

welcome
to... *WCPO/TV* **9**



Dear _____ : INDEX

It is my pleasure to welcome you as a new member of the WCPO/TV staff. Page Number

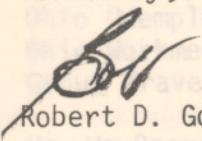
I know that you will have the same pride as I do in being a part of WCPO/TV, Scripps-Howard Broadcasting Company in Cincinnati. You will be working, not only in one of the most modern television facilities in the United States, but also with a staff whose professionalism is second to none.

As a new WCPO/TV employee, I am sure that you will have many questions about our station, and about the many benefits we offer to our employees. I hope this booklet will answer many of your questions, and will prove to be a valuable, permanent reference source.

Finally, I am personally most interested in you, and the progress you make within our company. If at any future time you have a question, a suggestion, or a problem, please bring it to my attention.

Once again, my personal welcome to the WCPO/TV family. I trust that our association will be a long and satisfying one.

Cordially,



Robert D. Gordon

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The Executive Staff:

President	Jack R. Howard
Executive Vice President	M. C. Watters
Vice President & General Manager	Robert D. Gordon
Asst. General Manager	F. Ben Hevel
Vice President & News Director	Al Schottelkotte
General Sales Manager	Don Howe
Local Sales Manager	J. B. Chase
Asst. Operations Director	Vera Schulte
Production Manager	Dave Bieber
Film Director	Bernie Bordon
Office Manager	John Sweeney
Commercial Manager	Earl Corbett
Chief Engineer	Archie Miller
Director Information Services	Gus Bailey
Community Relations Director	Jack Fogarty
Property Department Manager	Bob Dixon
Purchasing Agent	Ed Hirsh

WCPO/TV History.....

WCPO/TV went on the air July 26, 1949. The station was originally located at 2345 Symmes Street. The station's transmitter is still located on Symmes Street, however, the studios and business offices were moved to our present location at 500 Central Avenue on June 23, 1967, when we opened our new, multi-million dollar, full-color facility.

The station was originally affiliated with the ABC-TV network, but switched to the CBS network to become its primary affiliate in Cincinnati in 1961. The station's national sales representative is Blair Television.

WCPO/TV is owned by the Scripps-Howard Broadcasting Company. Additionally, Scripps-Howard television stations WEWS, Cleveland, Ohio; WMCT, Memphis, Tennessee; WPTV, Palm Beach, Florida and KTEW, Tulsa, Oklahoma. The Company also operates radio stations WMC, (AM and FM) Memphis, Tennessee and WNOX, Knoxville, Tennessee.

The call letters, WCPO, were originally assigned to the Company's former radio station in Cincinnati and when the television station went on the air, the same call was used for TV. The call letters WCPO signify the relationship to the Cincinnati Post Times Star, a Scripps-Howard newspaper.

Some technical statistics: WCPO operates by authority of the Federal Communications Commission on CHANNEL NINE, with the maximum permissible power of 316KW visual. The station's antenna is 1019 feet above average terrain, 909 feet above ground, and 1749 feet above sea level.

The General Manager has the sole responsibility for hiring the staff personnel... The business of WCPQ-TV is an equal opportunity employer... HIRING

WCPQ-TV is an equal opportunity employer... The business of WCPQ-TV is an equal opportunity employer... HOLIDAYS

WCPQ-TV

STANDARD BUSINESS PRACTICES

Thanksgiving Day, Christmas Day... (1) wife, or child... (2) parent... (3) sister or brother-in-law... (3)

Business Practices.....

Following are the specific business practices currently in effect at WCPO/TV. Since they will directly affect you, please take a minute to familiarize yourself with them.

HIRING

The General Manager has the sole responsibility for hiring the staff personnel required to conduct the business of WCPO/TV. WCPO/TV is an equal opportunity employer, and affords equal opportunity in employment to all qualified persons. No person shall be discriminated against in employment because of race, color, religion, sex, or national origin.

HOLIDAYS

All talent, engineers and prop men work on holidays if their normal shift falls on the day. However, they are granted an additional week's vacation in lieu of working on a holiday, in compliance with their respective unions, AFTRA and NABET.

All other employees are off on these holidays:

- New Years's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day

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HOURS OF WORK

Due to the nature of the television industry, the hours of work or shifts by talent, engineers, and prop men may vary. All other employees work shifts to conform with the requirements of their particular office or department. Office workers usually work Monday through Fridays, 9:00 AM to 5:00 PM with one hour allowed for lunch. On Saturdays, a half day of work may be required to fill the requirements of some offices.

LEAVE WITHOUT PAY

There are times when it is unavoidable that an employee must take time away from his job that is not authorized. Employees may, upon authorization of the General Manager be granted a leave of absence without pay for a reasonable period. Any absence not classified as Sick Leave, Vacation or Forced Absence, is classed as Leave Without Pay.

It is recognized that circumstances sometimes require absence of employees other than during vacation time or when on sick leave. Such absences must be approved by the General Manager or the Assistant General Manager.

Time off with pay will be allowed a regular employee in the event of a death within the immediate family. Sufficient time off shall be given to cover the time between the death and the burial.

The immediate family of an employee is normally considered to be (1) a husband, wife, or child of an employee, (2) a parent of an employee, a parent of the husband or wife of an employee (3) brothers, brothers-in-law, sisters or sisters-in-law of an employee.

LEAVE WITHOUT PAY...Continued

In case of the death of a relative (not a member of the immediate family) or friend of an employee, a maximum of one day's absence with pay will be allowed.

MATERNITY POLICY

It will be the judgement of management when it is in the best interest of both employee and the station that a pregnant employee shall go on maternity leave or terminate employment. If the employee returns, the job placement is up to the decision of the General Manager.

SICK LEAVE

All employees are urged to immediately see a physician when ill. Any sick leave with pay must be approved by the General Manager.

TIME SHEETS

In order to have pay checks made out properly it is imperative that Time Sheets be completely filled out on a daily basis, and then submitted to your immediate supervisor. He will then give it to the Accounting Department each Monday morning.

OVERTIME

It may be necessary at times for members of the staff to perform overtime duties to complete work. Secretarial and clerical employees will be given equivalent time off in the same work week or paid for such overtime at time and one half their regular hourly rate of pay for those hours they have worked over forty hours during that week.

OVERTIME....Continued

All over time must be authorized by the General Manager or the Assistant General Manager. Female employees will be expected to adjust hours of work to agree with Ohio Maximim Work Hours (over 18 years - 9 hours a day, 10 hours for one day a week, no more than 48 hours in one week.)

PAY DAY

Employees are paid on the 15th and on the last day of each month. If either of these days fall on a Saturday, pay day is Friday. If either of these days fall on a Sunday, pay day is Monday.

Requests for advance vacation pay must be submitted eleven days before pay day.

Pay for individual employees is considered confidential. Discussion of salaries among employees, therefore, is discouraged.

OUTSIDE EMPLOYMENT

On occasion Channel 9 permits its employees to accept outside employment if it is not in conflict with the duties and needs of WCPO/TV. It is necessary to, via written memo, inform the General Manager or Assistant General Manager of the specifics concerning projected outside employment so that a mutual understanding can be reached. This is to insure that no conflict of interest situations will develop to the detriment of either side.

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Personnel Records & Reviews

A separate personal history folder is maintained for each employee. It contains employment application blank, reference replies, personnel reviews, salary progression record while in employment, and termination record. These records are kept on a confidential basis and may be inspected only by permission of the General Manager.

Correct and accurate employment records are important. The following pieces of confidential data must be kept up-to-date at all times. It is the responsibility of all employees to notify the head of the Accounting Department concerning any of the following:

1. Change of address or phone number.
2. Persons to be notified, other than the one originally specified, in case of accident or other emergency.
3. Legal change of name.
4. Change in married (or unmarried) status.

Each employee's record is reviewed at the end of the first three months of employment, and again at the end of the first six months of employment. Thereafter, at least an annual review of department heads and secretarial and clerical employees will be accomplished.

PROMOTIONS

When a staff vacancy occurs, consideration will be given to those on the staff who may have the necessary job requirements.

SALARIES

Salaries are determined by the General Manager, and based on budget allocations and salary framework. Increases in salary are similarly determined.

Salary increases are given as recognition for work regularly performed well and efficiently. Performance, attitude and the assumption of additional responsibility by staff members are key factors in determining salary increases. It is corporate company policy that no advances be made against salaries.

VACATIONS

All regular employees who have been on the payroll before May 1st, are entitled to vacations with pay in accordance with previous custom, AFTRA and NABET regulations. Vacation privileges are authorized for regular part-time employees.

May 1st through September 30th is the normal vacation period for talent and office employees. Vacations outside of this period must have special approval of the General Manager. Employees under the NABET Union are free to take vacations anytime within the year, they have no months restricted.

The vacation period desired is to be arranged with your department head. Paid vacation accrues as of May 1st each year. For employees (not covered by unions) having ten months or more of continuous service on May 1st shall be credited with two weeks of paid vacation. Those regular employees who have had a shorter period of continuous service shall be entitled to the number of days indicated in the following chart:

Miscellaneous

Tax Withholdings...

WITHHOLDING TAX

The net amount of a salary check is, of course, not the full amount of the salary which WCPO/TV pays an employee.

Federal law requires the station to deduct from the salaries of employees specified amounts, to be paid to the Government and credited against the employee's income tax. Purpose of this practice is to keep tax payments approximately up to date so that the employee will not have to pay a large sum at the end of the tax year.

Any change in the number of dependents, marital status, address change, etc. should be reported immediately to the head of the Accounting Department.

CITY INCOME TAX

The Cincinnati Earnings Tax Law requires all employers to deduct 1.7% of the gross salary of an employee. New employees should feel free to discuss deductions with the Business Manager who is the head of the Accounting Department.

SOCIAL SECURITY TAX

Another part of the monthly salary is regularly deducted and held by the government as payment toward Federal Social Security benefits. These deductions, over a period of years, entitle an employee to a monthly retirement income that begins when the age of 65 is reached. Reduced benefits are payable as early as age 62. Social Security

benefits can also be payed before age 65 in the event of death or permanent disability. Each dollar the employee contributes through these deductions is matched by another dollar paid by WCPO/TV, not charged against salaries.

STATE INCOME TAX

WCPO/TV is required to withhold state income taxes for the state in which the employee resides. These rates vary from state to state. The amount of state dependency exemptions for state taxes is equal to the Federal Dependency Claims.

SOCIAL SECURITY TAX

Miscellaneous.....

CONTROL ROOMS

No one except the crew assigned is permitted in the Control Rooms during a live program or videotape session in the studios. This precaution prevents any mishaps which might reflect a poor image of WCPO/TV on the air.

EQUIPMENT

Equipment, such as typewriters, cameras, film and slide projectors, screens, tape recorders, meeting room decorations, etc., is owned by WCPO/TV and is not to be taken or moved by any employee for personal use.

COFFEE BREAKS

There is a canteen on the first floor which is open at all times. It contains dispensers for light lunches, and a coffee maker.

In addition, most of the individual departments have their own coffee maker for the convenience of employees.

LONG DISTANCE TELEPHONE CALLS

An employee making a long distance call must make it through the Switchboard Operator. A record is kept of all calls and then when the bill is received, they should coincide. When making a personal long distance call, please notify the WCPO/TV operator that it is a personal call at the time the call is placed.

Miscellaneous.....

CONTROL ROOMS

MAIL AND CORRESPONDENCE

All incoming mail should be immediately distributed by the Mail Clerk to the proper office.

All outgoing mail will be picked up at least twice a day by the Mail Clerk. He will stamp and weigh if necessary the outgoing mail, then see that it goes to the Post Office.

All inter-communication mail will also be picked up and distributed by the Mail Clerk at least three times a day.

DRESS

WCPO/TV is a professional business organization and its employees should dress accordingly. If you have any questions as to what or what would not be acceptable, please ask your department head for clarification.

TOURS THROUGH THE STATION

All tours should be coordinated and arranged through the Promotion Director. He will assign a person to lead the group around the building so that no guest wander aimlessly about.

Tour times are between 9:30 AM and 11:30 AM and 1:30 PM and 3:30 PM. Evening tours should be arranged directly through the Night Operations Director with visits to the News Department after 8:30 PM.

PURCHASING

The Purchasing Agent shall have full responsibility for purchasing all supplies, equipment and services for WCPO/TV but shall confer with the General Manager regarding major purchases.

For Your Health and Security....

GROUP LIFE INSURANCE PLAN

Employees are eligible for coverage under a group life plan. Those with annual salaries of -

- less than \$5,000 are eligible for \$ 5,000 Life
- \$ 5,000 to \$7,000 are eligible for \$10,000 Life
- \$ 7,000 to \$10,000 are eligible for \$15,000 Life
- \$10,000 and over are eligible for \$20,000 Life

Full time employees become eligible upon completion of one month of continuous active service.

The employee pays 70% of the premium and WCPO/TV pays the remaining 30%.

Brochures explaining the Group Life Insurance Plan in detail are available from the Business Manager.

GROUP MEDICAL INSURANCE

To help provide for such emergencies as sickness and accidents, employees of WCPO/TV have a group medical plan.

Employees pay their own Blue Cross and Blue Shield, but WCPO/TV pays the Major Medical monthly charge for all non-union staff members. The company pays the current premium. If these rates go up, the employee must pay the difference.

AFTRA members pay their own Blue Shield monthly charges, however, the union for their Blue Cross.

Engineers and Prop Men are governed by NABET regulations in effect.

OHIO UNEMPLOYMENT COMPENSATION

This protection allows the employee to receive benefits according to Ohio State Law if he is unemployed through no fault of his own and meets the other tests of eligibility required by law.

OHIO WORKMEN'S COMPENSATION

Employees are also protected under provisions which cover compensation in case of accidental injury during the course of employment. Injuries suffered in connection with employment must be reported immediately to your immediate supervisor, who in turn will notify the Business Manager.

RETIREMENT PROGRAM

Employees in the NABET union are covered by retirement program in accordance with the regulations stated therein.

WCPO/TV pays the premium on its own retirement income plan for all non-union employees. This supplements the Federal Old-Age Retirement system already described.

Brochures with explanations in detail are available from the Accounting Office.

GROUP TRAVEL ACCIDENT INSURANCE

If you are traveling at any time, business or pleasure, in a vehicle "for hire", you are automatically insured by the station in the event of an accident. Full information on this policy can be obtained from the Business Manager.

SALES

The primary function of our sales department is to sell the station's product. The time and programs of the product is sold through network affiliation. In our case, the Columbia Broadcasting System (CBS), through our national sales representatives, Blair and Company, and through our local sales staff.

The General Sales Manager is responsible for all sales both national and local. He is backed up by our local Sales Manager and a team of Account Executives. In addition, the Manager of Sales Development and Special Projects will work to aid in the development of new sales and new selling techniques. The Manager of Sales Development and Special Projects is responsible for the development of new contracts, letters, keeping records and schedules of commercial availability. Everyone involved is immediately notified of a sale and an order is placed through the Traffic Department and its production is involved. The program and production departments are also notified.

HOW WE OPERATE

The Traffic Department through accurate scheduling keeps the sales force informed on the amount of time available for sales. This scheduling also tells a director or producer what he needs to know about a commercial spot... the length, time it will run, etc. The schedule also includes a daily account of all station on-air activities, listing each program by title, format and placement of commercials and the source, these materials, i.e. film, video tape, network, etc.

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How We Operate...

SALES

The primary function of our Sales Department is to sell the station's product...the time and programs of WCPO/TV. The product is sold through network affiliation, in our case, the Columbia Broadcasting System (CBS), through our national sales representatives, Blair and Company, and through our local sales staff.

The General Sales Manager is responsible for all sales, both national and local. He is backed up by our Local Sales Manager and a team of Account Executives. In addition, the Manager of Sales Development and Special Projects unit works to aid in the development of new sales and new selling techniques.

Once an account is sold, sales aides and secretaries perform the administrative duties including typing contracts, letters, keeping records and schedules of commercial availabilities. Everyone involved is immediately notified of a sale and an order is placed through the Traffic Department and if production is involved, the program and production departments are also notified.

TRAFFIC

The Traffic Department, through accurate scheduling, keeps the sales force informed on the amount of time available for sales. This scheduling also tells a director or producer what he needs to know about a commercial spot...the length, time it will run, etc. The schedule also includes a daily account of all station on-air activities, listing each program by title, format and placement of commercials and the source of these materials, i.e. film, video tape, network, etc.

TRAFFIC Continued

All of this is prepared to adhere to the Federal Communications Commission's guidelines and this schedule becomes the official FCC log. The Traffic Manager and his assistants prepare the log and book all orders for commercial time.

PROGRAMMING

The program Director is in charge of initiating all new programming for WCPO/TV, keeping a balance of news, sports entertainment and community events. The Program Manager is directly responsible to the General Manager for all aspects of programming from the administration to the final presentation. The film, engineering and production departments are responsible to the Program Director for the quality of all shows. In short, the Program Department is charged with the finished product from the selection and/or creation of a show to the actual on-air presentation.

ART DEPARTMENT

The WCPO/TV Art Department is the visual image of Channel 9, through their creation and use of identification slides, set design, program introductions, newspaper and TV Guide ads, magazine and other outdoor advertising. These creative people work closely with other departments such as Sales and Promotion, producing outstanding materials to aid in sales presentation and the promotion of upcoming specials, holidays or community events.

NEWS

"Channel 9...the station where news is first," is not just an idle logo but a definite practice for the Scripps-Howard Broadcasting Company. The News Department's primary function is keeping our tri-state viewers informed and no station does that better than ours. Our news team, reporters and photographers, are on the job seven days a week providing in-depth, accurate news coverage of current events, sports and weather. In addition to three newscasts per day, the news department produces a weekly half-hour program featuring a rotating panel and a special guest discussing a topic of current interest. The department also produces, in cooperation with our sister station in Cleveland, WEWS, a monthly news conference with Ohio's Governor.

DEPARTMENT OF INFORMATION SERVICES

Information Services covers a wide area of duties within the station. In addition to acting as the station's advertising agency in preparing all the on-air promotion of specials as well as regular programming, advertising outside the station, and publicizing station events and personalities, the department also handles all of the community service activity. All public service announcements are co-ordinated through this department. In addition, a member of the staff is assigned to go into the "field" to ascertain community needs and then act in any way possible to help meet these needs.

ENGINEERING

Engineers, the men behind the scenes, are responsible for the actual operation and maintenance of all broadcast equipment at the station and at the transmitter located on Symmes Street in Walnut Hills. Controlling video and audio with constant adjustments between the sources of programs; operating the color studios and film cameras and the lighting for all live productions; splicing film spots, loading film slides into the projectors at the right time, cueing and running video tape spots, recording commercials and shows, switching between various audio sources and testing microphones as well as regular maintenance and upkeep on equipment represent just a part of the engineering functions at WCPO/TV.

Additionally, the engineer on duty completes with exactness the FCC log for each day's sign on and sign off.

ACCOUNTING

Our Business Office handles all the accounting for WCPO/TV. The Business Manager is charged with billing clients for advertising time on the air, collecting that revenue and balancing the budget. All building maintenance, equipment and supplies are the Business Manager's responsibility as well as seeing that the Switchboard and Front Lobby are manned at all times. This department is also responsible for pay checks.

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ENGINEERING

PUBLIC FILES

As per FCC Rules and Regulations, WCPO/TV maintains a Public File which is open for inspection by anyone between normal business hours - 9:00 AM to 5:00 PM, Monday through Friday.

These files contain current ownership reports, a copy of our last license renewal and all other documents required by the FCC. The file is kept in John Sweeney's office and anyone asking to see said file should be referred to Mr. Sweeney, extension 203.

ACCOUNTING

Our Business Office handles all the accounting for WCPO/TV. The Business Manager is charged with billing clients for advertising time on the air, collecting that revenue and balancing the budget. All building maintenance, equipment and supplies are the Business Manager's responsibility as well as seeing that the Switchboard and Front Lobby are manned at all times. This department is also responsible for pay checks.

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