

WJZY/WMYT-TV

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2007 through July 31, 2008

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

Activity: Participation in at least four job fairs

Wingate University Career Fair – February 21, 2008

Local businesses have the opportunity to meet and discuss broadcasting careers with students.

CIAA/Metrolina Career Fair – February 28, 2008

The CIAA/Metrolina Career Fair allows students and alumni of members of the Career Consortium of Metrolina Colleges and the CIAA conference. Recruiters have the opportunity to meet and interview possible job candidates.

York Technical College – March 19, 2008

Local businesses have the opportunity to meet and discuss broadcasting careers with students.

South Carolina Broadcasters Association – April 8, 2008

Local businesses have the opportunity to meet and discuss broadcasting careers with students.

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/WMYT-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: Participation in at least four events or programs sponsored by education institutions relating to career opportunities in broadcasting.

- **Carolina School of Broadcasting** – August 2007, Program Director, Joe Heaton, taught a class on broadcasting.
- **Appalachian State University** – September 19, 2007, VP/General Manager Will Davis spoke to students about careers in broadcasting.
- **Carolina School of Broadcasting** – October 2007, VP/General Manager Will Davis, spoke to students about careers in broadcasting.
- **Carolina School of Broadcasting** – April 2008, Program Director, Joe Heaton, taught a class on 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, WJYZ/WMYT-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: 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 WJYZ/WMYT-TV 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).