

JOURNAL BROADCAST GROUP-LANSING OPERATION
WSYM-TV

Annual EEO Public File Report
June 1, 2006-May 31, 2007

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?
Employee Referral	1	<input type="checkbox"/>
Journal Broadcast Group website	1	<input checked="" type="checkbox"/>
Journal Broadcast Group website	4	<input type="checkbox"/>
Other	MI Works Job Expo	<input type="checkbox"/>
Recruiter	1	<input type="checkbox"/>
Walk-in	1	<input type="checkbox"/>
Number of Applicants Interviewed	9	

Account Executive 2

Referral Source	Number of Applicants Interviewed	Hired?
Internal Candidate	1	<input checked="" type="checkbox"/>
Journal Broadcast Group website	1	<input type="checkbox"/>
Other	Job Expo	<input type="checkbox"/>
Word of mouth	Market/Industry	<input checked="" type="checkbox"/>
Word of mouth	Market/Industry	<input type="checkbox"/>
Number of Applicants Interviewed	11	

Business Operations Coordinator

Referral Source	Number of Applicants Interviewed	Hired?
Other	Newspaper	<input checked="" type="checkbox"/>
Other	Newspaper	<input type="checkbox"/>
Number of Applicants Interviewed	4	

Commercial Producer 1

Referral Source	Number of Applicants Interviewed	Hired?
Internal Candidate	1	<input type="checkbox"/>
Other	MAB Website	<input type="checkbox"/>

Other	Prior Applicant	1	<input checked="" type="checkbox"/>
Number of Applicants Interviewed		8	

Commercial Producer 2 and 3

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input checked="" type="checkbox"/>
Other	MAB	1	<input checked="" type="checkbox"/>
Other	MAB	3	<input type="checkbox"/>
Word of mouth		1	<input type="checkbox"/>
Number of Applicants Interviewed		6	

Master Control Operator

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input checked="" type="checkbox"/>
Internal Candidate		1	<input type="checkbox"/>
Journal Broadcast Group website		3	<input type="checkbox"/>
Other	MAB Website	1	<input type="checkbox"/>
Number of Applicants Interviewed		6	

<i>Grand Total</i>		44	
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Organization	Contact	Phone	Fax	Email	Address				Job Sent
Alma College	Patricia Chase	989-463-7225	989-463-7353	chase@alma.edu	614 West Superior St	Alma	MI	48801	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
ALTER	James T Cresswell	877-751-1162	810-726-1059	perry@amedsys.com	7711 Auburn Rd	utica	MI	48317	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Andrews University	Sandra Richardson	269-471-3160	269-471-3125	commdept@andrews.edu	Netherley Hall Room 024	Berrien Springs	MI	49104	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Asian American Journalists Assoc. (Removed 8/24/06 due to change from email to costly web posting)	Albert Lee	415-346-2051	415-346-6343	post@ajaia.org	1182 Market St. Suite 320	Sna Francisco	CA	94102	Commercial Producer 1, Business Operations Coordinator
Bates Technical College XXX Requested to be added 5/17/05	Al Hunton	253-680-7752		ahunton@bates.ctc.edu	2320 S. 19th St.	Tacoma	WA	98405	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Brown CollegeXXX-requested to be added 12-20-04	Rebecca Ewanga	651-905-3465	651-905-3555	rewanga@browncollege.edu https://my.browncollege.edu/mycampus/employer/ (new website eff 6/30/05)	1440 Northland Drive	Mendota Heights	MN	55120	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Capitol Region Community Foundation(Asked to be removed 9-20-06)	Denise Flieman	517-272-2870	517-272-2871	dflieman@crfoundation.org	6035 Executive Dr. Suite 104	Lansing	MI	48911	Commercial Producer 1, Account Executive 1, Business Operations Coordinator,
Center for Women in Transition	Donna Cornwell	616-355-9750	517-392-5073	donnac@aplaceforwomen.org	304 Garden Avenue	Holland	MI	49424	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Central Michigan University XXX - requested to be added 5-15-06	Peter B. Orlik, PH.D.	989-774-3851	989-774-2426	orlik1pb@cmich.edu	340 Moore Hall	Mount Pleasant	MI	48859	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Community for Southeastern Michigan	Karen Leppansen	313-961-6675	517-961-2886	kleppanen@cfsem.org	333 West Fort St Suite 2010	Detroit	MI	48226	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Community Intergrated Recreation	Linda Linka	616-968-8249	616-969-6218	cirlady@aol.com	PO Box 2069	Battle Creek	MI	49016	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3

Organization	Contact	Phone	Fax	Email	Address				Job Sent
Council Against Domestic Assault	Holy Seymour	517-372-5976	517-372-0024	brooksh3@msu.edu	PO Box 14149	Lansing	MI	48901	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Cristo Rey Employment & Training	Marcus Hayes	517-372-4700	517-372-8499	mhayes@camw.net	1717 N. High Street	Lansing	MI	48906	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Davenport University	Cindy Wittum	517-484-2600 x 8221	517-484-9719	Cindy.Whittum@davenport.edu	220 East Kalamazoo	Lansing	MI	48933	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Delta College	Mary Keyser	989-686-9072	989-686-1395	mmkeyser@alpha.delta.edu	1961 Delta Rd	University Center	MI	48710	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Detroit Urban League	N.Charles Anderson	313-832-4600	313-832-3222	ncanderson@deturbanleague.org	208 MAC Ave	Detroit	MI	48201	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Eastern Michigan University (New email address as of 7-17-06)	Mary Jones	734-487-0400	734-487-0940	mjones1@emich.edu	311 King Hall	Ypsilanti	Mi	48197	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Emerson College XXX-requested to be added 5-15-06	Dr. Marsha Della-Guistina	781-646-1077		mdgrnda@yahoo.com and m_dgiustina@emerson.edu, matthew_cardin@emerson.edu	113 Gray St.	Arlington	MA	2476	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Grand Rapids Community College	Chris Allen	616-234-4170		callen@gccc.edu	143 Bostwick Ave Ne	Grand Rapids	MI	49503	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Grand Valley State	Catherine Cameron-Heldt	616-331-3311	616-331-2070	career@gvsu.edu	206 Student Service Bldg 1 Campus Drive	Allendale	Mi	48401	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Hillsdale College	Vicky Arno	517-607-2457	517-607-2659	vicky.arno@hillsdale.edu	33 E. College St	Hillsdale	MI	49242	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Indiana University Remove from email add to web posting 5/12/06	Patrick Donahue	812-855-4269	812-855-2121	donahued@indiana.edu	625 North Jordan Ave	Bloomington	IN	47405	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Commercial Producer 2&3

Organization	Contact	Phone	Fax	Email	Address				Job Sent
Jewish Family & Children Service (New email address as of 7-17-06)	Susan Gertner	810-767-5922	810-767-9024	jfcs@tm.net	619 Wallenberg St	Flint	MI	48502	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Journal Broadcast Group, Inc.	Shannon Spankowski			sspankowski@journalbroadcastgroup.com					Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Kettering University	Susan Reynold	810-762-9922	810-762-9837	sreynold@kettering.edu	1700 W. Thrid Avenue	Flint	MI	48504	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Labor Ready	Patricia Miller	517-487-0808	517-487-1110	1686-br@laborready.com	1621 East Kalamazo	Lansing	MI	48912	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Lake Land College New email 12-22-06	Ken Beno	217-234-5271		kbeno@lakeland.cc.il.us NEW email: careerservices@lakeland.cc.il.us	5001 Landland Blvd	Mattoon	IL	61938	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Lake Superior Community Partnership	Amy Clickner	906-226-6591	906-226-2099	mqtinfo@marquette.org	501 South Front Street	Marquette	MI	49855	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
League of Women Voters Michigan	Anne Magoune	517-484-5383	517-484-3086	lvvmi@voyager.net	200 Museum Sr. Suite 104	Lansing	MI	48933	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Macomb Community College (Changed to web posting 12-22-06)	Employment Service Dept	586-286-2209	586-286-2295	employment@macomb.edu WEB POSTING: www.minterfase.com/macomb/employer	44575 Garfield Rd G102	Clinton Twp	MI	48038	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Madonna University	Christine Brant	734-432-5620		cbrant@madonna.edu	36600 Schoolcraft Rd	Livonia	MI	48150	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
MARO Employment & Training Association	David Price	517-484-5588	517-484-5411	dprice@maro.org	PO Box 16218	Lansing	MI	48901	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Media Communications Association-Detroit	Elizabeth Aiken	313-567-2044	313-567-2066	pos2ea@aol.com	227 Iron Street Suite 321	Detroit	MI	48207	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3

Organization	Contact	Phone	Fax	Email	Address				Job Sent
MediaLine	Mark Shilstone	800-237-8073	831-648-5204	medialine@medialine.com	Box 51909	Pacific Grove	CA	93950	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Michigan Association of Broadcasters	Web site posting	517-484-7444	517-484-5810	819 North Washington Ave	819 North Washington Ave	Lansing	MI	48906	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Michigan Association of Educational Broadcasters	Bill Kieth	734-416-7732		info@maeb.org	46181 Joy Rd	Plymouth	MI	48187	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Michigan Association of United Ways-REMOVED 2-27-07	Christopher Nelson	517-371-4360	517-371-1801	cnelson@uwmich.org New email: 7-25-06 rdavid@uwmich.org	1627 Lake Lansing Rd Suite B	Lansing	MI	48912	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator
Michigan Business & Professional Women's Foundation	Cheri Virag	517-374-6381	517-374-9073	cheriv@juno.com	PO Box 26292	Lansing	MI	48909	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Michigan Coalition Against Domestic & Sexual Violence REMOVED 2-27-07	Mary Keefe	517-347-7000	517-347-1377	general@mcadsv.org	3893 Okemos Rd Suite B-2	Okemos	MI	48864	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator
Michigan Guild of Artists & Artisans	Max Clayton	734-662-3382	734-662-0339	guild@michiganguild.org	118 N. Fourth Ave	Ann Arbor	MI	48104	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Michigan Jewish Conference	Susan Herman	517-485-9199	517-484-5043	mjc5@prodigy.net	215 South Washington	Lansing	MI	48933	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Michigan National Academy of Television Arts & Sciences	Michelle DeSouza	313-231-2635		mdes003@yahoo.com	P.O. Box 251987	West Bloomfield	MI	48325	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Commercial Producer 2&3
Michigan State University	Naomi Lilly	517-355-9510	517-353-2597	lillyna@csp.msu.edu	6 Student Services Bldg	East Lansing	MI	48825	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Minority Program Services	Harry Bonner	517-629-2113	517-629-2029	hbonner@hotmail.com	PO Box 625	Albion	MI	49224	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3

Organization	Contact	Phone	Fax	Email	Address				Job Sent
Mississippi State University, Dept. of Communication XXX Requested to be added 5/17/05	Karyn Brown	662-325-7952	662-325-3210	kbrown@comm.msstate.edu	PO Box PF/130 McComas Hall	Mississippi State	MS	39762	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
NAACP - Detroit	Laurie Moor-Swain	313-871-2087	313-871-7745	lmoore@detroitnaacp.org	2990 E. Grand Blvd	Detroit	MI	48202	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
National Association of Broadcasters	Karen Hunter	202-429-5300	202-429-3930	web posting www.nab.org	1771 N St. NW	Washington	DC	20036	Account Executive 2, Commercial Producer 2&3
National Broadcasting Society (New contact information as of 8/24/06)	Jim Wilson	828-262-3036	828-262-6312	nbsaerho@swbell.net	PO Box 32060	Boone	NC	28608	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
National Lesbian & Gay Journalists Association	Angie Young	202-588-9888	202-588-1818	aeyoung@nlgja.org	1420 K Street nw Suite 910	Washington	DC	20005	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
NATOA - Michigan	Kathy Sherman	248-351-1301	248-208-8043	shermank@metronet.lib.mi.us	26000 Evergreen Rd PO Box 2055	Southfield	MI	48037	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Northern Michigan University	Karry Mohr	906-227-2800	906-227-2807	kmohr@nmu.edu	1401 Presque Isle 1102 University Center	Marquette	MI	49855	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Oakland University (New contact information as of 7-25-06) Changed to web posting 8/24/06	Tracy Launiger	248-370-3250	248-370-3250	launige2@oakland.edu www.oucareerlink.com	275 W. Vanderberg Hall	Rochester	MI	48309	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Ohio & Illinois Cneter for Broadcasting XXX-requested to be added 4-03	Gary James	216-447-9117		gary@beonair.com	900 Sweet Valley Drive	Valley View	Ohio	44125	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Olivet College	Pamela McConnell	269-749-7698		pmcconnell@olivetcollege.edu New Contact as of 3-22-07 jrhodef@olivetcollege.edu	208 Mott	Olivet	MI	49076	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Parkland College (New contact information as of 7-17-06)	Carolyn Martin	217-351-2536		cmartin@parkland.edu	2400 W. Bradley Ave	Champaign	IL	61821	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3

Organization	Contact	Phone	Fax	Email	Address				Job Sent
Specs Howard School of Broadcast Arts (New contact information as of 7-17-06)	Kevin Sequin-Scollin	248-358-9000	248-746-9770	kscollin@specshoward.edu	19900 W. 9 Mile Rd	Southfield	MI	48075	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Telecommunication & Film	Pam Doyle	205-348-6350		pam.doyle@ua.edu	Box 870152	Tuscaloosa	AL	35487	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
The Young (Coleman A.) Foundation	Dr. Claudette Smith	313-962-2200		claudettesmith@cayf.org	2111 Woodward Suite 600	Detroit	MI	48201	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
University of Colorado at Boulder XXX-Requested to be added 4/04	Beth Gaeddert, Director Career Services and External Affairs	303-492-0460	303-492-0969	Elizabeth.gaeddert@colorado.edu	1511 University Ave.	Boulder	CO	80309	Account Executive 2, Commercial Producer 2&3
University of Iowa XXX-Requested to be added 5/27/03	Sherry Hingtgen, Christine Wells, changed contact on 2/02/05	(319) 335-1024	319-335-1029	sherry-hingtgen@uiowa.edu , Changed to https://www.myinterfase.com/uiowa/employer/ on 2/2/05	24 Phillips Hall	Iowa City,	IA	52242	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator
University of Michigan (New contact information as of 7-17-06)	Cheryl Erdmann	734-647-9723	734-764-3288	cerdmann@umich.edu	105 South State St 220 Frieze	Ann Arbor	MI	48109	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
University of North Texas XXX Requested to be added 5/17/05	Phyllis Slocum	940-565-2565	940-369-7838	Slocum@unt.edu	PO Box 310589	Denton	TX	76203	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
University of Wisconsin-Oshkosh-XXX-requested to be added 11-30-04	Al Folker	920-424-3133		folker@uwosh.edu	School of Radio, TV & Film 800 Algoma Blvd.	Oshkosh	WI	54901	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Wayne State University	Kinberly Streeter	313-577-3390	313-577-4995	kimberly.streeter@wayne.edu	1001 Faculty/Admin Bldg 656 Reuther Mail	Detroit	MI	48202	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3
Women's Information Center	Pamela Forbes	231-769-6692	231-796-0358	wise@tucker-usa.com	PO Box 1249	Big Rapids	MI	49307	Master Control Operator, Commercial Producer 1, Account Executive 1, Account Executive 2, Business Operations Coordinator, Commercial Producer 2&3

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) April 10, 2007

Participating employees: General Sales Manager, Promotions Manager, Account Executive

Host/Sponsor of activity: Capital Area Michigan Works

Brief description of activity and station participation: Capital Area Michigan Works, FOX 47, Michigan Commission for the Blind, Lansing Community College, and the Lansing State Journal hosted 61 businesses at the Lansing Center in downtown Lansing on April 10, 2007, 2:00 PM -6:30PM. Over 1500 job seekers attended this job fair. Three station personnel, two with hiring authority, talked to a large number of job seekers about positions at our station as well as positions available throughout the country at the numerous TV and radio stations owned by Journal Broadcast Group, Inc.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) September 26, 2006

Participating employees: General Manager, Sales Manager, Account Executive

Host/Sponsor of activity: Capital Area Michigan Works

Brief description of activity and station participation: Capital Area Michigan Works, The Lansing State Journal, and FOX 47 hosted 60 businesses at the Lansing Center in downtown Lansing on September 26, from 2 PM to 6:30PM. Over 1,500 job seekers attended this job fair. Three station personnel, two with hiring authority, talked to a large number of job seekers about positions at our station as well as positions available throughout the country at the multiple TV and radio stations owned by Journal Broadcast Group, Inc.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM-TV

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) February 4, 2007

Participating employees: Lyle Schulze

Host/Sponsor of activity: Michigan State University

Brief description of activity and station participation: Vice President & General Manager, Lyle Schulze, presented a power point presentation and video to four different groups of students on what types of jobs are available at a television station. The event was sponsored by the student career center, ASCOT. Over 50 junior and senior MSU students interested in Mass communication attended. The presentation from FOX 47 centered on what skill sets are required to work in today's multi-tasking work environment at television stations.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM-TV

Type of activity listed under Outreach Initiative worksheet: Job Fair

Date of station participation: (on date; from date to date) March 14, 2007

Participating employees: Lyle Schulze, Gary Baxter, Patsy Woodman, Kip Bohne

Host/Sponsor of activity: Michigan Assoc. Of Broadcasters

Brief description of activity and station participation: WSYM-TV had a booth at the MAB Convention Job Fair. All station participants spent upwards of two hours each talking to students who were seeking more information about jobs available at WSYM-TV. This event drew over 200 students from the state of Michigan. Job seekers were interviewed by station management which resulted in some additional interviews at the station.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: WSYM

Type of activity listed under Outreach Initiative worksheet: Internships

Date of station participation: (on date; from date to date) Ongoing

Participating employees: Marketing and Promotions Department; Sales Department

Host/Sponsor of activity: FOX 47

Brief description of activity and station participation: FOX 47 has three departments that welcome interns year around. Openings for interns are available in sales and in marketing/promotion. These internships are available throughout the school year and in the summer. Our interns this year were students from Michigan State University and Baker College.

Marketing and promotion interns assist in the execution of sales promotions, writing and producing commercial announcements, News promotion projects, production of programming promos, and coordination of prize fulfillment, station contests and promotions. Interns also learn copywriting, editing, pre-production planning, creative conception, and promotion strategies. This position was filled by one Michigan State University Student.

Sales interns work closely with the Sales staff and managers on special projects including research and presentation, go on sales calls and commercial production shoots, and assist in formatting and producing sales and promotional support materials. Interns are also exposed to other departments such as marketing, promotions, production, and News. This position was filled by five Michigan State University Students and one Baker College student throughout the year.