

WRAZ - TV

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2007 through July 31, 2008

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

Activity: Participation in at least four job fairs during two year 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:

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

Activity: Participation in at least four events or programs, during two year reporting period, sponsored by education institutions relating to career opportunities in broadcasting.

North Carolina Central University Career Fair – March 27, 2008

Career fair gives students the opportunity to meet with local companies to discuss careers and current job opportunities.

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 *Seven Habits of Highly Effective People*, *Sell Your Value Like a Pro*, 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.