

Summary Description of Supplemental Outreach Initiatives

Specify First Initiative:

Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

Describe activities undertaken to fulfill that initiative:

The Award of the WTTW Minow Fellowship:

- ❖ Awarded to graduate students interested in broadcasting from The Medill School of Journalism at Northwestern University (Medill)
- ❖ Applicants are asked to submit a resume and essay indicating their interest in the broadcasting field
- ❖ Announcement of fellowship, student interviews and selection of top 3 candidates by Medill
- ❖ The final candidate, selected by WTTW, will serve as an Assistant Producer for nightly news show, Chicago Tonight
- ❖ WTTW awards one fellowship per year
- ❖ The WTTW Minow Fellowship was awarded this year for the ten (10) week period ending June 6, 2014

The Award of the John Callaway Excellence in Online Journalism Fellowship:

- ❖ Awarded to recent graduates who are interested in online journalism
- ❖ Applicants are asked to submit a resume and essay indicating their interest in online journalism and how they might contribute to *Chicago Tonight* online
- ❖ The final candidate, selected by WTTW, will serve work as an online Assistant Producer for the *Chicago Tonight* website
- ❖ WTTW awards two fellowship per year
- ❖ The WTTW Callaway Fellowship was awarded this year to two individuals. Each fellowship is for approximately a twenty-six week period.

The Award of the McCarter Fellowship:

- ❖ Awarded to graduate students, or recent graduates, who are interested in journalism
 - ❖ Applicants are asked to submit a resume and essay indicating their interest in journalism and how they might contribute to *Chicago Tonight*
 - ❖ The final candidate, selected by WTTW, will serve work as an Assistant Producer for the *Chicago Tonight*
 - ❖ WTTW awards one fellowship per year
 - ❖ The WTTW McCarter Fellowship was awarded this year to one individual. The fellowship was for a ten week period ending November 15, 2013.
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Specify Second Initiative:

Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe activities undertaken to fulfill that initiative:

Television Production Internships

- ❖ For students from participating colleges or universities interested in a career in Broadcasting
 - For Fall Internships – apply by mid July
 - For Winter Internships – apply by late November
 - For Spring Internships – apply by mid February
 - For Summer Internships – apply by mid April
- ❖ Work in Television Production in one of four areas:
 1. Arts & Entertainment
 2. Documentaries & Public Affairs specials
 3. News and current affairs (Chicago Tonight)
 4. Documentaries from Chicago's past
- ❖ Recruitment through company website and announcements made within local colleges and universities specializing in broadcasting
- ❖ Year-round internships are available with the (above) application deadlines
- ❖ Internships are on-going with approximately 65 students participating each year
- ❖ Applicants should contact Leigh Stone, Internship Coordinator at (773) 509-5422

Specify Third Initiative:

Participation in general outreach efforts through job banks, Internet and other similar programs.

Describe activities undertaken to fulfill that initiative:

- ❖ Post available positions with online job banks with a diverse audience.
- ❖ Post all available positions on company website
- ❖ Post available positions with EEO organizations
- ❖ Posting of many positions in community job banks reaching a diverse population.
- ❖ Development of relationships with community colleges and universities

Specify Fourth Initiative:

Listing each upper-level opening in a job bank or newsletter of a media trade group with broad-based membership including the participation of women and minorities.

Describe activities undertaken to fulfill that initiative:

- ❖ Communicate available positions with the following organizations:
 - ❖ Society of Broadcast Engineers
 - ❖ Association of Fundraising Professionals