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202/466-1200

10. The Bloomington Pantagraph \_\_\_\_\_  
301 W. Washington St. Bloomington, IL  
309/829-9000
11. Peoria Journal Star \_\_\_\_\_  
1 News Plaza Peoria, IL  
309/686-3000
12. Champaign News Gazette \_\_\_\_\_  
15 E. Main St. Champaign, IL  
217/893-8946
13. Chicago Tribune \_\_\_\_\_  
500 S. Columbus Dr. Chicago, IL  
312/588-0071
14. AFP Newsletter \_\_\_\_\_  
7315 Wisconsin Avenue, Suite 600 West Bethesda, MD 20814  
301/907.2862

## SUMMARY DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

### **1<sup>st</sup> Initiative:**

Establishment of intern and volunteer programs designed to assist members of the community to acquire skills needed for broadcast employment.

The station offers an intern program for high school seniors at Glenwood High School in Chatham, Illinois. The program lasts the entire school year and offers students a comprehensive introduction to broadcasting and production for up to eight students per semester. There were 3 students enrolled in the 2004-2005 school year.

The station offers training in the operation of studio equipment to volunteers of all ages. These volunteers then participate in the station's pledge drives by running camera, operating the audio mixer, programming the teleprompter and other studio duties as they arise. These volunteers then have actual experience in operating broadcast equipment during live, on-air, situations.

### **2<sup>nd</sup> Initiative:**

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.

Announcements for the vacant Director of Annual Giving and Special Events position have been advertised in *Current*, the public television and radio newspaper, and the *Chronicle of Philanthropy*, as well as on the websites of the respective publications.

### **3<sup>rd</sup> Initiative:**

Provide training programs for station personnel in order to give employees the opportunity to learn complex proprietary software.

The station utilizes Protrack, a database software application which records information about the program log and tape library. Employees who use this application go through a training program to learn the intricacies of the program.

The station also utilizes Allegiance, a database software application which maintains membership information. Employees who use this application go through a training program to learn the intricacies of the program.

### **4<sup>th</sup> Initiative:**

WSEC has taken advantage of various scholarship programs offered by the Corporation for Public Broadcasting (CPB) for staff training in programming, membership, engineering and operations.

### **5<sup>th</sup> Initiative:**

Teach the community more about the broadcasting industry by offering tours of the entire station including the studio, master control, and production facilities.

Individuals or groups will be provided with a tour of the station from one of the current employees. Tourists will be guided through the entire station and explanations of what happens in each area will be given.