

WRAL-FM

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2005 through July 31, 2006.

WRAL-FM engaged in the following outreach efforts during the reporting period.

Activity: Participation in at least four job fairs during the two year reporting period

Mid Eastern Atlantic Conference Career (MEAC) Fair – March 10, 2006

The MEAC Career Fair, held in conjunction with MEAC basketball tournament, allows students and alumni the opportunity to meet with area business representations for career counseling and job opportunities. The MEAC is made up of 11 historically black institutions across the Atlantic Coastline: Betune-Cookman College, Coppin State University, Delaware State University, Florida A&M University, Hampton University, Howard University, University of Maryland-Eastern Shore, Morgan State University, Norfolk State University, North Carolina A&T University and South Carolina State University. Operations Manager Joe Wade Formicola and General Sales Manager Robert Wallace attended this event.

North Carolina Central University Career Fair – March 23, 2006

North Carolina Central University Career Fair provides students and alumni the opportunity to meet with industry leaders. Recruiters have the opportunity to meet and interview students during the event. Operations Manager Joe Wade Formicola attended this event.

Activity: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:

North Carolina Scholastic Media Institute Scholarship

This week long Institute will focus on many areas of study in the media field, including TV News, Desktop Publishing, Literary Magazine, Newspaper, Photojournalism, and Yearbook. WRAL-FM provided scholarships to employee's children who are rising High School Freshmen, Sophomores, Juniors and Seniors.

North Carolina Association of Broadcasters Scholarship program

The scholarship program was established to assist in the education of young people interested in pursuing a career in broadcasting. Applicant must be a child of an employee of a member station or company, must be entering or already enrolled in a North Carolina college or university with an interest in broadcasting, and must be no younger than 17 and no older than 20 years of age. Applicants were required to submit information on their academic performance and work experience and write a short essay about why they are interested in pursuing a career in the broadcast industry.

Activity: Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

The Corporate Human Resources department provides ongoing training and support of management on anti-discrimination policies and procedures and assistance in recruitment efforts to attract and maintain equal employment opportunity standards.

During this reporting period, WRAL-FM managers have participated in a mandatory management training program. Training topics have *included Crucial Conversations, Discovering the Power of Diversity, Managing for Performance, The Coaching Zone, Time Mastery, Targeted Selection* (Behavioral Interview training), *Managing Performance Problems, Business Writing* and *Basic Workplace Law*.

Activity: Participation in at least four events or programs sponsored by education institutions relating to career opportunities in broadcasting.

1. **Ground Hog Job Shadow Program** – On February 2, 2006, WRAL-FM in conjunction with the Wake County Public School system held its annual Ground Hog Job Shadow Day program. Students spent the day at WRAL-FM, touring the station and learning about the various career opportunities in television broadcasting.
2. **Ravenscroft / Durham Academy Career Exploration Program** – Students from Ravenscroft School spend one week learning about careers in radio and television. During this one week, students meet with department heads to discuss that particular career path.
3. **Conn Active Learning and Technology Magnet Elementary School** – Copywriter/Air Personality Jami Elizondo met with 4th graders to discuss commercial writing on February 8, 2006 and January 24, 2006.
4. **Shaw University** – WRAL-FM station management welcomed 17 Shaw University students. During this visit, students meet with programming and promotions staff members in regards to radio careers.

Activity: Establish training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Employees have the opportunity to take various continuing education courses, including computer training, management training etc. In addition, full-time employees are eligible for tuition assistance in their pursuit of a college bachelor's or master's degree.

ACTIVITY: List of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

All upper-level jobs are listed with American Women in Radio and Television (AWRT) and the National Association of Broadcasters (NAB).