

Journal Broadcast Group-Green Bay Operations
WGBA(TV), Green Bay; W22BW, Sturgeon Bay

Annual EEO Public File Report
August 1, 2007-July 31, 2008

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station’s websites, if they have websites.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Account Executive 1

Referral Source		Number of Applicants Interviewed	Hired?
Other	Previous Applicant	2	<input type="checkbox"/>
Word of mouth	Market/Industry	1	<input checked="" type="checkbox"/>
Word of mouth	Market/Industry	2	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Account Executive 2

Referral Source		Number of Applicants Interviewed	Hired?
Journal Broadcast Group website		1	<input type="checkbox"/>
Other	Former Candidate	2	<input type="checkbox"/>
Word of mouth	Market/Industry	1	<input checked="" type="checkbox"/>
Word of mouth	Market/Industry	1	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Account Executive 3

Referral Source		Number of Applicants Interviewed	Hired?
Journal Broadcast Group website		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		1	<input type="checkbox"/>
Other	Career Builder	1	<input type="checkbox"/>
Word of mouth	Market/Industry	2	<input type="checkbox"/>
Number of Applicants Interviewed		5	

Account Executive 4

Referral Source		Number of Applicants Interviewed	Hired?
Journal Broadcast Group website		2	<input checked="" type="checkbox"/>
Journal Broadcast Group website		3	<input type="checkbox"/>
Other	JobNoggin.com	1	<input checked="" type="checkbox"/>
Other	JobNoggin.com	4	<input type="checkbox"/>

Other	WI JobNet	2	<input type="checkbox"/>
Word of mouth	Market/Industry	2	<input type="checkbox"/>
Number of Applicants Interviewed		14	

Editor

Referral Source	Number of Applicants Interviewed	Hired?	
Internal Candidate	1	<input checked="" type="checkbox"/>	
Journal Broadcast Group website	2	<input type="checkbox"/>	
Other	TVSpy.com	1	<input type="checkbox"/>
Other	Unknown	1	<input type="checkbox"/>
Other	WI Jobnet	1	<input type="checkbox"/>
Number of Applicants Interviewed		6	

Field Support Specialist

Referral Source	Number of Applicants Interviewed	Hired?	
Journal Broadcast Group website	2	<input type="checkbox"/>	
Other	Jobnoggin.com	1	<input checked="" type="checkbox"/>
Other	Jobnoggin.com	4	<input type="checkbox"/>
Number of Applicants Interviewed		7	

Managing Editor

Referral Source	Number of Applicants Interviewed	Hired?	
Employee Referral	1	<input checked="" type="checkbox"/>	
Recruiter	Talent Dynamics	1	<input type="checkbox"/>
Number of Applicants Interviewed		2	

Morning Anchor

Referral Source	Number of Applicants Interviewed	Hired?	
Employee Referral	1	<input type="checkbox"/>	
Other	TVJobs.com	2	<input type="checkbox"/>
Other	Unknown	1	<input type="checkbox"/>
Recruiter	Bell Talent	1	<input type="checkbox"/>
Recruiter	Talent Dynamics	1	<input type="checkbox"/>

Recruiter	Talent Tapes Inc	1	<input checked="" type="checkbox"/>
Recruiter	Talent Tapes Inc	2	<input type="checkbox"/>
Number of Applicants Interviewed		9	

Photojournalist

Referral Source	Number of Applicants Interviewed	Hired?
Journal Broadcast Group website	1	<input checked="" type="checkbox"/>
Journal Broadcast Group website	3	<input type="checkbox"/>
Number of Applicants Interviewed		4

Producer 1

Referral Source	Number of Applicants Interviewed	Hired?
Journal Broadcast Group website	1	<input type="checkbox"/>
Other	NAB	<input checked="" type="checkbox"/>
Number of Applicants Interviewed		2

Producer 2

Referral Source	Number of Applicants Interviewed	Hired?
Internal Candidate	Temp Employee	<input checked="" type="checkbox"/>
Journal Broadcast Group website		<input type="checkbox"/>
Other	TVSpy.com	<input checked="" type="checkbox"/>
Number of Applicants Interviewed		3

Production Specialist

Referral Source	Number of Applicants Interviewed	Hired?
Internal Candidate		<input checked="" type="checkbox"/>
Journal Broadcast Group website	2	<input type="checkbox"/>
Walk-in	1	<input type="checkbox"/>
Number of Applicants Interviewed		4

Reporter 1

Referral Source	Number of Applicants Interviewed	Hired?
Journal Broadcast Group website	2	<input checked="" type="checkbox"/>
Journal Broadcast Group website	3	<input type="checkbox"/>

Other	TVJobs.com	2	<input type="checkbox"/>
Other	Unknown	2	<input type="checkbox"/>
Number of Applicants Interviewed		9	

Sports Reporter/Photographer

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input type="checkbox"/>
Journal Broadcast Group website	1	<input type="checkbox"/>
Other TVJobs.com	1	<input checked="" type="checkbox"/>
Other TVJobs.com	1	<input type="checkbox"/>
Number of Applicants Interviewed		4

Weekend Anchor/Reporter

Referral Source	Number of Applicants Interviewed	Hired?
Employee Referral	1	<input checked="" type="checkbox"/>
Journal Broadcast Group website	1	<input type="checkbox"/>
Unsolicited	1	<input type="checkbox"/>
Number of Applicants Interviewed		3

Grand Total 82

Organization	Address	City, State, Zip	Phone	Fax	Email	Contact Person	Jobs Sent
ACAP Center **Added 8/29/07**		Fort Rucker, AL	(334) 255-2558		kelly.osmond@us.army.mil **New email 2/14/08 katrina.surratt1@us.army.mil	Kelly Osmond **New contact 2/14/08 Katrina Surratt	Photojournalist, Producer 1, Account Executive 2, Morning Anchor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer,
Bates Technical College XXX Requested to be added 5/17/05	2320 South 19th St.	Tacoma, WA 98405	253-680-7752		ahunton@bates.ctc.edu **New address added 12/3/07 fmonroe@bates.ctc.edu	Al Hunton, Broadcast Production Technologies Instructor **New contact added 12/3/07 Fred Monroe	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Brown College XXX-(Requested to be added on 12/20/04)	1440 Northland Drive	Mendota Heights, MN 55120	651-905-3465	651-905-3555	rewanga@browncollege.edu, kbaumeister@browncollege.edu, http://placement.browncollege.edu (where jobs are posted) https://my.browncollege.edu/mycampus/employer/ (new website eff 6/30/05)	Rebecca Ewanga(TV Production). Karol Baumeister (Radio)	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Central Michigan University XXX-requested to be added 5-15-06	340 Moore Hall	Mount Pleasant, Michigan 48859	989-774-3851	989-774-2426	orlik1pb@cmich.edu	Peter B. Orlik, PH.D.	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Downtown Green Bay, Incorporated	320 N. Adams, Suite C-1360	Green Bay, WI 54301	920-437-5972	920-438-7369	info@downtowngreenbay.com		Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Emerson College XXX-requested to be added 5-15-06	113 Gray St.	Arlington, MA 02476	781-646-1077		mdgrtnda@yahoo.com and m_djustina@emerson.edu, matthew_cardin@emerson.edu	Dr. Marsha Della-Guistina	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Hmong Association of Green Bay, Inc.	200 S. Ashland Ave	Green Bay, WI 54303	920-437-4550	920-437-4916	hagb@greenbaynet.com **New contact added 12/4/07 syang1@sbcglobal.net	Ker Yang **New contact added 12/4/07 Seng Yang	Reporter 1, Producer 1, Account Executive 2, Morning Anchor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
ITT Tech	470 Security Boulevard	Green Bay, WI 54313	920-662-9000		mwitte@itt-tech.edu	Mike Witte	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Job Service/Wisconsin Job Center/Jobnet	6091 North Teutonia Ave.	Milwaukee, WI 53209	414-546-3300 **New phone number updated 12/3/07 (414)438-2001	414-328-2580	(New contact as of 12/27/04) Removed Mary Froehlich on 1/14/05 marcia.alberti@dwd.state.wi.us & mary.froehlich@dwd.state.wi.us; mary.froehlich@dwd.state.wi.us & charles.malinowski@dwd.state.wi.us ***New contact person 12/3/07 Roberta Lamb roberta.lamb@dwd.state.wi.us	Employer Order Services Unit **New contact 12/3/07 Roberta Lamb	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Journal Broadcast Group Website	720 E. Capitol Drive	Milwaukee, WI 53212	414-967-5301		sspankowski@journalbroadcastgroup.com OR embow@journalbroadcastgroup.com	Shannon Spankowski	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Lawrence University	P.O. Box 599	Appleton, WI 54912	920-832-6561	920-832-7368	careercenter@lawrence.edu	Career Center	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,

Organization	Address	City, State, Zip	Phone	Fax	Email	Contact Person	Jobs Sent
Mississippi State University, Department of Communication XXX Requested to be added 5/17/05	PO Box PF/130 McComas Hall	Mississippi State, MS 39761	662-325-7952	662-325-3210	kbrown@comm.msstate.edu	Karyn Brown	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Multicultural Center of Greater Green Bay	612 Stuart St.	Green Bay, WI 54301	920-438-1660	920-438-1662	New: latinolaiison@hotmail.com (change email 10/3/06) Old: Jobs@Gbmulticultural.org		Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
National Association of Broadcasters	1771 N. St. NW,	Washington DC 20036	202-429-5300	202-429-3930	Postings Online: www.nab.org Contact email: khunter@nab.org	Karen Hunter	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
National Association of Hispanic Journalists	1193 National Press Building 529 14th Street NW	Washington, DC 20045	202-662-7145	202-662-7144	jobbank@nahj.org	Aurea Martin	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
NEWAAMA (Northeastern WI African American Assoc.)	612 Stuart St	Green Bay, WI 54301	920-337-9584		lucasas400@yahoo.com	Gary Lucas	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Northeast Wisconsin Technical College (Wisconsin Tech Connect)	2740 W. Mason St.	Green Bay, WI 54307	920-498-5528	920-498-5655	www.wisconsintechconnect.com (website)	Sharon Schaefer/ Roseann Raupp	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,

Organization	Address	City, State, Zip	Phone	Fax	Email	Contact Person	Jobs Sent
Ohio & Illinois Centers for Broadcasting	9000 Sweet Valley Drive	Valley View, Ohio 44125	216-447-9117	216-642-9232	gary@beonair.com	Gary James (National Placement Director)	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Jobnoggin **changed 10/3/07 formerly JS Online-Onwisconsin.com –Internet Website					www.jobnoggin.com **changed 10/3/07 Onwisconsin.com	Web posting	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Refugee Placement Project	325 N Roosevelt St.	Green Bay, WI 54302	920-448-6760 **new phone number updated 7/17/07**	920-448-5013	hunho@new-jobcenter.org **new email address hunho@new-cap.org updated 7/17/07**	Hun Ho	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
Tvjobs.com	web posting	P.O. Box 4116 Oceanside, CA 92052	(760) 754-8177	www.tvjobs.com	Mark C. Holloway		Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
TVSpy					www.tvspy.com **added 7/25/07**	Web posting	Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
United Hmong Community Center	401 Ninth St.	Green Bay, WI 54304	920-498-6895		via.thao@nwtc.edu	Yia Thao	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
United Migrant Opportunity Services (UMOS)	325 N Roosevelt St.	Green Bay, WI 54302	920-448-6460 ext. 255	920-448-5013	roy.koeller@dwd.state.wi.us & georgia.drossart@dwd.state.wi.us (New method of contact added 2/07/05) 2nd e-mail address requested to be removed 7/20/05 **new contact updated 9/7/07** mary.fritz@dwd.state.wi.us	Francisco Corpus	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
University of Colorado at Boulder School of Journalism and Mass Communication XXX (requested to be added on 4-20-04)	1511 University Ave. 478UCB	Boulder, CO 80309	303-492-0460	303-492-0969	elizabeth.gaeddert@colorado.edu	Beth Gaeddert, Director of Career Services and External Affairs	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
University of Iowa (Career Center) XXX (Added 5-27-03)	24 Phillips Hall	Iowa City, IA 52242	319-335-1023	319-335-1029	https://www.myinterfase.com/uiowa/employer/ (website)	Christine Wells	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
University of North Texas XXX Requested to be added 5/17/05	PO Box 310589	Denton, TX 76203	940-565-2565	940-369-7838	Slocum@unt.edu	Phyllis Slocum, Faculty Advisor Dept. of Radio, Television and Film	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
University of Wisconsin - Eau Claire		Eau Claire, WI 54702	715-836-2528	715-836-3820	gatlinj@uwec.edu	Communication Department of Journalism/Judy Gatlin	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,
University of Wisconsin – Milwaukee	P.O. Box 413	Milwaukee, WI 53201	414-229-4436		plেশin@uwm.edu	Mass Communication Department/Peter Leshin	Reporter 1, Production Specialist, Photojournalist, Editor, Weekend Anchor/Reporter, Producer 1, Account Executive 2, Morning Anchor, Managing Editor, Account Executive 3, Account Executive 4, Producer 2, Sports Reporter/Photographer, Field Support Specialist,

These sources were utilized in addition for the following job positions during this reporting period.

Organization	Method	Address	Phone	Email	Contact	Positions
Talent Dynamics	web posting	www.talentedynamics.com			JJ Davis	Managing Editor; Morning Anchor
B-Roll.net	email			kev@b-roll.net	Kevin Johnson	Photojournalist
Bell Talent Inc.	phone call		310-372-4449		Kathryn Pritchard	Morning Anchor
Talent Tapes	web site	www.talentapes.com		rich@talentedapes.com	Rich Everitt	Morning Anchor

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 8/26/07

Participating employees: Cameron Moreland

Host/Sponsor of activity: Suamico Elementary

Brief description of activity and station participation: Cameron Spoke to several classes about the duties of a meteorologist and what education you need to pursue a career as a broadcast meteorologist.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 9/26/07

Participating employees: Cameron Moreland

Host/Sponsor of activity: Suamico Elementary

Brief description of activity and station participation: Cameron met with several classes to discuss what his daily activities are as a Meteorologist and answered questions regarding his career.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Job and Internship Fair

Date of station participation: (on date; from date to date) 10-3-07

Participating employees: Willie Garrett, Marketing Director and Shannon Spankowski, HR Generalist

Host/Sponsor of activity: UW-Green Bay

Brief description of activity and station participation: We had a table set up for WGBA-TV. We made available to all attendees all current jobs available in our broadcasting division and available internships in the Green Bay station. We collected resumes from the students and answered questions

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Speaking engagement with elementary school class

Date of station participation: (on date; from date to date) 11/29/07

Participating employees: Willie Garrett

Host/Sponsor of activity: Tyson Tatro-Fort Howard Grade School

Brief description of activity and station participation: Talked with minority grade school students. Teacher asked several professionals, who happen to be minorities in the Green Bay area, to come in and talk about their professions. This was a lesson to show the students that they aren't limited to just sports to be successful, and that the only African American men in the Green bay are not only Geen Bay Packer players.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 12/1/2007

Participating employees: Willie Garrett

Host/Sponsor of activity: Fort Howard Elementary

Brief description of activity and station participation: Willie talked to African American students about his job as a marketing director for a television station. Not every young boy or girl can grow up to be a professional athlete. Willie emphasized the importance for education. He also showed that in his job, with the right education he can still be involved with sports, by shooting commercials and promos with athletes.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 1/21/08

Participating employees: Steve Brown

Host/Sponsor of activity: Lincoln Elementary School

Brief description of activity and station participation: Steve Brown spoke with 50-60 3rd & 4th graders ab out severe weather safety and snowfall statistics. Steve also discussed his interested in weather and how that led him to a career as a broadcast meteorologist.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 1/29/08

Participating employees: Cameron Moreland

Host/Sponsor of activity: Appleton Community Learning Center

Brief description of activity and station participation: Cameron gave a presentation on weather trends in Northeast Wisconsin. He also discussed his meteorologist credentials and his education path to becoming a broadcast meteorologist.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 4/23/08

Participating employees: Bob Healey

Host/Sponsor of activity: Martin Elementary

Brief description of activity and station participation: Bob met with a class and participated in a reading event. He also held a question/answer session about being a TV Anchor.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 5/12/08

Participating employees: Cameron Moreland

Host/Sponsor of activity: Tipler Middle School

Brief description of activity and station participation: Cameron spoke at career day about his job as a meteorologist and what education is needed to become a Broadcast Meteorologist. He also answered all questions the students had.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 5/14/08

Participating employees: Cameron Moreland

Host/Sponsor of activity: Traeger Elementary School

Brief description of activity and station participation: Cameron spoke to several classes about the upcoming severe weather season and how he works on his long range forecasts. He also talked about his responsibilities as a Meteorologist.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Guest Speaker

Date of station participation: (on date; from date to date) 5/14/08

Participating employees: Bob Healey

Host/Sponsor of activity: Beaumont Elementary

Brief description of activity and station participation: This was part of a school wide initiative on reading. Bob met with students and read a story to the class. He then took questions on how to become a TV anchor.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Session with High School Marketing Class

Date of station participation: (on date; from date to date) 5/28/08

Participating employees: Willie Garrett

Host/Sponsor of activity: Keegan O'Brien-Appleton East High School

Brief description of activity and station participation: Talked to 30 marketing class students about marketing at a television station, career opportunities and educational paths.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WGBA-TV, W22BW

Type of activity listed under Outreach Initiative worksheet: Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

Date of station participation: (on date; from date to date) July 23, 2008 –July 26, 2008

Participating employees: Anne Schepp, VP Human Resources; Shannon Spankowski, Corporate HR Generalist; Karin Movesian, News Director KTNV-TV Las Vegas, NV; Bill Berra, VP News & News Director WTMJ-TV Milwaukee, WI; Willie Garrett, Marketing/Promotions Director WGBA-TV Green Bay; Maureen Mack, Executive Producer, Special Projects WTMJ-TV Milwaukee.

Host/Sponsor of activity: UNITY, Chicago, IL

Brief description of activity and station participation: UNITY held a job fair for both television and radio participants at the UNITY convention. Journal Broadcast Group had a booth set-up. We provided a list of all of our current job openings. We also provided information packets regarding our organization to participants and answered all questions regarding job and internship opportunities. Our news directors also had the opportunity to view and critiqued demo tapes.