

WRAL-FM / WCMC-FM
A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2006 through July 31, 2007.

WRAL-FM / WCMC-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 8, 2007

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. General Sales Manager Robert Wallace attended this event.

Field of Dreams Career Expo – September 28, 2006

The Field of Dreams Career Expo provides area residents the opportunity to meet with local companies regarding employment opportunities. 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/WCMC-FM provided scholarships to employee's children who are rising High School Freshmen, Sophomores, Juniors and Seniors. WRAL/WCMC-FM actively promotes this scholarship.

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. WRAL/WCMC-FM actively promotes this scholarship program.

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 / WCMC-FM managers have participated in a mandatory management training program. Training topics have included *Seven Habits of Highly Effective People*, *Situational Leadership 2*, and *Managing Across Generations*

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, 2007, WRAL-FM / WCMC-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 / WCMC-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. **Con Active Learning and Technology Elementary School** – January 31, 2007, Jami Elizondo spoke to a class on writing commercials and public service announcements.
4. **Southeast Raleigh Magnet School** – February 21, 2007, On-Air Personality, Vince Daniels, spoke to attendees of a career day about careers in radio broadcasting.

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.

During this reporting period, WRAL-FM / WCMC-FM employees were offered the opportunity to participate in a companywide employee training program called Employee Edge. This program was created to give employees the opportunity to acquire skills that could assist them in qualifying for a higher level position. Training topics included *Discovering the Power of Diversity*, *Seven Habits of Highly Effective People* and *Business Writing*.

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).