

Station Employment Unit for the FCC

Station Tours – Twice yearly, in the fall and again in the spring, NCWLIFE offers station tours for school-aged students from Wenatchee Valley Tech's Digital Media Arts Class. Instructor Eric Link brings two classes of students (about 10-15 people) to NCWLIFE Channel's studios for a tour and discussion about the station and how we serve the community. A highlight of the tours is the ability to share with each of the students that NCWLIFE is constantly hiring part-time help for many of our live productions including sports, community festivals and commencement ceremonies.

Speaking Engagements – This past year, we added speaking engagements at the invitation of Eastmont and Wenatchee High School's media classes. Eastmont instructor Shelley Charlton and Wenatchee instructor Brandon Harle had NCWLIFE Channel Program Director Eric Granstrom into their classrooms to speak about the roll NCWLIFE serves in the community. In addition, this year's visit was a chance to collaborate with the students on projects that would air on NCWLIFE Channel. The hope is to foster this relationship into the future.

DMA Advisory Committee – Eric Granstrom serves as a volunteer advisor for Wenatchee Valley Tech's Digital Media Arts classes. The group meets quarterly and consists of Mr. Eric Link and several industry experts from various digital media platforms in the Wenatchee Valley. The quarterly meetings offers Eric Granstrom a

chance to update the committee on employment possibilities at NCWLIFE Channel as well as provide feedback on how well student-employees are performing.

Apple Blossom Media Training – Eric Granstrom also volunteers his time to the Washington State Apple Blossom Festival to provide media training to the Apple Blossom Top Ten Candidates in their royalty program. Eric provides media advice and tips during a three hour seminar each January once the field of candidates for Apple Blossom Royal Court are narrowed down to 10-finalists. Eric explains his roll with NCWLIFE Channel and what it provides the community. He also has each of the Top 10 come into the studio for sit-down interviews that will air on NCWLIFE Channel.

Employment – NCWLIFE Channel is constantly communicating with a pool of potential applicants through our work with area high schools and tech schools. Outreach continues through in-class presentations as well as various committees in the Wenatchee Valley.

In addition this past year, NCWLIFE Channel sought out a full-time employee as a news reporter. We advertised the position (fully adhering to EEOC requirements) locally as well as through Indeed. We hired Jordan Gonzalez, who assumed the news reporter position after the first of the year and has been a great addition to NCWLIFE Channel's team.