

WFSB & WSHM Recruitment Initiatives Report December 1, 2008 to November 30, 2009

Type of Recruitment Initiative	Date	Brief Description of Initiative/Names of station personnel involved in Initiative	Co-Sponsor's (if applicable)
Internship Program	December 1, 2008 - November 30, 2009	<p>43 students participated in the Internship Program. Interns worked in the Promotions, MIS, News, Sales and IT departments.</p> <p>These interns performed duties such as floor direction, operating studio camera/prompter, system editing/writing news stories, transcribing scripts, assisting photographers with equipment and lighting, weather graphics, making sales calls, researching log discrepancies and network desktop administration.</p>	<p>Eastern Connecticut State Univ. Fordham University Manchester Community College Middlesex Community College Syracuse University Quinnipiac University Temple University University of Albany University of Connecticut University of Mass (Amherst) Western CT State University Western New England College Westfield State College</p>
Programs sponsored by educational institutions relating to career opportunities in broadcasting.	<p>January 2009 to November 30, 2009</p> <p>January 22, 2009</p> <p>February 3, 2009</p> <p>February 27, 2009</p>	<p>Mike Hydeck, WFSB Talent works on Cool Schools every Friday at a variety of High School throughout the state of CT</p> <p>Doug Lezette, WSHM Talent spoke on Media Day held for students to address career options in broadcasting.</p> <p>Brandon Butcher, WSHM Talent spoke to students to regarding the field of broadcasting.</p> <p>Mark Dixon, WFSB Talent, spoke at a Science Fair regarding broadcasting careers.</p>	<p>Variety of CT High Schools</p> <p>Western New England College in Springfield, MA</p> <p>JFK Middle School in Florence, MA</p> <p>Windsor High in Windsor, CT</p>

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<p>Programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>March 9, 2009</p>	<p>Bruce DePrest, WFSB Talent spoke at a Career Day to educate students about career opportunities in broadcasting.</p>	<p>Buckley High in Hartford, CT</p>
	<p>June 2, 2009</p>	<p>Mark Dixon, WFSB Talent spoke to students to inform them about career opportunities in broadcasting.</p>	<p>Saint James School in Manchester, CT</p>
	<p>June 10, 2009 - June 12, 2009</p>	<p>Klarn DePalma, Vice President/General Manager of Meredith's stations WFSB and WSHM taught a NABEF seminar course at Howard University</p>	<p>Washington, DC</p>
	<p>June 10, 2009 - June 12, 2009</p>	<p>A representative of Meredith's Sales Management team met with Howard University students to inform them about sales career opportunities in Broadcasting as well as interviewed them for opportunities at Meredith's TV stations.</p>	<p>Washington, DC</p>
	<p>September 23, 2009</p>	<p>Teresa Labarbera, WFSB Talent spoke to students to inform them about career opportunities in broadcasting.</p>	<p>Barnard School in Waterbury, CT</p>
	<p>October 19, 2009</p>	<p>Bruce DePrest, WFSB Talent spoke to young adult and older adult learners about career paths in broadcasting.</p>	<p>Middlesex Community College, Middletown, CT</p>

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<p>Job Fairs & Expos</p>	<p>March 12, 2009</p>	<p>WFSB Members of Management participated in a Sales Job Fair at UCONN</p>	<p>Storrs, CT</p>
	<p>August 5, 2009 - August 8, 2009</p>	<p>National Association of Black Journalist (NABJ) Managers from Meredith’s corporate office, human resources, and news departments attended the 3.5 day convention and career fair on behalf of Meredith Corporation. During that time, they informed attendees about Meredith Corporation, current job opportunities at all the Broadcasting locations, and conducted critiques of their work.</p>	<p>Tampa, FL</p>