

# **DESCRIPTION OF OUTREACH INITIATIVES**

## **Requirement:**

*Licensees need to complete  
two (for broadcast employment units  
with five to ten full-time employees, or stations located in a smaller market)  
or four (for employment units with more than ten full-time employees  
that are not located in a smaller market)  
recruitment initiatives within each two-year of the station's renewal term  
from the list of the following eligible initiatives*

## **Eligible Initiatives:**

- (1) participation by station personnel who have substantial responsibility in making hiring decisions in at least four job fairs;
- (2) hosting at least one job fair;
- (3) participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
- (4) participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
- (5) sponsoring events in the community designed to inform the public as to employment opportunities in broadcasting;
- (6) co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
- (7) participation in job banks, Internet programs, and other programs designed to promote outreach generally (*i.e.*, not related to specific job vacancies);
- (8) establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level staff positions;
- (9) establishment of a mentoring program for station personnel;
- (10) sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;

(11) listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;

(12) provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling or career development assistance with respect to searching for broadcast employment;

(13) provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;

(14) 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;

(15) participation in scholarship programs directed to students desiring to pursue a career in broadcasting;

(16) participation in internship programs;

(17) participation in other activities designed by the station employment unit 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.

***Initiative One:***

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***Initiative Two:***

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***Initiative Three:***

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***Initiative Four:***

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## Recruitment Initiatives

- 1) Internship Program  
Greenwich High School  
  
May - June 2004  
Sept. - Nov. 2004  
May - June 2005  
Sept. - Nov. 2005
- 2) Job Fairs  
Connecticut State Broadcasters Association  
April 2004  
October 2004  
April 2005  
October 2005
- 3) Trade Show  
Greenwich Chamber of Commerce Business Showcase  
September 2004  
September 2005
- 4) In-House Training Program
- 5) Internship Program  
Norwalk Community College  
Oct. - Dec. 2004  
Oct. - Dec. 2005

## Recruitment Sources

- 1) Norwalk Community College  
188 Richards Ave.  
Norwalk, CT 06854

Contact: Mary Anne Schiff  
203-857-7000

- 2) Greenwich Time  
20 East Elm St.  
Greenwich, CT 06830

Classified Dept.  
203-625-4400

- 3) Stamford Advocate  
75 Tresser Blvd.  
Stamford, CT 06904

Classified Dept.  
203-964-2300

- 4) All\_Access.com  
Advertising Dept.

**EQUAL EMPLOYMENT OPPORTUNITY RECORD-KEEPING LIST**  
**To be Used For Every Job Vacancy Filled**

**Year:** 2003 \_\_\_\_\_

<b>Date Job Filled</b>	<b>Title of Job Vacancy</b>	<b>Recruitment Sources Used</b>	<b>No. of Job Candidates</b>	<b>Source That Referred Hiree</b>
July 2003	Account Executive	On-Air Greenwich Time Stamford Advocate	3	On-Air
June 2003	Account Executive	On-Air Greenwich Time Stamford Advocate	3	On-Air

**FOR EACH POSITION FILLED, MAINTAIN IN YOUR FILES: (1) DATED COPIES OF ALL JOB ADVERTISEMENTS, (2) DATED COPIES OF ON-AIR ANNOUNCEMENTS FOR THE POSITION, (3) DATED COPIES OF COMMUNITY AND INTERNET POSTINGS, ETC. FOR THE POSITION; AND (4) DOCUMENTATION THAT JOB VACANCY INFORMATION WAS PROVIDED TO REQUESTING ORGANIZATIONS (E.G., COPIES OF LETTERS, FAXES, E-MAILS, ETC.)**

**EQUAL EMPLOYMENT OPPORTUNITY RECORD-KEEPING LIST**  
**To be Used For Every Job Vacancy Filled**

**Year:** 2004

<b>Date Job Filled</b>	<b>Title of Job Vacancy</b>	<b>Recruitment Sources Used</b>	<b>No. of Job Candidates</b>	<b>Source That Referred Hiree</b>
<u>April 2004</u>	<u>Sales Manager</u>	All Access.com Radio ^ Records Greenwich Time Stamford Advocate On-Air	<u>12</u>	<u>All Access.com</u>

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**EQUAL EMPLOYMENT OPPORTUNITY RECORD-KEEPING LIST**  
**To be Used For Every Job Vacancy Filled**

Year: 2005

<b>Date Job Filled</b>	<b>Title of Job Vacancy</b>	<b>Recruitment Sources Used</b>	<b>No. of Job Candidates</b>	<b>Source That Referred Hiree</b>
February 2005	Executive Assistant	Greenwich Time Stamford Advocate New York Times On Air	9	Stamford Advocate
January 2005	Office Manager	Norwalk Community College Greenwich time	3	Norwalk Community College
August 2005	Account Executive	Stamford Advocate	3	other (competitor station)
October 2005	News Director	Greenwich time Stamford Advocate	4	other (competitor station)
August 2005	Account Executive	Greenwich Time On-Air Stamford Advocate	5	Greenwich Time
November 2005	Account Executive	On-Air Greenwich Time Stamford Advocate	4	On-Air
May 2005	Sales Manager	-----		referral

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