

## WTVP PUBLIC FILE REPORT 2007-2008

### Description of Long-Term Initiatives

**Participation in Job Fairs:** Our then Studio Supervisor, Tracy Simmons, who is responsible for entry-level hiring, manned two full-day recruitment booths during the year. The first job fair was the "Part-time Employment Expo 2006" held at the Smith Career center at Bradley University, Peoria, IL on August 28, 2007. The second event was at the "IBA-U Career Fair" held by the Illinois Broadcasters Association on September 18, 2007 at Illinois State University in Normal, IL. The focus of the job fairs is recruitment for various crew positions. These positions provide training in camera operation, lighting and sound, set preparation and remote productions. The experience gained has been successful in preparing crew members for full-time employment in television either at WTVP or elsewhere.

**Internship Programs:** A program has been initiated for internships in the Development and Production Departments and in Information Technology. Development gave internships to two candidates to assist with research and member contacts. Production has an intern helping with the production of World War II stories told by local residents. An additional intern has been recruited to assist our Information Technology Director with upgrades to our website and inclusion of the WW II Stories on the site.

Internships have been established with Bradley University, Illinois State University and Illinois Central College. These internships have reiterated that broadcast television is still a viable employment opportunity and have attracted a wide range of part-time employees.

**Training Program for Station Personnel:** Part-time crew members are being cross-trained for more production responsibility and for Master Control responsibilities. A physically challenged crew member has been trained to produce on air promotions and to do editing. Another crew member trained in Master control in preparation for a permanent part-time position there. These programs encourage those in our entry-level positions to learn new skills in preparation for possible careers.

**Participation in Other Activities to Disseminate Employment Information:** Another means of obtaining entry-level employees is through our relationships with certain community organizations specializing in underserved populations. In addition to being notified of specific job openings at WTVP, these organizations are encouraged to refer job hunters to WTVP to apply for entry-level positions. Examples of these organizations are Carver Community Center and The Community Action Agency, both in Peoria, IL and Carver Community Action Agency in Galesburg, IL.

**Sponsorship of Community Events:** WTVP encourages tours of our facility by school groups, community agencies and the general public. Over 50,000 people have visited our facility over the past three years. During tours, we emphasize broadcasting as a career choice and WTVP's specific need for talented and interesting individuals. This has resulted in a significant and varied pool of applicants. Some of these applicants have gone on to be employed by the station in various capacities.

