

Description of longer-term outreach initiatives for the period August 1, 2008 through July 31, 2009

Specify First Initiative:

Establishment of internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe activities undertaken to fulfill that initiative:

WHA-TV and WHA-Radio participate in the Summer Affirmative Action Internship Program [SAAIP] through UW-Extension. From June through August 2009, two interns work for WHA-TV and three interns work for WHA-Radio.

WHA-TV and WHA-Radio were jointly awarded an Emma Bowen Foundation/Corporation for Public Broadcasting Work/Study Internship grant. The grant was awarded on January 16, 2007 and the intern was chosen on June 15, 2007. The student intern has worked at WHA-TV and WHA-Radio since July 2007 and will continue through October 2009, full-time during the summer and part-time during the school year.

WHA-TV and WHA-Radio participate in the PEOPLE work/study internship program through UW-Madison School of Education. From June through July 2009 one PEOPLE intern works for WHA-TV and WHA-Radio under the direction of the Director of Broadcasting.

Specify Second Initiative:

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Describe activities undertaken to fulfill that initiative:

Participation in the UW-Extension/UW-Colleges Leadership Academy, formerly known as Extension Administrative Leadership Program (EALP), a formal, two-year leadership training program for individual contributors and managers. The current 2-year class, which began in January 2009 and will end in January 2011, includes three people from WHA-Radio.

Specify Third Initiative:

Listing of each upper-level category job opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Describe activities undertaken to fulfill that initiative.

WHA-TV News & Public Affairs Executive Producer position was posted on National Association of Black Journalists site, National Association of Hispanic Journalists site, South Asian Journalists Association site, the Community Outreach Groups list and the Tribal Employment newsletter.

WHA-TV Volunteer Manager position was posted with La Comunidad Newspaper, Madison Times Weekly newspaper, the Community Outreach Groups list and the Tribal Employment newsletter.

WHA-TV Grants Manager position was posted with La Comunidad Newspaper, Madison Times Weekly newspaper, Tribal Employment newsletter, National Association of Hispanic Journalists site, South Asian Journalists Association site and Women in Communications site.

WHA-TV Corporate Development Manager position was posted with La Comunidad newspaper, Madison Times Weekly, Alpha Kappa Alpha Sorority, Delta Sigma Theta sorority, Community Outreach Groups, Kappa Alpha Psi fraternity, Omega Psi Phi fraternity, Phi Beta Sigma fraternity and the Tribal Employment newsletter.

WHA-Radio Music Programming Director position was posted with American Women in Radio and TV, Community Outreach Groups, La Comunidad, Madison Times Weekly newspaper, and the Tribal Employment newsletter.

Specify Fourth Initiative:

Participation in at least four job fairs over two-years by station personnel who have substantial responsibility in the making of hiring decisions

Describe activities undertaken to fulfill that initiative:

WHA-Radio and WHA-TV were represented by a senior-level administrator at the Wisconsin Broadcasters Association winter job fair in Madison, Wisconsin on January 28, 2009.

WHA-Radio and WHA-TV were represented by a senior-level administrator at the Wisconsin Broadcasters Association summer job fair in Elkhart Lake, Wisconsin on June 17, 2009.

Specify Fifth Initiative:

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

Describe activities undertaken to fulfill that initiative:

During the reporting period, the following management-level personnel attended the two-day University of Wisconsin-Extension-sponsored Multicultural Awareness Training for WHA-TV: Corporate Development Manager; Remote Truck & Studio Engineering Supervisor and Assistant Chief Engineer, and Station Relations Manager. For WHA-Radio: Director of Talk Programming, Regional Manager-Milwaukee, Director of Engineering and Operations, and the Chief Operating Officer. In addition, three non-management staff members also attended this training during the reporting period; one from WHA-TV and two from WHA-Radio.

Formal orientations were given for all recruitment committee chairs and all recruitment committee members on University of Wisconsin-Extension anti-discrimination guidelines and FCC-EEO anti-discrimination guidelines during reporting period, August 1, 2008 through July 31, 2009.