

## WJZY TV

A division of Capitol Broadcasting Company, Inc.

### Outreach Activity Description Form

August 1, 2005 through July 31, 2006

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

#### ***Activity: Participation in at least four job fairs***

##### Metrolina Career Fair – February 10, 2006

The Metrolina Career Fair allows students and alumni of members of the Career Consortium of Metrolina Colleges. Recruiters have the opportunity to meet and interview possible job candidates. Members of the Career Consortium of Metrolina Colleges are Barber-Scotia College, Belmont Abbey College, Catawba College, Davidson College, Gardner-Webb University, Greensboro College, Johnson C. Smith University, Livingstone College, Pfeiffer University, Queens College of Charlotte and St. Andrews Presbyterian College. This career fair was attended by Promotion Director Andre Boyd and Director of Programming Joe Heaton.

##### CIAA Career Expo – March 2, 2006

The Central Intercollegiate Athletic Association (CIAA) is an athletic conference consisting of twelve historically African-American institutions of higher education: Bowie State University, Elizabeth City State University, Fayetteville State University, Johnson C. Smith University, Livingstone, North Carolina Central University, St. Augustine's College, St. Paul's College, Shaw University, Virginia State University, Virginia Union University, Winston-Salem State University, all working together to set an overall standard of excellence. A conference-wide career fair is held annually. This career fair was attended by General Sales Manager Shawn Harris and General Manager Will Davis.

##### South Carolina Broadcasters Association – March 28, 2006

Business Manager Jacqueline Draper-Brown represented the station at the SCBA Job Fair.

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

1. **Mitchell College** – On February 15, 2006, Jeff Johnson spoke about careers and issues in broadcasting.
2. **Appalachian State University** – On April 25, 2006, Vice President/General Manager Will Davis discussed careers in broadcasting.
3. **Mars Hill College** – On May 28, 2006, Vice President/General Manager Will Davis discussed careers in broadcasting.
4. **Carolina School of Broadcasting** – On June 27, 2006, Vice President/General Manager Will Davis discussed careers in broadcasting.
5. **Carolina School of Broadcasting** – on April 24, May 11 and June 16, 2006, Director of Programming Joe Heaton spoke to various classes about broadcasting.

***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, WJZY-TV 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).