

Section E. Outreach Activities			
Activity Title:	Promotions Intern		
Activity Date:	Fall 2008		
Description:	UW Student Mallory Wagman, promotions intern for the fall of 2008. Mallory will be spending 12 hours a week at Madison's CW television station through the fall semester. While here, her responsibilities will include updating our website with feature stories, acting as our assignment editor, as she will schedule and book interviews for our "Buzzed into Madison" feature stories. Mallory will also have the opportunity to come out in the field as we do interviews and help produce the stories, from which questions are of importance, to where the interview should take place and what shots are needed for footage use. Mallory will also try her hand as an on-air personality, as she will have the chance to conduct interviews as well.		
Activity Title:	Sales Intern		
Activity Date:	Fall 2008/Spring 2009		
Description:	Cole Vandermause is the Fall 2008/Spring 2009 Sales/Marketing Intern. Cole was heavily exposed to the sales process at a television station. Coles duties included Research and create sales and promotional documents and presentations. Provide timely market information and research for the sales staff and their clients, Update and maintain sales documents, AE lists, Rate Cards. Create monthly sales newsletter, coordinate/manage promotional events for the station and/or clients.		
Activity Title:	Promotions Intern		
Activity Date:	Winter 2009		
Description:	UW Student Dana Bishop, promotions intern for the winter of 2009. Dana will be spending 12 hours a week at Madison's CW television station through the fall semester. While here, her responsibilities will include updating our website with feature stories, acting as our assignment editor, as she will schedule and book interviews for our "Buzzed into Madison" feature stories. Dana will also have the opportunity to come out in the field as we do interviews and help produce the stories, from which questions are of importance, to where the interview should take place and what shots are needed for footage use. Dana will also try her hand as an on-air personality, as she will have the chance to conduct interviews as well.		
Activity Title:	Wisconsin Broadcasters 2009 Job Fair		
Activity Date:	28-Jan-09		
Description:	On January 28, 2009, WBUW 57 participated in Wisconsin Broadcasters 2009 Winter Job/Career Fair at Monona Terrace Convention Center in Madison, WI. Our booth contained marketing materials targeted for prospective employees and interns. This event was marketed to the general public using several forms of media. Marketing materials distributed at the Job Fair were employment and internship information, job descriptions and applications for employment. Our booth consisted of visual displays and was staffed by our General Sales Manager who answered questions about our internship program, various job openings and getting started in the television industry.		
Activity Title:	Wisconsin Broadcasters 2009 Winter Conference		
Activity Date:	28-Jan-09		
Description:	WBUW was represented at the "Avoiding Discrimination and Employment Terminations" which was held as part of the WBA's 2009 Winter Conference on Wednesday, January 28, 2009 at the Monona Terrace Convention Center in Madison, WI. The conference was attended by our General Sales Manager ~ Tom Keeler, and Local Sales Manager ~ Vanessa Younger.		
Activity Title:	Promotions Intern		
Activity Date:	Winter 2009		
Description:	UW Student Stephanie Tudor, promotions intern for the winter of 2009. Stephanie will spend about 12 hours a week at Madison's CW television station. While here, her responsibilities will include updating our website with feature stories, acting as our assignment editor, she will schedule and book interviews for our "Buzzed into Madison" feature stories. Steph will also have the opportunity to help produce stories.		
Activity Title:	Wisconsin Broadcasters 2009 Summer Conference		
Activity Date:	17-Jun-09		
Description:	WBUW was represented at the "Compliance With The FCC's Nondiscrimination and Outreach Regulations - Part 4 which was held as part of the WBA's Summer Conference on Wednesday, June 17, 2009 at the Osthoff Resort, Elkhart Lake, Wisconsin. The conference was attended by our General Sales Manager ~ Tom Keeler.		
Activity Title:	Wisconsin Broadcasters 2009 Job Fair		
Activity Date:	17-Jun-09		
Description:	On June 17, 2009, WBUW 57 participated in Wisconsin Broadcasters 2009 Summer Job/Career Fair at Osthoff Resort, Elkhart Lake, WI. Our booth contained marketing materials targeted for prospective employees and interns. This event was marketed to the general public using several forms of media. Marketing materials distributed at the Job Fair were employment and internship information, job descriptions and		

	forms forms or media. Marketing materials distributed at the Job Fair were employment and internship information, job descriptions and applications for employment. Our booth consisted of visual displays and was staffed by our General Sales Manager who answered questions about our internship program, various job openings and getting started in the television industry.
Activity Title:	Promotions Intern
Activity Date:	Summer 2009
Description:	UW Student Ellen Schopler, promotions intern for the summer of 2009. Ellen will spend about 15 hours a week at Madison's CW television station. While here, her responsibilities will include updating our website with feature stories, acting as our assignment editor, she will schedule and book interviews for our "Buzzed into Madison" feature stories. Ellen will also have the opportunity to help produce stories.
Activity Title:	Promotions Intern
Activity Date:	Summer 2009
Description:	Dominique Madison who is a Senior in High School and part of the UW People program will earn 3 credits. Her duties vary based on needs of the business, but include updating the Madison CW website, organizing tapes and other various assigned tasks.
Activity Title:	Promotions Intern
Activity Date:	Summer 2009
Description:	Cynthia Coates is a sophomore at Madison Media Institute. Cynthia primarily works on editing the "Buzzed Into Madison" stories as well as going into the field to shoot various stories. She is also responsible for updating information for our website and facebook page and will receive 3 credits.
Activity Title:	Promotions Intern
Activity Date:	Summer 2009
Description:	Senior MATC student Ricardo Rodriguez will receive 3 credits for working in our Master Control Department. Ricardo is learning all of the duties associated with being a MC Operator from timing out shows, recording feeds and Deckocast control. He also assists in other various projects around the station as needed.
Activity Title:	Promotions Intern
Activity Date:	Summer 2009
Description:	In his quest for continuing education in photography, Moses Sharock is our photography intern. Moses assists with many station functions such as taking photos for the "America's Next Top Model" casting call, also for our on-air talent, Emmy Fink and various shots around Madison.
Activity Title:	Sales Intern
Activity Date:	Summer 2009
Description:	Taylor Janczak is the summer sales intern, she works 14 hrs per week and will receive 1 credit. Her duties are research and create professional sales and promotional documents or presentations. Provide timely market information and research for sales staff and their clients. Update and maintain sales documents, such as AE lists, Rate Cards, and others. Maintain and organize library (electronically and paper) of information/articles for sales department. Create monthly sales newsletter. Work closely with promotion department to provide materials/documents for sales staff.