

## **WRAZ - TV**

A division of Capitol Broadcasting Company, Inc.

### **Outreach Activity Description Form**

August 1, 2006 through July 31, 2007

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

#### ***Activity: Participation in at least four job fairs during two year 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. Operations Supervisor Chris Downey and General Sales Manager Evelyn Booker 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. Programming Manager Joanne Stanley attended this event.

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

1. North Carolina Scholastic Media Association 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. WRAZ-TV 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, WRAZ-TV 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, during two year reporting period, sponsored by education institutions relating to career opportunities in broadcasting.**

1. **Ground Hog Job Shadow Program** – On February 2, 2007, WRAZ-TV in conjunction with the Wake County Public School system held its annual Ground Hog Job Shadow Program. Students from Wake County Public schools spent the day at WRAZ-TV, 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. **Middle Creek High School** – April 27, 2007  
Operations Supervisor Chris Downey spoke to a class about careers in broadcasting and gave job interview tips.

**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, WRAZ 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), the National Association of Broadcasters (NAB) and National Association of Black Journalists (NABJ).

***ACTIVITY: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.***

While not an official internship program, WRAZ has established an ongoing “Learning for Life” partnership with the Boys Scouts of America. The program’s, Explorer Post 50, goal is to train school aged children, both male and female, in all aspects of television broadcasting and associated careers.

Post 50 members meet regularly to learn about broadcasting from operating a camera to writing a newscast to anchoring a newscast. These individuals also assist with various station projects. As part of the program, Post 50 members produce the closed circuit broadcast of all Durham Bulls Baseball team home games.