

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

I. VACANCY LIST

See Master Recruitment Source List (MRSL) for Recruit Source Data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Account Executive KTVK Sales	1-4, 7-15, 17-24, 26-38, 42-44, 49, 50-58, 61, 62	1
National Sales Manager / KTVK	1-4, 7-15, 17-37, 43, 49, 50-58, 61	58
Account Executive KASW Sales	1-4, 7-15, 17-21, 24, 26-31, 33-37, 49, 58, 61	61
Account Executive KASW Sales	1-4, 7-15, 17-37, 44, 49, 58, 61, 62	61
Account Executive KASW Sales	1-4, 7-15, 17-37, 44, 49, 58, 61, 62	1
Account Executive KASW Sales	1-4, 7-15, 17-37, 43, 44, 49, 58, 61, 62	49
Entry Level Outside Sales Professionals KTVK	1-4, 7-15, 17-32, 34-37, 43, 58, 60, 61	3
Entry Level Outside Sales Professionals KTVK	1-4, 7-15, 17-32, 34-37, 43, 58, 60, 61	1
Entry Level Outside Sales Professionals KTVK	1-4, 7-14, 17-32, 34-37, 43, 58, 60, 61	18
General Assignment Reporter	1-5, 7-14, 17-24, 26-31, 33-35, 37, 50-58, 60, 61	61
Senior Level AE /KTVK	1-4, 7-15, 17-24, 26-31, 33-37, 49, 50-58, 60, 61	58
Senior Level AE/KTVK	1-4, 7-15, 17-24, 26-31, 33-37, 49, 50-58, 60, 61	61
National Sales Manager / KASW	1-4, 7-15, 17-31, 33-37, 44, 49, 50-58, 61	61
Associate News Producer	1-4, 7-14, 17-24, 26-31, 33-35, 37, 50-56, 58	1
News Accounting Coordinator	1-4, 7-14, 17-20, 22-24, 26-31, 33, 35, 37, 50-58, 62, 63	1
Assignment Desk Assistant	1-4, 7-14, 17-20, 22-24, 26-31, 33-35, 37, 50-56, 58, 61	1
Accounts Receivable Coordinator	1-4, 7-14, 17-20, 22-24, 26-31, 33-35, 37, 42, 50-56, 58, 61, 62	62
News Producer	1-3, 7-14, 17-31, 33-35, 37, 50-56, 58, 61	1
News Producer	1-3, 7-14, 17-31, 33-35, 37, 50-56, 58, 61	61
Photojournalist	1-3, 7-14, 17-35, 37, 50-56, 58, 61	17
Photojournalist	1-3, 7-14, 17-35, 37, 50-56, 58, 61	61
Internet Account Executive	1-3, 7-15, 17-24, 26-31, 33-37, 50-56, 58, 61, 63	63
Associate News Producer	1-3, 7-14, 17-31, 33-35, 37, 50-56, 58	1
Associate News Producer	1-3, 7-14, 17-31, 33-35, 37, 50-56, 58	1

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June 1, 2010 – May 31, 2011¹**

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
KTVK Entry-Level Professionals (Sales)	1-3, 7-15, 17-24, 26-31, 33-37, 50-56, 58, 61	1
Digital Designer	1-3, 7-14, 17-31, 33-35, 37, 50-56, 58, 60, 61	61
Experienced Account Executive/KASW	1-3, 7-15, 17-20, 22-24, 26-31, 33-37, 43, 49-56, 58, 61, 64	61
Experienced Account Executive/KASW	1-3, 7-15, 17-20, 22-24, 26-31, 33-37, 43, 49-56, 58, 61, 64	61
Photojournalist	1-3, 7-14, 17-35, 37, 50-56, 58, 61, 64	61
Photojournalist	1-3, 7-14, 17-35, 37, 50-56, 58, 61, 64	61
Interactive Sales Manager	1-3,7-15, 17-24, 26-31, 33-37, 44, 49-56, 58, 60, 61, 64	61
KTVK Sales Assistant	1-3, 7-15, 17-20, 22-24, 26-31, 33-37, 43, 50-56, 58, 61, 64	61
KASW Sales Assistant	1-3, 7-15, 17-20, 22-24, 26-31, 33-37, 43, 50-56, 58, 61, 64, 65	58
Receptionist	1, 2, 7-14, 17-20, 22-24, 26-31, 33-35, 37, 42, 50-56, 58, 61, 64, 65	61
Newscast Director	1-3, 7-14, 17-35, 37, 50-56, 58, 61, 64, 65	1
Weekend Anchor/Reporter	1-3, 5, 7-14, 17-37, 50-56, 58, 61, 64, 65	61

¹This report provides recruitment data collected through May 23, 2011.

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
<u>1</u>	KTVK/KASW Lea-Ann Clement, HR Director 5555 N. 7 th Avenue Phoenix, AZ 85013 P: (602) 207-3306 F: (602) 207-3336 www.Azfamily.com	N	45
<u>2</u>	Arizona Broadcasters Association Jennifer Latko 426 N. 44 th Street, Suite 310 Phoenix, AZ 85008 P: (602) 252-4833 F: (602) 252-5265 www.azbroadcasters.org	N	3
<u>3</u>	ASU Career Services (online) Patty Munson, Career Services Coordinator P.O. Box 871312 Tempe, AZ 85287 P: (480) 965-5112 Email: careerservices@asu.com www.asu.edu/career	Y	3
<u>4</u>	Belo Corp. Human Resources 400 S. Record Street Dallas, TX 75202 P: (214) 977-2246 F: (214) 977-7458	N	0
<u>5</u>	Collective Talent Michaels Media Michael Bille 1721 Richardson Place Tampa, FL 33606 P: (813) 254-9695 F: (813) 254-9291 Email: bille@michaelsmedia.com www.collectivetalent.com	N	0
<u>6</u>	Creative Cow Ron & Kathleen Lindeboom, Publishers 2205 Villa Lane Paso Robles, CA 93446 P: (805) 239-5645 F: (805) 239-0712 www.creativecow.net	N	0

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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<u>7</u>	Digital Video Professionals Association Rod Harlan, Founder/Director of Education 135 Interstate Blvd, Suite One Greenville, SC 29615 P: (877) 629-4122 www.Productionhub.com	N	0
<u>8</u>	Filmstaff World Headquarters 152 Lombard Street San Francisco, CA 94111 Email: jobs@filmstaff.com www.filmstaff.com	N	0
<u>9</u>	Lostremote.com Next Door Media Cory Bergman, Founder 2440 Western Ave. #804 Seattle, WA 98121 Email: cory@lostremote.com http://lostremote.com	N	0
<u>10</u>	Maricopa Career Network Hosted by Jobing.com Brian Eastwood 4747 N. 22 nd St., #100 Phoenix, AZ 85016 P: (602) 200-6800 http://maricopa.jobing.com	N	0
<u>11</u>	Medialine Mark Shistone PO Box 51909 Pacific Cove, CA 93950 P: (800) 237-8073 F: (831) 648-5204 www.medialine.com	N	1
<u>12</u>	National Academy of Television Arts & Sciences Stephen Laughlin 5220 Lanherstim Blvd. North Hollywood, CA 91601 P: (818) 754-2800 http://jobbank.emmyonline.org	N	0
<u>13</u>	National Alliance of State Broadcasters Association 1771 N. Street NW Washington DC, 20036 P: (800) 442-3614 Email: careermail@careerpage.org www.careerpage.org	N	0

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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<u>14</u>	Northern Arizona University Sonya Daw, Management Analyst, Sr. Gateway Student Success Center P.O. Box 4097 Flagstaff, AZ 86011-4097 P: (928) 523-6185 P: (928) 523-4772 www.nau.edu/gatewayconnects	N	0
<u>15</u>	Radio and Television Business Report April McLynn P.O. Box 6633 Woodbridge, VA 22195 P: (703) 492-8191 Email: amclynn@rbr.com www.rbr.com	N	0
<u>16</u>	Society of Broadcast Engineers John Poray, Executive Director 9102 N. Meridian Street, Ste. 150 Indianapolis, IN 46260 P: (317) 846-9000 F: (317) 846-9120 Email: kjones@sbe.org www.sbe.org	N	0
<u>17</u>	TV Jobs Broadcast Employment Services Mark Holloway P.O. Box 4116 Oceanside, CA 92052 P: (800) 374-0119 F: (760) 754-2115 Email: jobs@tvjobs.com www.Tvjobs.com	N	5
<u>18</u>	University of Arizona Career Services Attn: Cindy Shriver 1303 E. University Blvd. Suite 411 Tucson, AZ 85721 P: (520) 621-8144 www.career.arizona.edu	N	1
<u>19</u>	Greater Phoenix Urban League Mel Hannah 1402 S. 7 th Avenue Phoenix, AZ 85007 P: (602) 254-5611, ext. 105 F: (602) 253-7359	N	0

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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<u>20</u>	YWCA Haven House Transitional Shelter Dana Campbell Saylor 755 E. Willetta St Phoenix, AZ 85006-2796 P: (602) 258-0990 F: (602) 258-9116	N	0
<u>21</u>	602communications.com Graeme Newell 1011 Lyndhurst Falls Lane Knightdale, NC 27545 P: (919) 217-4438 Local contact: Sandy Lizik P: (602) 954-8373 Email: slizik@602communications.com	N	0
<u>22</u>	Arizona Association of Black Journalists Weldon Johnson, Chapter President PO Box 865 Phoenix, AZ 85001-0865 P: (602) 444-7801 www.azblackjournalists.org Email: weldonbjohnson@aol.com	N	0
<u>23</u>	Arizona Women's Education and Employment, Inc. (includes Fresh Start Women's Foundation) Amy Stake, Career Services Manager 640 N. 1 st Ave. Phoenix, AZ 85003 P: (602) 261-7161 Email: astake@fswf.org	N	0
<u>24</u>	Art Institute of Phoenix Brittany Ludera 2233 W. Dunlap Ave. Phoenix, AZ 85021 P: (602) 331-7515 F: (602) 331-5301 Email: bludera@aii.edu	Y	0
<u>25</u>	Brooks Institute Carrie Kawell Career Service Advisor 5301 N. Ventura Avenue Ventura, CA 93001 P: (888) 276-4999 F: (805) 653-8346 www.brooks.edu Email: careers@brooks.edu	N	0

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
<u>26</u>	College Broadcasters, Inc. UPS-Hershey Square Center Attn: Warren 1152 Mae Street Hummelstown, PA 17036 P: (877) 275-2241 Email: cbjob@mailman.rice.edu	Y	0
<u>27</u>	Collins College Amy Roberts, Career Services 1140 S. Priest Dr Tempe, AZ 85281 P: (480) 446-1112 www.collinscollege.edu Email: aroberts@collinscollege.edu	Y	0
<u>28</u>	DeVry University Lataifa Edward, Career Services 2149 W. Dunlap Ave. Phoenix, AZ 85021 P: (602) 870-9222, X601 F: (602) 943-3391 Email: ledward@devry.edu	N	0
<u>29</u>	East Valley Institute of Technology Molly Miller, Student Services Coordinator 1601 W. Main St. Mesa, AZ 85210 P: (480) 461-4000 F: (480) 461-4169 Email: mmiller@evit.com	N	0
<u>30</u>	Grand Canyon University La Toya Johnson Career Services Specialist 3300 West Camelback Rd. Phoenix, Arizona 85017 P: (602) 639-6541 Email: lajohnson@gcu.edu	Y	0
<u>31</u>	Luke Air Force Base Attn: Marjorie Jernigan, Family Support 56 MSS-DPF 7282 N. 137 th Ave. Luke AFB, AZ 85309-1520 P: (623) 856-6550 Email: marjorie.jernigan@luke.af.mil	N	0

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June 1, 2010 – May 31, 2011¹**

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
<u>32</u>	National Press Photographers Association Sandy Huffaker Region 10 Job Posting 3200 Croasdaile Drive, Ste. 306 Durham, NC 27705 P: (619) 261-2706 F: (858) 483-9523 www.nppa10.org Email: sandy@sandyhuffakerjr.com	N	0
<u>33</u>	Phoenix Indian Center Karen Thorne Native Workforce Services Director 4520 N. Central Avenue #250 Phoenix, AZ 85012 P: (602) 264-6768 F: (602) 274-7486 Email: karent@phxindcenter.org	N	0
<u>34</u>	SEEM Hispanic Employment Program Tim Tucker, State Diversity Coordinator 5636 E. McDowell Rd. Phoenix, AZ 85008 P: (602) 629-4806 Email: tim.tucker3@us.army.mil	N	0
<u>35</u>	Talent Dynamics Sandra Connell 600 E. Las Colinas Blvd. Ste. 100 Irving, TX 75039 P: (214) 630-9590 www.Talentedynamics.com Email: davis@talentedynamics.com	N	0
<u>36</u>	Television Bureau of Advertising Tiphany Jones, Executive Assistant 3 East 54 th Street, 10 th Floor New York, NY 10022 P: (212) 486-1111, Ext. 218 F: (212) 935-5631 www.Tvb.org Email: Tiphany@tvb.org	N	0

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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<u>37</u>	Walter Cronkite School of Journalism Mike Wong 555 N. Central Avenue Phoenix, AZ 85004 P: (602) 496-5555 F: (602) 496-7041 Email: mike.wong@asu.edu	N	0
<u>38</u>	Ad Age Talent Works Rance Crain, Editor-in-Chief 711 Third Avenue New York, NY 10017-4036 P: (212)-210-0752 or (800)-248-1299 F: (212)-210-0200 www.adagetalentworks.com	N	0
<u>39</u>	b-roll.net Kevin Johnson 1623 D St. NE Washington, DC 20002 P: (202) 486-8842 F: (270) 837-3491 www.b-roll.net Email: info@b-roll.net	N	0
<u>40</u>	Broadcasting and Cable NewBay Media, LLC PO Box 26889 New York, NY 10087-6889 Lisette Goldberg P: (212)-378-0462	N	0
<u>41</u>	Careerbuilder Chris Lindner 14180 Dallas Parkway #700 Dallas, TX 75254 P: (214) 267-6513 Email: Chris.Lindner@careerbuilder.com www.careerbuilder.com	N	0
<u>42</u>	Jobing.com Brian Eastwood 4747 N. 22 nd Street, Ste. 100 Phoenix, AZ 85016 P: (602) 200-6800 Email: Brian.eastwood@wowhr.com www.Jobing.com	N	7

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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<u>43</u>	LinkedIn Jeff Weiner, CEO and Director 2029 Stierlin Court Mountain View, CA 94043-4684 P: (650)-687-3600 F: (650)-687-0505 www.linkedin.com	N	4
<u>44</u>	Media Recruiter Jim Birschbach 22102 E. Canyon Place Centennial, CO 80016 P: (303) 400-5150 F: (303) 400-5063 www.mediarecruiter.com Email: jim@mediarecruiter.com	N	1
<u>45</u>	Monster.com website 5 Clock Tower Place Maynard, Massachusetts, 01754-2530 Internet Recruitment Consultant: Kim Holderby P: (480)-567-3638 or 1-(800)-666-7837, Ext 3638 F: (317)-669-4193 Email: kim.holderby@monster.com www.monster.com	N	0
<u>46</u>	The Poynter Institute Sandy Johnakin 801 Third Street South St. Petersburg, FL 33701 P: (888)-769-6837 www.povnter.org	N	0
<u>47</u>	RTNDA Attn: Stacey Staniak 1025 F street NW, 7 th Floor Washington, DC 20004 P: (202) 659-6510 F: (202) 223-4007 https://map.rtnnda.org/careercenter/CC13PostaJob.aspx	N	0
<u>48</u>	Society of Professional Journalists Heather Porter, Professional Development Coordinator 3909 N. Meridian St. Indianapolis, IN 46208 P: (317) 927-8000, x204 F: (317) 920-4789 Email: hporter@spj.org http://jobs.spj.org/hr	N	0

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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<u>49</u>	Spots 'n Dots Website: April Causey SND Publishing LLC 600 W. Peachtree Street NW, Ste. 350 Atlanta, GA 30308 P: (888) 884-2630, Ext. 1 F: (866) 870-6989 www.Spotsndots.com Email: ads@spotsndots.com	N	11
<u>50</u>	Arizona Bridge to Independent Living Lisa Purdy, Employment Office 5025 E. Washington Phoenix, AZ 85034 P: (602) 256-2245	N	0
<u>51</u>	Arizona Commission of Indian Affairs State Capitol Building-Executive Tower Kristine M. Thomas, Director 1700 West Washington Street, Ste. 156 Phoenix, AZ 85007 P: (602) 542-4421 F: (602) 541-3712	N	0
<u>52</u>	Black Family and Child Services Kamal Sharraway, Supervisor Family Preservation/Family Support Program 1522 E. Southern Phoenix, AZ 85040 P: (602) 243-1773, ext 237	N	0
<u>53</u>	Chicanos Por La Causa Workforce Development 3150 N. 35 th Avenue, Suite 5 Phoenix, AZ 85017-5272 P: (602) 678-4300	N	0
<u>54</u>	Goodwill Industries of Central AZ Attn: Roberta J. Burt, Career Services 417 N. 16 th St. Phoenix, AZ 85006 P: (602) 254-2222 Email: jobleads@goodwillaz.org	Y (Requested to be changed to entitled 11/16/10)	1
<u>55</u>	NAACP, Maricopa County Rev. Oscar Tillman, President 1818 S. 16 th Street Phoenix, AZ 85034 P: (602) 252-4064	N	0

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 – May 31, 2011¹

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<u>56</u>	Sojourner Center Linda Cohen Director of Finance PO Box 20156 Phoenix, AZ 85036 P: (602) 244-0089 F: (602-244-8006	N	0
<u>57</u>	Vocational Rehabilitation Services Robbin Regan, Administration 10640 N. 28 th Drive, Suite B106 Phoenix, AZ 85029 P: (602) 789-9129	N	0
<u>58</u>	Internal Posting/ Candidate	N	9
<u>59</u>	Internships	N	
<u>60</u>	Unknown Recruitment Source	N	5
<u>61</u>	Word of Mouth / Employee Referral/Agency Referral/External Media Referral/Walk-in Candidate	N	58
<u>62</u>	Indeed.com Jessica Kamzik Client Services 177 Broad Street, 6th Floor Stamford, CT 06901 Email: jkamzik@indeed.com	N	8
<u>63</u>	Jobfox.com Matt Hanley Senior Project Leader 7926 Jones Branch Drive, Ste. 1100 McLean, VA 22102 P: (888) 667-8080, ext. 1219	N	5
<u>64</u>	Myaircheck.com Scott Russell #1-771 Gibsons Way Gibsons, B.C. Canada VON 1V9 P: (604) 740-1374 Email: registration@mvaircheck.com	N	0
<u>65</u>	LDS Employment Resource Services Contact: Bob Shaha 235 S. El Dorado Circle Mesa, AZ 85202-1044 P: (480)829-8999 Email: Wel-cc-mesa@ldschurch.org www.ldsjobs.org/employer	Y (Requested to be added as ES 3/5/11)	0
<u>TOTAL INTERVIEWEES OVER REPORTING PERIOD</u>			167

KTVK/KASW
EEO PUBLIC FILE REPORT
June 1, 2010 to May 31, 2011

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	During the reporting period, the news division hosted sixteen (17) interns: six (6) hired during the Summer 2010 semester, six (6) hired during the Fall 2010 semester and five (5) hired during the Spring 2011 semester. The interns attended the Walter Cronkite School of Journalism at Arizona State University. Students are required to be in their junior or senior year of college study to be eligible for the programs.
2	Internship Program	During the reporting period, the sales division hosted one (1) intern during the Spring 2011 semester. The intern attended the Walter Cronkite School of Journalism at Arizona State University. Students are required to be in their junior or senior year of college study to be eligible for the program.
3	Program Sponsored by Educational Institute Relating to Broadcast Careers	On June 10, 2010, the SEU hosted the annual Arizona State University Summer Broadcast Institute class. The class was composed of high school students interested in pursuing a career in media. SEU representatives spent the afternoon discussing various careers in television and answered questions of the students. SEU participants included Executive News Director, Director of Programming, Director of Digital Media, Sales Account Executive, Director of Programming/Research, Promotions Manager, Art Director and News Assignment Manager.
4	EEO/FCC Management Training	On September 8, 9 and 10, 2010, the SEU Human Resources Representatives facilitated management and supervisor training on Interviewing and Selection techniques. The training covered station policy regarding non-discrimination of protected categories and the station's FCC EEO documentation process. Thirty-one (31) station hiring managers and supervisors were in attendance.
5	Program Sponsored by Educational Institution Relating to Broadcast Careers	On September 14, 2010, SEU HR Director and two (2) SEU News Reporters spoke at Arizona State University's Media Career Night to students of the Walter Cronkite School of Journalism and Mass Communication regarding broadcast career opportunities.
6	Participation in Job Fair	On September 23 – 24, 2010, SEU HR Director and SEU Sales Managers attended the Fall Arizona State University Career Fair speaking with students about available sales positions and openings for internships.
7	Program Sponsored by Educational Institution Relating to Broadcast Careers	On November 8, 2010, an SEU Reporter spoke to students at Arizona State University's Walter Cronkite School of Journalism and Mass Communications followed by a question and answer session on television reporting and the news broadcast business.

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8	Participation in Mentor Program	Several SEU employees have mentored students of Arizona State University's Walter Cronkite School of Journalism and Mass Communications during the Fall/Spring semesters culminating in a mentor appreciation event on January 27, 2011.
9	Activity Sponsored by Community Group	On March 4, 2011 SEU Community Relations Manager hosted a tour of the station for a group of high school students from Horizon Community Learning Center which included watching the production of a live news cast. The students also had the opportunity to interact with news staff and talent.
10	Program Sponsored by Educational Institution Relating to Broadcast Careers	On March 7, 2011, an SEU Reporter spoke to students at Arizona State University and its Walter Cronkite School of Journalism and Mass Communications about working in a local and national news room and answered great questions from the students.
11	Participation in Job Fair	On March 23, 2011, SEU HR Director and participated in an Internship & Career Fair at the downtown Phoenix campus to promote careers in the media, answer students' questions and recruit for open positions and internships.
12	Program Sponsored by Education Institution Relating to Broadcast Careers	On April 1, 2011 SEU Creative Services Manager hosted a tour of the station for a group of students from Glendale Community College with an emphasis on the various production-related areas including studios, master control, tape room, sub-control, promotion editing and the graphics department. The students were shown examples of our work, the function of certain technologies and software and also watched a live newscast.
13	Hosted Job Fair	On April 7, 2011, stations hosted a Career Fair in association with the Arizona Broadcasters Association at Scottsdale Community College attended by SEU HR Director, HR Assistant and SEU Account Executive. Interviewed students for sales opportunities including internships, sales assistant and entry level sales positions.
14	Activity Sponsored by Community Group	On April 14, 2011, SEU Executive News Director participated in a panel discussion with 2 other Phoenix news executives, at the Phoenix Convention Center on the "Future of TV News."