

## WRAL-FM

A division of Capitol Broadcasting Company, Inc.

### Outreach Activity Description Form

August 1, 2007 through July 31, 2008.

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***

Field of Dreams Career Expo – October 4, 2007

The Field of Dreams Career Expo provides area residents the opportunity to meet with local companies regarding employment opportunities.

North Carolina Central University Career Fair – March 27, 2008

This career fair provides NCCU students the opportunity to discuss career opportunities in broadcasting.

***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 *Inspiring Employee Motivation*, *Crucial Confrontations*, *Targeted Selection* (interview training), *Managing Performance*, and *Managing Performance Problems*.

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

**Shaw University** – April 10, 2008, students from Shaw University spent the day touring the station and meeting with members of management about broadcasting and careers in 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 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).