historical revenue. This session was attended by the entire sales staff.</p> <p>November 15-18, 2010: Entire sales staff attended classes on Wide Orbit CRM – Client Relationship Manager. Instruction was provided by Sean Harrington from Wide Orbit at the station.</p> <p>January 5, 2011: Magid Research and how to apply that research to sales presentations was shared with the entire sales staff.</p>			

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			<p>January 12, 2011: Rosemarie Keating from Media Monitors trained the entire sales department about Media Monitors Competitive Market report.</p> <p>January 16, 2011: Cathy Lykins from Scarborough Research trained the entire sales department about new software Prime Lingo.</p> <p>February 7-8, 2011: Thirteen (13) employees in the Sales department participated in Digital training provided on-line by Joe Lazzaro, Director, Digital Sales.</p> <p>March 7-April 24, 2011: Fifteen (15) employees from the sales staff participated in Intermediate Digital Sales for Broadcast on-line sessions provided by the Laredo Group.</p> <p>March 9, 2011: Raleigh Himmelright was trained in-house by Mike Gage on audio.</p> <p>March 21 – March 25, 2011: Elwood Edwards trained with Bruce McLaurin on audio.</p> <p>March – April 2011 – Laredo Intermediate Digital Advertising Sales course was completed through the Gannett intranet training site by Kim DeCredico; Patricia Gibbons; Constance Gilronan; Pamela Grealis; Ryan Herman; Chanel Jackson; Cory Jackson; Kim Jakubowski; Dan Ketterick; Denel Kizler; Shannon Larson; Meghan Miller; Leslie Pastel; Diana Pollock; Stephanie Rogers and Jennifer Young.</p> <p>April 14, 2011 – Yahoo training was provided by Joe Lazzaro, Director of Digital Sales, to: Chanel Jackson, Ryan Herman, Meghan Miller, Connie Gilronan, Denel Kizler, Brian Prevost,</p>			

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			<p>Jennifer Young, Stephanie Rogers, Pam Grealis, Rita Cavanaugh, Patty Caimi, Cory Jackson, Leslie Pastel, Kimberly Jakubowski, Dan Ketterick, Kim DeCredico, and Diana Pollock.</p> <p>April 19-20, 2011 – Digital Yahoo Training was provided by Joe Lazzaro, Director of Digital Sales, to: Dan Ketterick; Steve Shirilla; Shannon Larson; Chanel Jackson and Ryan Herman.</p>			

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7	5/9/2011	Participation in other activities designed by the station employment unit	<p>WKYC-TV conducts station tours as requested to inform the community of our operations and to offer the opportunity to learn more about the different roles and jobs in broadcasting. Groups ranged from college journalism students to cub scout groups working on their communication badges.</p> <p>June 2, 2010 - 6 Cub Scouts and their parents took a tour and then watched the 7 pm show.</p> <p>June 30, 2010 - The station hosted 120 students from the Boys and Girls Clubs of Cleveland for the "Careers in Broadcasting" event. Five employees conducted tours and another five employees did presentations about their role at the station.</p> <p>June 15, 2010 - Bay Village Boy Scout Tour, 8 people, watched live broadcast.</p> <p>August 9, 2010 - Church group of 2 moms and 8 children toured the newsroom and watched the first segment of the Noon Newscast.</p> <p>November 23, 2010 - Ashland University class "Directing for Television" took a tour of the station. Fifteen (15) students participated in a question and answer session.</p> <p>November 23, 2010 - Ashland University class "Broadcast Journalism" took a tour of the station. Fifteen (15) students participated in a question and answer session.</p> <p>December 17, 2010 - Thirty (3) students from Timken High School took a tour of the station and watched Good Company and news cut-in.</p> <p>January 7, 2011 - Twelve (12) Wellington High School students took a</p>	5	Representatives from main station Departments	1.00

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			<p>tour of the station, watched the Noon news and had a brief question and answer session.</p> <p>February 21, 2011 - Twenty-five (25) members of Boy Scout Troop 161 took a tour of the newsroom and studios as well as participating in a question and answer session about our shows and career options.</p> <p>March 9, 2011 - Forty (40) students from Alliance High School watched the Good Company show and took a tour of the building. Q&A session about the industry and careers completed the tour.</p> <p>March 15, 2011 - Thirty (30) students from Westlake Middle School's broadcast and meteorology class watched the Noon Newscast, took a tour of the building and participated in an answer and question session with a Weather Anchor.</p> <p>March 16, 2011 - Twenty (20) students from Hathaway Brown School watched the Good Company show, took a tour of the building and asked questions about broadcasting and career options.</p> <p>March 22, 2011 - Amherst High School juniors/seniors, approximately forty (40) students, watched Good Company show and then took a tour of the station.</p> <p>March 31, 2011 - Twenty-five (25) students from Foluke Cultural Arts Center took a tour of the newsroom and weather center and had a Q&A session about career options.</p> <p>March 31, 2011 - Boy Scout troop from the Greater Cleveland Council took a tour of the station and discussed broadcasting for their communication badge.</p>			

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8	5/16/2011	Establishment of an intern program designed to assist members of the community	<p>WKYC-TV's commitment and dedication to educating future journalists includes reaching out to college students through our internship program. We offered 17 student internships during the period in the following departments: News; Promotion; Metro Mix and Good Company.</p> <p>The student earns academic credit for their participation in the program. Students in the program were from the following universities/colleges: Ashland University; Baldwin-Wallace College; Cleveland State University; Fordham University; Full Sail University; John Carroll University; Kent State University; Malone University; Ohio Center for Broadcasting; Ohio University; University of Dayton and Wright State University.</p> <p>Selection is based on a formal interview, followed by orientation. Internships last one semester. Information about our program is disseminated in a variety of ways, including our station website, community organizations, job fairs, and college and university guidance offices.</p>	4	Representatives from News, Promotion, MetroMix and Good Company.	1.00

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9	5/19/2011	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2010 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	Gannett Foundation Grant	1.00
10	5/20/2011	Participation in other activities designed by the station employment unit	Supported by WKYC during the reporting period through a grant from the Gannett Foundation: Brunswick City Schools Support for local city school video program that specializes in training multi-media journalists for TV Cuyahoga Community College Foundation Support to fund a communications scholarship program at this local community university Kent State University Foundation Support for a program designed to train television producers	1	Gannett Foundation Grant	1.00
TOTAL POINTS OVER REPORTING PERIOD:						9.25