

WRAL-TV

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2007 through July 31, 2008

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

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

National Association of Black Journalists (NABJ) Career Fair – August 2007

The NABJ Career Fair is held in conjunction with their annual convention. During the career fair, WRAL-TV representatives meet with hundreds of job seekers and had the opportunity to review and critique resumes and tapes and offer career counseling to those attendees. The Career fair was attended by Executive Producer, Monica Laliberte and Anchor, Ken Smith

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. Director of Operations, James Farmer attended this event.

North Carolina Central University Career Fair – March 27, 2008

This career fair provides NCCU students the opportunity to discuss career opportunities in broadcasting. Director of Operations, James Farmer attended this event.

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. WRAL-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, WRAL-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 sponsored by education institutions relating to career opportunities in broadcasting.

1. **Ground Hog Job Shadow Program** – On February 1, 2008, WRAL-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 WRAL-TV, touring the station and learning about the various career opportunities in television broadcasting.
2. **Xtreme Beginnings** – April 18, 2008
The Wake County Public School System annually presents this career exploration program for tenth, eleventh and twelfth graders. Approximately 450 students attend annually.
3. **School Visits/Presentations/Career Fairs** – WRAL-TV news staff visits local schools to discuss broadcasting and careers in broadcasting.
 - Durant Road Middle – Ken Smith, 9/26/07
 - Wiley Elementary – Bill Leslie, 10/5/07
 - Piney Grove Elementary – Bill Leslie, 10/10/07
 - Sanderson High School – Ken Smith, 10/11/07
 - Garner High School – Bill Leslie, 10/29/07
 - Dillard Drive Middle – Gerald Owens, 11/14/07
 - Athens High – Ken Smith, 11/28/07
 - Hunter Elementary – Renee Chou, 12/10/07
 - Glenn Elementary – Renee Chou, 3/3/08
 - Creech Elementary – Lynda Loveland, 3/8/08
 - Carroll Middle – Ken Smith, 4/16/08
 - Wake County School System – Ken Smith, 4/18/08
 - East Wake Academy – Bill Leslie, 4/18/08
4. **Weather Presentations** – WRAL-TV Meteorologists visit local schools to discuss weather and careers in meteorology and broadcasting:
 - Little Pros Academy – Elizabeth Gardner, 8/9/07
 - Highcroft Elementary – Elizabeth Gardner, 8/30/07
 - Triton High School – Mike Moss, 9/18/07
 - East Wake Academy – Mike Maze, 9/20/07
 - Lockhart Elementary – Mike Maze, 9/25/07
 - Morrisville Elementary – Elizabeth Gardner, 9/26/07
 - Bailey Elementary – Mike Maze, 10/11/07
 - Durant Road Middle School – Elizabeth Gardner, 10/29/07

- Mid-Way Baptist School – Elizabeth Gardner, 11/13/07
- Willow Springs Elementary – Elizabeth Gardner, 11/20/07
- Centennial Middle School – Elizabeth Gardner, 12/3/07
- Highland Elementary – Elizabeth Gardner, 12/17/07
- Lacy Elementary – Elizabeth Gardner, 1/9/08
- Hodge Road Elementary – Greg Fishel, 1/9/08
- Cape Fear Academy – Mike Moss, 1/15/05
- Lead Mine Elementary – Greg Fishel, 1/22/08
- Holly Ridge Elementary – Elizabeth Gardner, 1/23/08
- Williford Elementary – Mike Moss, 2/12/08
- Holly Ridge Elementary – Mike Maze, 3/1/08
- Wilburn Elementary – Elizabeth Gardner, 3/4/08
- Frank Porter Graham Elementary – Mike Maze, 3/10/08
- Lafayette Elementary – Greg Fishel, 3/11/08
- Weatherstone Elementary – Elizabeth Garder, 3/12/08
- Apex Elementary – Mike Maze, 3/18/08
- Wake Christian Academy – Greg Fishel, 3/18/08
- Vance Elementary School – Mike Moss, 3/25/08
- Jones Elementary – Mike Moss, 5/20/08
- North Raleigh Christian Academy – Kim Deaner, 5/26/08 and 5/29/08

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 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, WRAL has established an ongoing "Learning for Life" partnership with the Boys Scouts of America. This program, Explorer Post 5, goal is

to train school aged children, both male and female, in all aspects of television broadcasting and associated careers.

Post 5 members meet bi-weekly at WRAL 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 5 members produce half hour programs of youth issues. Portions of these programs are aired during WRAL local programming.

Many former Post 5 members have been hired by WRAL in regular employment positions. In addition, several former members have gone on to be photojournalists, reporters and anchors across the country.