

Sunrise Broadcasting

Outreach Activity Description Form

November 18, 2008 through July 31, 2009

Sunrise Broadcasting engaged in the following outreach efforts during the reporting period.

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

Union Elementary School: Career Week – Program Director Stanley B attend Career Day on January 12, 2009.

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, Sunrise Broadcasting managers have participated in a mandatory management training program. Training topics have included *Company EEO policy and procedures, and Productive Work Environment policy training.*

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, 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* and *Crucial Conversations*.