

**WMVS/WMVT –TV Milwaukee, WI
Milwaukee Public Television (MPTV)
August 1, 2008 – July 31, 2009
Longer-Term Outreach/Recruitment Initiatives**

Date	Initiative	Description	Scope of Involvement	Personnel Involved
1/28/2009	WI Broadcasters Assoc. (WBA) Job Fair	Job Fair to expose/recruit attendees to jobs/internships in broadcasting	Participant/staffed booth	Joseph Bauer, MPTV Manager of Administration and Planning
1/28/2009	WBA sponsored Seminars entitled: <i>Avoiding Discrimination in Employment Terminations</i>	Review of issues related to termination of employment and types of discrimination claims that may arise out of disputed terminations.	Attended session 3 of planned series of 4 "In Service" EEO training seminars presented by WBA and Godfrey and Kahn, SC.	Joseph Bauer, MPTV Manager of Administration and Planning
6/17/2009	WI Broadcasters Assoc. (WBA) Job Fair	Job Fair to expose/recruit attendees to jobs/internships in broadcasting	Participant/staffed booth	Joseph Bauer, MPTV Manager of Administration and Planning
6/17/2009	WBA sponsored Seminars entitled: <i>FCC's EEO Non-Discrimination and Outreach Regulations</i>	Review of FCC EEO rule, reporting requirements, deadlines and issues related to the FCC's EEO audit program.	Attended session 4 of planned series of 4 "In Service" EEO training seminars presented by WBA and Pillsbury, Winthrop, Shaw/Pittman SC.	Joseph Bauer, MPTV Manager of Administration and Planning
8/2/08 9/13/08 9/25/08 10/9/08 10/13/08 11/19/08 12/4/08 1/23/09 2/5/09 2/27/09 3/5/09 3/18/09 4/8/09 5/21/09	Career Day Presentations	Visit area K-12 schools and colleges to discuss the variety of jobs in broadcasting and the MATC TV and Video Production AAS Degree Program	Assigned speaker, developed presentation aids/materials, travel to schools	Kevin Pulz – Instructor/Producer
1/17/09 2/24/09 4/4/09	Career Day Presentation/ Mentoring/Coaching Opportunities	Participated in community/coaching events to discuss production/news writing techniques for high school and college students in association with Alpha-Kappa-Alpha Sorority, WBMA and NABJ	Assigned speaker, developed presentation aids/materials, travel to event	Liddie Collins – Producer
9/9,16/08 1/24/09 4/4/09 4/28,29/09 5/12,13/09 7/20/09	Community Event/Career Presentations	Local production activity, DTV updates and discussion the variety of jobs in broadcasting	Assigned speaker, developed presentation aids/materials, travel to event	Everett Marshburn – Producer
6/18/09	FCC EEO Compliance Webinar	Interactive review of FCC's EEO requirements	Contracted with Dow Lohnes for in-service training	Ellis Bromberg – Gen. Mgr. Nina Powell – MATC Employee Relations Coord.

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9/08-12/08	Local Production Internship	Production internship for local Spanish language production	Provide structured internship, record keeping, equipment training / mentors	Patricia Gomez Producer/Host
On -going	Internet Job Postings	Post full-time position openings on internet job sites to maximize dissemination	Postings on: www.tvtechnology.com current.org higheredjobs.com wi-broadcasters.org monster.com chronicle.com matc.edu mptv.org nabj.com sbe.com smpte.com jobing.com jobnoggin.com	Nina Powell – MATC Employee Relations Coordinator
On -going	MATC <i>TV and Video Production</i> Associate Degree Program	Annually, over 60 MATC students are enrolled in TV production courses taught in MPTV facilities. Students also make up crews for all MPTV local studio productions.	Students have access to all MPTV facilities and equipment and all staff members serve as mentors for career development	Ellis Bromberg – General Manager/Dean Kevin Pulz – Instructional Chair/Producer Glenn Riley – Instructor/Director John Larscheid– Studio Supervisor
8/22/08 9/12,22/08 10/9-14,23/08 11/6,8,21/08 12/4,17/08 1/22/09 2/19/09 3/4,6,13,19/09 4/8/09 5/7/09 7/6,20/09	Career Day and MATC <i>TV and Video Production</i> Associate Degree Program Recruitment at MPTV Studios	Discussion of TV careers and assessment of K-16 students interest followed by a station tour for students and families	Assignment of staff, creation of informational materials, and station tour	Kevin Pulz - Instructor/Producer Glenn Riley – Instructor/Director Joseph Bauer – Mgr. Administration Michael Garvin – Videographer/Instructor MATC Placement Office
Annual	Ev O'Hare Scholarship	MPTV scholarship program for students enrolled in the MATC <i>TV and Video Production</i> Associate Degree Program	Solicitation of gifts in partnership with the MATC Foundation and selection of recipient	Ellis Bromberg – General Manager/Dean Kevin Pulz – Instructional Chair/Producer Glenn Riley – Instructor/Director