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RE: WXMI – Fox 17 Outreach Efforts

Over the past two years WXMI has participated in several outreach efforts to support recruitment and develop interest in the broadcast media careers. These efforts include four job fairs including two local universities – Western Michigan University and Grand Valley State University and the Michigan Association of Broadcasters. Station representatives also participated in the Broadcasting Career Building Conference during which they helped participants build resumes, answer questions, and discuss trends in the broadcast media industry. The station has also hosted two job shadow events showcasing roles of producer, assignment desk, digital, director, and editor.

During this reporting period, WXMI hosted a job shadowing program which provided two students the opportunity to shadow the roles of producer, assignment desk editor and web director. The students learned about the different responsibilities for each position.

During the 2020-2021 reporting period, station photographers participated in a training program relating to the practical use of drones, and the legal aspects of utilizing such equipment, as part of their news-gathering responsibilities. The station also provided training to its news department employees, providing them with learning tools designed to improve their professional skill set. In 2021, the parent company in-house counsel provided training to station management relating to equal employment opportunity, anti-discrimination practices and employment law.

Along with the above, the station has had attendees in both technical roles and talent attend event sponsored by educational institutions. These events include a photojournalist as a guest at a local elementary school discussing his job with students, the chief photographer meeting with students at West Michigan Aviation Academy, a sports reporter visiting a local middle school classroom, a reporter participating in a fundraising event focused on physically disabled students, and on air talent as a guest speaker at the Compass College of Cinematic Arts.

Finally, as a part of building our focus on our diversity pillars, we invited two veterans to speak to our station diversity council elevating our knowledge of skills translation to civilian roles and opportunities for community outreach to local veterans. We also keep our local community partners of the Grand Rapids Urban League, Grand Rapids First, Women’s Resource Center, and local colleges and universities updated on job postings through individual outreach efforts including email and phone calls.

The above is a summary of the events we have participated in over the 2019-2020 and 2020-2021 reporting period.