

OUTREACH ACTIVITIES FROM 10/1/04 TO 9/30/05

In order to create a general interest in broadcast employment the following were accomplished.

Participated in 2 Job Fairs 10/6/04 & 3/2/05 at Missouri Southern State College with station personnel attending who have substantial hiring responsibilities. MSSU holds a Job Expo & a Career Development Day attracting hundreds of MSSU & Joplin Students who are interested in beginning their careers. Many students are interested in learning about employers for the purpose of internships, summer or part-time jobs which can help them gain related experience. Several students came to our booth and picked up Internship-Scholarship literature that was made available in cooperation with the Missouri Broadcasters Association. Students who expressed an interest in filling positions were contacted and interviewed later.

In conjunction with the Missouri Broadcasters Association established an internship program to assist members of the community to acquire skills needed for broadcast employment. An ongoing schedule of 30 second ads are broadcast on KDMO KMXL in order to encourage students to apply.

Continued a mentoring program to enable personnel to acquire skills to qualify them for higher level jobs. Five part-time employees have benefited from allowing them to acquire skills that could qualify them for high-level positions. Three of the five are continuing to grow and remain employed.

Carthage Broadcasting Co. Inc. continues to work with the Carthage R-9 School system to be available as host to students interested in Broadcasting from the local High School. The students are allowed to perform and shadow control board operation, news gathering & commercial production.

Ronald L. Petersen, President of Carthage Broadcasting Company, Inc., serves as Vice President on a local private foundation board. The Ruth I. Kolpin foundation was set up September 8, 1999 by the former owner of the stations. Mr. Petersen helped develop and design The Ruth Kolpin Broadcast Journalism Endowed Scholarship Program, which was finalized November 5, 2003. This is an endowment with an initial deposit of \$40,000 will perpetuate itself. A scholarship is given each year to a junior student in the Media Department who merits and qualifies under the criteria included in the agreement. Professors in the department make the selection yearly. Further efforts continue at present to form the Ralph Latimer scholarship/endowment for local High School students in the Graphic Arts and Advertising studies.