

Prong 3 Longer-Term Recruitment Initiatives Implemented from 4/1/10 through 3/31/11

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	College Level Internship Program	Station exposes Interns to all facets of operation in various departments.	Exposure to all areas of the operation gives a solid overview and education of operation & organization.	News, Sales, Promotion, Programming and Promotion Departments
2	Ongoing	Training	WPXI Staff Training & Delevelopment	Throughout the year training & seminars are provided to the staff of WPXI employees. Examples of this training follows: Engineering staff in technical area's such as Ignite, OSI, Interfaces. The News staff is trained in area's of video, editing and writing. Creative Services receives training from Pixel Corporation and Web based training is provided. Our Sales Staff attends seminars and training in area's of salesmanship, ratings, industry competition, the web environment, etc.	WPXI Staff Employees
3	Ongoing	Training	WPXI Leadership Training	Station sends Department Head and middle managers to Cox for leadership and diversity training.	WPXI Management Personnel
4	3/16/11-3/19/11	NABJ Short Course	Volunteered and mentored students interested in pursuing a career in journalism. Identified a producer candidate for WJAC in Johnstown.	Acted as member of NABJ and represented WPXI and Cox Media Group	Johnny Green
5	3/29/2010	Station Tour	Station tour for Avonworth Jr. High Media/TV Class students	Exposing students to broadcasting environment.	Jonas Chaney
6	4/8/2010	Station Tour	Station tour for Cub Scout Den # 4 from Cranberry; "Go See It" educational visit	Exposing students to broadcasting environment.	Maureen O'Connor
7	4/13/2010	Station Tour	Station tour for Ford City High School	Exposing students to broadcasting environment.	O'Connor, Clafshenkel, Kla

8	4/24/2010	Host	Fundraiser for addicted women's shelter	Community fundraising event for Women's shelter	Timyka Artist
9	4/25/2010	Participant	St. Mary of the Mount	Annual fashion show fundraiser.	Timyka Artist
10	5/5/2010	Panel member, guest speaker	NAACP annual Human Rights Dinner	community fundraising event Pgh branch NAACP	Jonas Chaney
11	5/5/2010	Panel member, guest speaker	Mt. Ararat Baptist Church	Beating the Odds Revival, to help young people	Timyka Artist
12	6/28/2010	Station Tour	Station tour for Boy Scouts - Webelos II from Gibsonia	Exposing students to broadcasting environment.	Maureen O'Connor
13	7/8/2010	Station Tour	Station tour for Brunner Agency Interns	Exposing college' students to broadcasting environment.	Mark Ferraco
14	7/13/2010	Community Award	Riverquest, profile summer school for elementary students	Awarded Riverquest Champion in Action Grant	Jonas Chaney
15	7/14/2010	Panel member, guest speaker	PRIM&R Webinar Public Responsibility in Medicine and research	University of Pittsburgh	Jonas Chaney
16	7/20/2010	JDRF kick-off luncheon	Annual Kick-off for Juvenile Diabetes Research Foundation's Walk-A-Thon	Guest representing media sponsor, WPXI	Jonas Chaney & Jennifer Abney
17	7/27/2010	Speaker/facilitator	NAACP annual Scholarship Awards Luncheon	Presented WPXI scholarship to innie city student	Jonas Chaney
18	8/3/2010	Station Tour	Station tour for "Keenagers" Sr. Citizens	Exposing viewers to broadcasting environment.	O'Connor, Clafshenkel, Kl
19	8/18/2010	Host	American Cancer Society	Heinz Field Making Strides Kick off breakfast.	Timyka Artist
20	9/20/2010	Station Tour	Station tour for Shaler Area Middle School students	Exposing students to broadcasting environment.	Maureen O'Connor
21	9/20/2010	Station Tour	Station tour for Cub Scout Pack 179	Exposing students to broadcasting environment.	Dylan Wachtel
22	10/2/2010	Station Tour	Station tou for Boys Scouts Pack #257 (Bellevue/Avalon/N Hills)	Exposing students to broadcasting environment.	Rebecca Septak
23	10/6/2010	Community Award	Communtiy Award for Contemporary Crafts	Awarded Contemporary Craft a Champion in Action Grant	Jonas Chaney
24	10/21/2010	Honoree	Addison Behavior Healt Anchors	Exposing public to broadcasting environment.	Timyka Artist
25	10/26/2010	Station Tour	Station tour for Boy Scout/Cub Scout Pack 562 from Pleasant Hills	Exposing students to broadcasting environment.	Kristin McCue

26	11/9/2010	Speaker/facilitator	PRIM&R conventnion Public Responsibility in Medicine and research	Facilitated panel discussion on Bioethics at national Convention in Denver, CO.	Jonas Chaney
27	12/7/2010	Speaker/facilitator	PRIM&R Nat'l convention, Public Responsibility in Medicine and research	Facilitated panel discussion on Bioethics at national Convention in San Diego, CA	Jonas Chaney
28	12/13/2010	Station Tour	Station tour for Bradford Hills Pet Hotel employees	Exposing viewers to broadcasting environment.	Maureen O'Connor
29	12/30/2010	guest participant	MCAI awards, August Wilson Center for Performing Arts	Featured participant in a surprise awards reception for members of MCIA, the Multi-Cultural Arts Initiative	Jonas Chaney
30	2/12/2011	Host	Susan B. Komen Pink Ribbon Ball	Exposing viewers to broadcasting environment.	Timyka Artist
31	2/16/2011	Speaker/facilitator	Barak Obama Institute for Learning	Speak to Highschool students about careers in Journalism	Timyka Artist
32	3/21/2011	Station Tour	Station Tour for Huston Middle School Students	Exposing students to broadcasting environment.	Gail Leopold
33	3/21/2011	Station Tour	Station Tour for Girl Scout Troop	Exposing students to broadcasting environment.	Doddi Klaja
34	3/28/2011	Station Tour	Station Tour for Baldwin High School	Exposing students to broadcasting environment.	Maureen O'Connor
35	4/10/2010	mentoring	Career day for inner city students	Career and college counseling	Jonas Chaney
36	7/28/10-8/1/10	NABJ Conference	Volunteered at the NABJ Short Course participated in panels to help grow young journalists.	Acted as member of NABJ and Representative of WPXI and Cox Media Group	Johnny Green
37	Various	mentoring	Meet with HS journalism students	Career and college counseling	Cara Sapida
38	Various	Station Tour	Greater Pittsburgh Area Schools	Exposing students to broadcasting environment	Scott Harbaugh and Julie Bologna