

**WMVS/WMVT –TV Milwaukee, WI
Milwaukee Public Television (MPTV)
August 1, 2007 – July 31, 2008
Longer-Term Outreach/Recruitment Initiatives**

Date	Initiative	Description	Scope of Involvement	Personnel Involved
1/23/2008	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
1/23/2008	WBA sponsored Seminars entitled: <i>Legal issues in Hiring and Effective Strategies to Promote EEO and Prevent Unlawful Discrimination</i>	Review of EEO Laws, types of discrimination, and best practices for the interview/hiring process.	Attended session 1 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
6/18/2008	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
6/18/2008	WBA sponsored Seminars entitled: <i>Legal Issues and Effective Strategies to Prevent Unlawful Discrimination</i>	Review of Federal and State agencies responsible for complaints, risks and remedies.	Attended session 2 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
9/14/07 9/24/07 9/28/07 10/19/07 2/21/08 2/27/08 3/14/08 3/28/08 4/11/08 4/16/08 4/25/08	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
8/25/07 1/21/08 2/27/08 7/12-17/08	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	Participant/ staffed event	Liddie Collins – Producer
11/8/07 5/22/08	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	Patricia Gomez – Producer/Host

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Page 2**

Date	Initiative	Description	Scope of Involvement	Personnel Involved
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 yahoohotjobs.com matc.edu mptv.org nabj.com sbe.com smpte.com jobing.com jobnoggin.com	Mark Winters- MATC Employee Relations Coordinator Nina Powell – MATC Employee Relations Coordinator
On -going	MATC <i>TV and Video Production Associate Degree Program</i>	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
8/1/07 8/13/07 8/22/07 10/10-11/3/07 11/9/07 11/10/07 11/1-12/23/07 1/3-5/30/08 1/28/08 4/23/08 5/15/08 5/22/08	Career Day and MATC <i>TV and Video Production Associate Degree Program</i> 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 MATC Placement Office
Annual	Ev O'Hare Scholarship	MPTV scholarship program for students enrolled in the MATC <i>TV and Video Production Associate Degree Program</i>	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