

**Supplemental Outreach Initiatives**

(October 1, 2015 through September 30, 2016)

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least two events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
6	TVJobs, ABC17news.com website, News Press & Gazette website, Missouri Career Center, On Air Ads, online ads and local newspaper. Listing positions available in broadcast industry, October 1, 2015-September 30, 2016. Trent Poindexter-General Sales Manager, Curtis Varns-News Director, Donna Farmer-Human Resources.
5	Summer paid internship program that News Press & Gazette set up for the summer in the sales department and news department that goes 12 weeks from June-August 2016. We had 2 paid interns in News and Sales this summer. We also had one sales intern in the Spring Semester from January-May 2016. Those participating were Trent Poindexter and Curtis Hancock.
10	Interviewed upperclassmen students at University of Missouri-Columbia in the journalism department as well as sales/business students interviewed by News Press & Gazette corporate employees on March 21-22, 2016. Those in attendance were Curtis Hancock and Marissa Hollowed. Also attending were Michael Fabac and Laura Clark from corporate.
1	National Association of Broadcasters Education Foundation Career Day in Las Vegas. Talked to mainly college students about the company and job openings within the company. Date attended was April 20, 2016. Attending were Curtis Varns and a few corporate employees.
1	Job Fair at Central Methodist University. Talked with prospective job applicants about job openings within our station and company. Date attended was February 11, 2016. Attending were Trent Poindexter and Donna Farmer.
10	Sales Certificate Program-Experiential Learning Support lead by the University of Missouri Wayne Keene, Associate Teaching Professor from the Department of Marketing. Talked with a select few college students about the television industry and opportunities within our station and company. Date attended was March 3, 2016. Attending were Trent Poindexter and Donna Farmer.

8

- Missouri Broadcasters Association Seminar guest speaker. Sales tactics, pursuing the right kind of businesses, ask for a larger budget. Date attended was 8/25/16. Those in attendance were Curtis Varns, John Greenwood, Bob Smith, Diana Selken, Roula Ligonis, Christian Neuenswander, JB Rose, Ryann Gildersleeve, Randi Green, Michelle Magee, Amy Hudson, Gayle Thompson and Rachel Johnson.
- Promax training for Sales Staff. Sales techniques to better educate sales strategies and how to sell to businesses. Dates attended 8/30/16 & 8/31/16. Those in attendance were Michelle Magee, John Greenwood, Curtis Varns, Christian Neunenswander, Bob Smith, Diana Selken, Gayle Thompson, Ryann Gildersleeve, Rachel Johnson, JB Rose, Trent Poindexter, Randi Green, Amy Hudson and Roula Ligonis.
- Promax training for Sales Staff. Learned sales trends and relationship building skills. Learned new industry changes and new digital viewing/using habits of consumers. Dates attended were 5/3/16 and 5/4/16. Those in attendance were Curtis Varns, John Greenwood, Bob Smith, Diana Selken, Angela Slattery, Roula Ligonis, Christian Neuenswander, JB Rose, Ryann Gildersleeve, Randi Green, Michelle Magee, Amy Hudson and Rachel Johnson.
- TVB training for Sales Staff and clients. Seminar on statistics on radio, yellow pages, advertising trends and why television is much better. Date attended was 7/13/16. Those in attendance were Curtis Varns, John Greenwood, Bob Smith, Diana Selken, Roula Ligonis, Christian Neuenswander, JB Rose, Ryann Gildersleeve, Randi Green, Michelle Magee, Amy Hudson and Rachel Johnson.