

WILM-TV

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2005 through July 31, 2006

WILM-TV engaged in the following outreach efforts during the reporting period.

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

Cape Fear Community College Career Fair - April 26, 2006

The Cape Fear Community College Career Fair provides students the opportunity to meet and discuss possible job openings with industry leaders. Recruiters have the opportunity to interview students during the event. The Career Fair was attended by Station Manager Connie Knox.

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. General Manager Chuck deCourt attended this event.

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

1. 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. WILM provided the opportunity for scholarships to employee's children who are rising High School Freshmen, Sophomores, Juniors and Seniors.
2. 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, WILM 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: 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), the National Association of Broadcasters (NAB) and National Association of Black Journalists (NABJ).