

**KPNX**  
**EEO PUBLIC FILE REPORT**  
**May 21, 2010 - May 20, 2011**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Newscast & Web Producer - 12 News Today	2-9, 11-14, 16-17, 19-31, 33-34, 36-46	9
Multimedia Journalist	1-14, 16-31, 33-34, 36-46	1
Local Sales Assistant	2-14, 16-31, 33-34, 36-47	18
Multi-Media Sales Executive	2-8, 10-31, 33-34, 36-47	18
Multimedia Journalist	2-14, 16-31, 33-34, 36-47	18
Multimedia Journalist	2-14, 16-31, 33-34, 36-47	9
Multimedia Journalist	2-14, 16-31, 33-34, 36-47	9
Multimedia Web Reporter/Producer	2-8, 10-14, 16-47	35
Mutli-Media Journalist	2-14, 16-31, 33-34, 36-47	18
Digital Account Coordinator	2-14, 16-17, 19-31, 33-34, 36-47	22

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Adams Broadcast Consulting Dana Adams	N	1
2	Arizona Commission of Indian Affairs 1400 W Washington, Suite 300 Phoenix, Arizona Phone : 602-277-0351 Email : info@azcia.gov Fax : 1-602-542-3712 Ron. S. Lee	N	0
3	Arizona Hispanic Chamber of Commerce 255 E Osborn Road #201 Phoenix, Arizona Phone : 602-294-6086 Email : josepho@azhcc.com Fax : 1-602-279-8900 Joseph Ortiz	N	0
4	Arizona State University POB 871312, Student Services Bldg. #329 Tempe, Arizona Phone : 480-965-5112 Email : careerservices@asu.edu Fax : 1-480-965-2120 Career Services	N	0
5	Arizona State University - Walter Cronkite School of Journalism and Mass Communication PO Box 871305 Tempe, Arizona Phone : 480.727.7430 Email : Karen.Shannon@asu.edu Fax : 1-480-965-7041 Karen Shannon	N	0
6	Arizona State University Cronkite Alumni - Walter Cronkite School of Journalism and Mass Comm. Stauffer Hall A 231, P.O. Box 871305 Tempe, Arizona Phone : 480.965.5011 Email : mike.wong@asu.edu Fax : 1-480-965-7041 Mike Wong	N	0

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7	Arizona Women's Ed & Employment (AWEE) 914 W. Hatcher Road Phoenix, Arizona Phone : 602.371.1216 Email : claireclennon@awee.org Fax : 1-602-955-4229 Pam Paulsen	N	0
8	Asian American Journalists Association (AAJA) 5 Third Street, Ste. 1108 San Francisco, California 94103 Phone : 415-346-2051 Email : post@aja.org Fax : 1-415-346-6343 Asian American Journalists Association	N	0
9	azcentral.com	N	21
10	Broadcast Cable Financial Management Association (BCFM) 5500 Frontage Road #360 Northfield, Illinois Phone : Email : info@bcfm.com Fax : 1--- Career Service	N	0
11	California Chicano News Media Asso. - USC Annenberg School of Journalism One California Plaza, 300 S. Grand Ave, #3950 Los Angeles, California Phone : 213-437-4408 Email : ccnmainfo@ccnma.org Fax : 1-213-437-4423 Job Openings Coordinator	N	0
12	Career Builder Phoenix, Arizona Phone : Email : Fax : Manual posting Career Service	N	8

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13	Chicanos Por La Causa (CPLC) 1112 E. Buckeye Road Phoenix, Arizona Phone : Blanca Nunez Email : Fax : 1-602-352-5985 Pete Garcia	N	0
14	City of Phoenix 135 North 2nd Ave Phoenix, Arizona Phone : 602-495-5704 Email : deborah.klatt@phoenix.gov Fax : 1-602-534-0548 Deborah Klatt	N	0
15	DBA Media	N	1
16	Department of Economic Security - North Phoenix Job Service 9801 North 7th Street Phoenix, Arizona Phone : 602-861-0208 Email : Fax : 1-602-678-1865 Carlie Fuentes	N	0
17	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
18	Employee Referral	N	10
19	Governor's Office of Equal Opportunity 1700 W. Washington St #156 Phoenix, Arizona Phone : Email : Fax : 1-602-542-3712 Shannon -	N	0

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20	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	0
21	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
22	KPNX / Arizona Republic Website Phoenix, Arizona Phone : Email : Fax : Manual posting Jobs at 12	N	5
23	Maricopa Career Network 2411 West 14th Street Tempe, Arizona Phone : 480-731-8000 Email : Fax : 1-480-731-8210 District Office	N	0
24	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
25	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0

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26	National Academy of TV Arts & Sciences (NATAS) 1101 E Monte Cristo Phoenix, Arizona Phone : Email : Fax : 1-623-872-8308 Patti -	N	0
27	National Association for the Advancement of Colored People (NAACP) 1818 S. 16th Street Phoenix, Arizona Phone : 602-252-4064 Email : Tillmannaacp@aol.com Fax : 1-602-252-2954 Oscar Tillman	N	0
28	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
29	National Association of Black Journalists (NABJ) 8701A Adelphi Road Aldephi, Maryland 20783-1716 Phone : (301) 445-7100 Email : nabj@nabj.org Fax : 1-301-455-7101 Career Service	N	0
30	National Association of Broadcasters (NAB) 1771 N. Street N.W. Washington, District of Columbia 20001 Phone : 202-429-5406 Email : Fax : 1-202-429-5406 Alex Hitz-Sanchez	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	National Association of Hispanic Journalists (NAHJ) 1193 National Press Building Washington, District of Columbia 20045-2100 Phone : Email : <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a> Fax : 1--- Kathleen McHugh	N	0
32	National Black Media Coalition 1738 Elton Rd. #314 Silver Spring, Maryland Phone : (301) 445-2600 Email : <a href="mailto:webmaster@nbmc.org">webmaster@nbmc.org</a> Fax : 1-301-593-3604 Pluria W. Marshall	N	0
33	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : <a href="mailto:cwint@ncnw.org">cwint@ncnw.org</a> Fax : 1--- Cassandra Wint	N	0
34	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : <a href="mailto:info@nlgja.org">info@nlgja.org</a> Fax : 1--- Career Service	N	0
35	Non Employee Referral	N	1
36	Northern Arizona University Off Campus Employment P.O. Box 5664 Flagstaff, Arizona Phone : 928-523-6046 Email : <a href="mailto:sonia.gonzalez@nau.edu">sonia.gonzalez@nau.edu</a> Fax : 1-928-523-1117 Sonia Gonzalez	N	0

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37	Phoenix Indian Center 2601 N. 3rd Street, Suite #211 Phoenix, Arizona Phone : 602-264-6768 Email : karent@phxindcenter.org Fax : 1-602-263-7486 Karen T	N	0
38	Phoenix Urban League 1402 S. 7th Ave. Phoenix, Arizona Phone : 602-254-5611 Email : tmcdaniel@gphxul.org Fax : 1-602-253-7359 Employment Specialist	N	0
39	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	N	0
40	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
41	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
42	TV Jobs Employment Bulletin Board P.O. Box 4116 Oceanside, California 92502 Phone : 760-754-8177 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0

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43	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
44	University of Arizona Studen Union Memorial Center, 1303 E. University Blvd #411 Tucson, Arizona Phone : 520-621-4606 Email : joblink@email.arizona.edu Fax : 1-520-621-8144 Employer Relations	N	0
45	University of Phoenix Career Network 3157 E. Elwood Street Phoenix, Arizona Phone : 800-979-9225 Email : alumni@phonix.edu Fax : Alumni Group	N	0
46	Valle Del Sol 3807 North 7th Street Phoenix, Arizona Phone : 602-258-6797 Email : reneec@valledelsol.com Fax : 1-602-258-1134 Renee Carlini	N	0
47	Women in Communications 3337 Duke Street Alexandria, Virginia Phone : 410-647-5002 Email : Fax : 1-703-342-4311 Career Service	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>47</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
1	5/24/2010	Establishment of training programs for station personnel	<p>KPNX offers internal training and job cross training throughout the year. This is to encourage employees to develop their skills and become ready for future positions or opening. The following employees participated in training during this reporting period.</p> <p>May 2010  Photographer - Attended Investigations - Arizona Open Records Law Seminar</p> <p>Photographer - Skill Path Seminar - Fundamentals of Successful Project Management</p> <p>June 2010  Promotions Manager - 2010 Promax BDA Conference</p> <p>July 2010  Engineering Administrative Assistant Executive Training Solutions/Microsoft Project</p> <p>August 2010  Assistant News Director - 28th Annual NAHJ Multimedia Convention/Career Expo for interviewing and recruiting for the company.</p> <p>October 2010  Business Manager - New Horizon Training - Excel 2007</p> <p>December 2010  Engineering Department -Miranda - 1 Day Product Training</p> <p>Engineer Department - Crispin - 4 Days System Training</p>	94	All Station Departments	1.00

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			<p>November 2010 Accounting Manager - BCFM webinar - Music Rights Update</p> <p>Newsroom managers were trained in a new information center system called ENPS Eduis as follows: November 29 – December 3, 2010 1-Production Manager 1-Web Manager 1-Midday Manager 2-News Managers December 6 – December 10, 2010 3-News Managers</p> <p>November 29 – December 3, 2010 newsroom staff trained in ENPS Eduis: 15 Producers 2 Assignment Desk 1 Photographer 1 Multimedia Journalist 2 IT 2 Anchors</p> <p>December 6 – December 10, 2010 newsroom, IT, Marketing &amp; Engineering staff trained in ENPS Eduis: 11 Anchors 12 Photographers/ENG 14 Multimedia Journalists 1 Reporter 2 Producers 1 Web producer 3 Marketing Design 4 Assignment Desk 10 Production crew 2 Office 8 Marketing 3 IT Engineering</p> <p>February 2011 Sales Department – Attended New Biz Prospects 2011 Book of Lists Party</p> <p>Sales Department – Wide Orbit Sales</p>			

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			<p>Training</p> <p>Sales Department – Adobe Connect – Live Computer Chats</p> <p>March, 2011</p> <p>News Director - Poynter Institute – Online Training</p>			
2	5/24/2010	Establishment of training programs for station personnel	<p>KPNX offers a tuition assistance program designed to encourage self-development through undergraduate or graduate course work.</p> <p>Four employees participated in the program during this reporting period. Courses included: Intro to Oceanography (Meteorologist), Composition &amp; Intro to Psychology, Public Service Research and Organization Theory &amp; Statistics for Managers.</p>	4	<p>News Dept Meteorologist</p> <p>News Dept Multi-Media Journalist</p> <p>News Dept Anchor</p> <p>News Dept Multi-Media Journalist</p>	1.00
3	6/1/2010	Establishment of an intern program designed to assist members of the community	<p>KPNX-TV offered 7 summer internships this reporting period to students. The program offers the student/intern active participation in a professional broadcast organization and allows them to gain the necessary skills needed to obtain employment in the broadcast industry.</p> <p>Internships are available in news and marketing. Selection is based on a formal interview, application, coursework, and references. Interns earn school credit. Internships generally last one semester.</p> <p>Interns were from the Walter Cronkite School of Broadcasting at Arizona State University, Northern Arizona University and the University of Arizona. Information about our internships is disseminated in a variety of ways, including but not limited to, our station's website, intern/career fairs, college and university guidance offices.</p>	7	News & Marketing Staff	1.00

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4	6/8/2010	Participation in events or programs sponsored by educational institutions	<p>KPNX provided speaking support regarding the broadcast industry, journalism, meteorology and careers in both, during the reporting period.</p> <p>On June 8, anchor Syleste Rodriguez emceed the Valle del Sol's Hispanic Leadership Institute Class of 2010 Graduation Ceremony. The 18-week Valle del Sol's Hispanic Leadership Institute serves as an educational and networking resource for expertise and advocacy on leadership issues affecting Latino communities, as well as promotes the individual development of Hispanics in leadership roles.</p> <p>On June 16, anchor Brahm Resnik was the Moderator for a panel discussion on Jewish perspectives on SB1070 for the National Convention of the American Jewish Press Association. The mission of the American Jewish Press Association is to ensure a bright future for Jewish journalism, careers in journalism and the Jewish community by promoting robust, independent and financially healthy Jewish media.</p> <p>On October 7, Multimedia Journalist William Pitts participated in a resume tape critique at the Walter Cronkite School of Journalism at Arizona State University to assist students with careers as journalists. There were over 20 attendees.</p> <p>On October 18, anchor Brahm Resnik was the moderator of the Arizona School Administrators (ASA) Education Forum. The ASA is a non-profit corporation organized to promote the best interests of education for the State of Arizona. ASA works to advance the roles of administrative leaders by providing training and support services for its membership. There were over 100 attendees.</p>	10	Anchors, Meteorologists, News Staff	0.25

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			<p>On October 21, anchor Kim Covington was the moderator for the Moderator for the Delta Sigma Theta Sorority State of Education in Arizona Forum. The Delta Sigma Theta Sorority Incorporated is a private, non-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. There were over 100 attendees.</p> <p>On October 23, anchor Kim Covington discussed the 12 News School Solutions Franchise at the Reaching Tomorrow's Expectations Today Conference presented by Advance-ED. Advance-ED is the world's largest education community in advancing education excellence through accreditation and school improvement. There were over 100 attendees.</p> <p>On November 13, anchor Syleste Rodriguez emceed the 2010 Stylos Awards supporting the Isaac Amaya Memorial Scholarship, a fund created for students enrolled in college, who show some financial need to attain a higher education. There were over 500 attendees.</p> <p>On November 20, anchor Fay Fredericks emceed the K2 Adventures Fundraiser. The mission of K2 Adventures is to collaborate with organizations serving children with special needs by providing funds that will be used for educational enrichment as well as fulfillment through outdoor camps and activities. There were over 125 attendees.</p> <p>On December 21, weather anchor Caribe Devine was the Mistress of Ceremonies at the African American Leadership Institute (AALI) Graduation Ceremony. The AALI promotes the</p>			

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			<p>individual development of African-Americans for increased participation in leadership roles and serves as a principal education and networking resource for expertise and advocacy on leadership issues affecting and impacting our communities. There were over 100 attendees.</p> <p>On January 5, Multimedia Journalist Christine Lee emceed the 5th Annual National Association of Asian American Professionals (NAAP) Kick-Off benefitting the NAAP Phoenix Scholarship Fund. The National Association of Asian American Professionals is a non-profit organization where Asian American professionals across the country can work together to enhance Asian American leadership in their careers and the communities they live and serve in. There were over 250 attendees.</p> <p>On January 12, anchor Kim Covington was the Mistress of Ceremonies at the 17th Annual Scottsdale Community Dr. Martin Luther King Jr. Dinner Celebration sponsored by the Community Celebrating Diversity. On January 13 emceed An Evening With A King presented by the Northwest Black History Committee (NBHC). The NBHC is committed to educate the community at large about the vast importance of the accomplishments and contributions of African Americans to society and American History. There were over 580 attendees.</p> <p>On February 10, anchor Kim Covington was the Mistress of Ceremonies at the Arizona African American Legislative Conference Town Hall Meeting. The mission of the African American Legislative Conference is to introduce African Americans to Arizona's legislative processes and to engage them</p>			

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			<p>in providing new ideas and leadership for the state. There were over 450 attendees.</p> <p>On February 18, emceed the 12th Annual Greater Phoenix Black Chamber of Commerce Awards Banquet. The mission of the Greater Phoenix Black Chamber of Commerce is to improve the economic development of our business entrepreneurs and the communities for which we serve. There were over 475 attendees.</p> <p>On February 8, multimedia journalist Christine Lee was a guest Reader to the Kindergarten classes at Liberty Traditional School for Love of Reading Week. Love of Reading Week is a national celebration that promotes an appreciation of literature among students and adults. As part of the celebration here, thousands of volunteers read to classrooms full of young, eager children. There were over 50 students.</p> <p>On February 9, anchor Scott Light was a Guest Reader at SS. Simon &amp; Jude School for Read Across America Day, a nationwide reading event that commemorates learning, reading and community. There were over 50 students.</p> <p>On February 9, anchor Kim Covington was the emcee at the Children's Museum of Phoenix 2011 Gala benefitting the Children's Museum of Phoenix. The mission of the Children's Museum of Phoenix is to engage the minds, muscles and imaginations of children and the grown-ups who care about them. There were over 400 attendees.</p> <p>On February 17, anchor Tram Mai emceed the YWCA of Maricopa County</p>			

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			<p>2011 Tribute to Women which honors women who exemplify the Y's mission to eliminate discrimination and empower women. 12 News was the premiere sponsor. There were over 1,000 attendees.</p> <p>On February 25, anchor Kim Covington emceed the iChange Conference Luncheon hosted by the African American Strategic Leadership Group. The iChange conference is the first Professional and Personal Development Symposium of its kind and will look at Economic, Educational, Health, Housing, Environmental and Social barriers for African American's in the State of Arizona. The vision of the African American Strategic Leadership Group (AASLG) is to empower people to develop strategies and find solutions to physical, social, economic, education, health, housing and environmental barriers in the African American community. There were over 500 attendees.</p> <p>On February 29, anchor Brahm Resnik was a Guest Reader at Arroyo Elementary School to two classrooms for Read Across America Day, a nationwide reading event that commemorates learning, reading and community. There were over 50 students.</p> <p>On March 7, anchor Syleste Rodriquez was the Keynote speaker at the University Career Women at Arizona State University Spring Luncheon. The mission of University Career Women is to provide opportunities for professional and personal development, advance the status of, and improve the environment for women at Arizona State University. There were over 50 attendees.</p> <p>On March 9, anchor Kim Covington</p>			

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			<p>emceed the Celebrating Excellence Awards Banquet honoring exemplary principals and teachers. The Rodel Charitable Foundation of Arizona enables a team of leaders, concerned citizens and key educators, working in partnership with others, to bring about greatness in our public schools.</p> <p>On March 9, emceed the Celebrating Excellence Awards Banquet honoring exemplary principals and teachers. The Rodel Charitable Foundation of Arizona enables a team of leaders, concerned citizens and key educators, working in partnership with others, to bring about greatness in our public schools. There were over 148 attendees.</p> <p>On March 19, anchor Syleste Rodriquez assisted students of the Valley Teen Leadership Program with a broadcast project at the Walter Cronkite School. Founded in 1995, Valley Teen Leadership is the only established inter-district high school program that is non-competitive in nature. Each year approximately 50 high school sophomores and juniors are selected through an application and interview process to participate in a twelve-week, seven-session program. There were over 40 attendees.</p> <p>On March 24, weather anchor James Quiñones was the Guest speaker about the importance of College and achieving goals to Tomorrow's Winners. Tomorrow's Winners is a girl empowerment program for middle school students in the Buckeye School District that helps build self-esteem. There were over 550 attendees.</p> <p>On April 8, weather anchor James Quinones was a Guest Speaker to Herrera Elementary school students about the topic of weather and careers as</p>			

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			<p>meteorology. There were over 30 attendees.</p> <p>On April 8, weather anchor Rob Carlmark was a guest speaker and reader to Copper Basin Elementary school students about the topic of weather and careers in meteorology.</p> <p>On April 13, anchor Kim Covington moderated the Phoenix Forum: Education for All Arizona Students-What will it Take? Presented by the Greater Phoenix Chamber of Commerce. There were over 100 attendees.</p>			
5	7/13/2010	Establishment of training programs for station personnel	<p>7/13-15/10- General Manager participated in Gannett's General Manager meetings in McLean, Va. Some of the topics covered included: growing and nurturing star employees and Sales Force growth and development.</p> <p>9/21-23/10-News &amp; Marketing attended Gannett's Winning in News sessions at the corporate headquarters in McLean, Va.</p>	3	General Manager News & Marketing	1.00

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6	10/14/2010	Establishment of training programs for station personnel	<p>October 12-14, 2010 - National Sales Manager, Assistant News Director and Night Executive Producer attended Gannett Leadership Program for mid-level managers.</p> <p>This training is designed to provide managers with enhanced leadership knowledge and skills to lead their respective operations.</p> <p>Four key areas focused on were: Building Gannett Leadership Competencies, Engaging Employees, Leading Change and Leading Innovation. The sessions were held over a three day period.</p>	3	National Sales Manager Assistant News Director Nightside Executive Producer	1.00

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7	3/11/2011	Participation in other activities designed by the station employment unit	<p>KPNX-TV conducts station tours bi-weekly to inform the community of our operations and to offer the opportunity to learn more about the various roles and jobs in broadcasting.</p> <p>Groups ranged from college journalism students to Cub Scout groups working on their communication badges.</p> <p>Please note: we suspended tours beginning October 31, 2010 thru February 2011 due to move.</p> <p>Production Assistant provided station tour to 65 students from Red Mountain Middle School on March 11, 2011</p> <p>Assistant News Director provided station tour to 20 students from Northern Arizona University on April 22.</p> <p>Marketing Assistant provided the following station tours:            Estrella High School Broadcasting Class Station Tour            Date: 4/14/11            Attendance: 30</p> <p>South Mountain High School Broadcast Class Station Tour            Date: 4/18/11            Attendance: 18</p> <p>Estrella High School Broadcasting Class Station Tour 2            Date: 4/21/11            Attendance: 30</p> <p>Gilbert High School Broadcasting Class Station Tour            Date: 4/25/11            Attendance: 30</p> <p>On April 30, meteorologist Sarah</p>	3	News & Marketing Staff	1.00

**KPNX**  
**EEO PUBLIC FILE REPORT**  
**May 21, 2010 - May 20, 2011**

**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
			Walters spoke to Embry-Riddle Aeronautical University students about meteorology during their 12 News station tour.			
8	5/16/2011	Participation in scholarship programs	KPNX through the Gannett Foundation will contribute \$10,000 to the Walter Cronkite School of Broadcasting and Journalism at Arizona State University Awards Luncheon. This contribution is used for broadcasting and journalism scholarships.	1	Gannett Foundation Grant	1.00
9	5/19/2011	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2010 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	Gannett Foundation Grant	1.00
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>8.25</b>