

## WRAL-TV

A division of Capitol Broadcasting Company, Inc.

### Outreach Activity Description Form

August 1, 2008 through July 31, 2009

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

***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 *Influencer: The Power to Change Anything*, *Company EEO policy and procedures*, *Productive Work Environment policy training*, and *Performance Review training*.

***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 2, 2009, 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 2009  
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 staff visits local schools to discuss broadcasting and careers in broadcasting.
  - September 2008 – Anchor Ken Smith served as a tutor and mentor at Kids Café.
  - September 24, 2008 – Digital Media Administrator Steve Elizondo made a presentation about telling stories with picture for a Home School film class.
  - November 13, 2008 – Anchor Ken Smith attended the Business Career Fair at Sanderson High School.
  - November 21, 2008 – Anchor Ken Smith attended the Wake County School Systems Great Explorations Career Fair.
  - January 16, 2009 – Director of Operations made a presentation at Martin Middle School.
  - January 16, 2009 – Anchor David Crabtree lectured for two classes at Lenior Community College.

- February 13, 2009 – Reporter Amanda Lamb was a guest speaker for Cary Academy’s Career Day.
- February 13, 2009 – Anchor David Crabtree was a guest lecturer at Nash Community College.
- March 8, 2009 – Anchor Ken Smith attended West Cary Middle School’s Career Fair.
- March 9, 2009 – Photographer Rick Armstrong made a presentation at Apex High School.
- March 19, 2009 – General Sales Manager Quinn Koontz made a presentation to Broadcast Media Management students at the University of North Carolina’s School of Journalism.
- April 1, 2009 – Anchor Debra Morgan attended Career Day at JY Joyner Elementary school.
- April 3, 2009 – Anchor Ken Smith attended Career Day at East Clayton Elementary School.
- April 16, 2009 – Anchor Monica Laliberte was a guest speaker at Greenfield School.
- April 16, 2009 – Anchor Ken Smith attended Career Day at East Millbrook Middle School.
- April 17, 2009 – Sports Anchor Bob Holliday attended Career Day at Wakelon Elementary School.
- April 30, 2009 – Anchor Gerald Owens was a guest speaker at Athens Drive High School.
- May 1, 2009 – Anchor Ken Smith was a guest speaker for a broadcasting class at Wiley International Elementary School.
- May 21, 2009 – Anchor Bill Leslie lead a training session for young broadcasters at Henry Adams Elementary School.
- May 28, 2009 – Reporter Dan Bowens attended Career Day at Stough Elementary School.
- May 30, 2009 – Anchor Gerald Owens was a guest speaker for the Wayne County Public School System.

4. **Weather Presentations** – WRAL-TV Meteorologists visit local schools to discuss weather and careers in meteorology and broadcasting:

- September 11, 2008 – Meteorologist Kim Deaner attended Career Day at Heritage Elementary School.
- October 21, 2008 – Meteorologist Mike Moss made a weather presentation at Wake Technical Community College.
- November 5, 2008 – Weather Executive Producer Nate Johnson made a weather presentation at Holly Ridge Elementary School.
- November 18, 2008 – Meteorologist Mike Moss made a weather presentation at Wakelon Elementary School.
- December 8, 2008 – Meteorologist Mike Moss made a weather presentation at Efland-Cheeks Elementary School.
- December 18, 2008 – Weather Executive Producer Nate Johnson made a weather presentation at Vass-Lakeview Elementary School.
- February 3, 2009 – Chief Meteorologist Greg Fishel made a weather presentation at Leadmine Elementary School.
- February 24, 2009 – Chief Meteorologist Greg Fishel made a weather presentation at Southern Middle School.

- February 27, 2009 – Chief Meteorologist Greg Fishel made a weather presentation at a University of North Carolina Journalism class.
- March 13, 2009 – Weather Executive Producer Nate Johnson made a weather presentation at Morrisville Elementary School.
- March 16, 2009 – Chief Meteorologist Greg Fishel made a weather presentation at Wake Christian School.
- March 17, 2009 – Meteorologist Mike Moss made a weather presentation at Forestville Elementary School.
- March 19, 2009 - Chief Meteorologist Greg Fishel made a weather presentation at Cary Christian School.
- March 26, 2009 – Weather Executive Producer Nate Johnson made a weather presentation at Salemburg Elementary School.
- March 27, 2009 - Chief Meteorologist Greg Fishel made a weather presentation at Joyner Elementary School.
- April 1, 2009 – Meteorologist Elizabeth Gardner made a weather presentation at Weatherstone Elementary School.
- April 8, 2009 – Weather Executive Producer Nate Johnson made a weather presentation at Coats Elementary School.
- April 22, 2009 – Meteorologist Elizabeth Gardner made a weather presentation at Swift Creek Elementary School.
- April 23, 2009 – Meteorologist Kim Deaner made a weather presentation at Heritage Elementary School.
- April 24, 2009 – Weather Executive Producer Nate Johnson made a weather presentation at Riverwood Elementary School.
- April 28, 2009 - Weather Executive Producer Nate Johnson made a weather presentation at Brooks Museum Elementary School.
- May 4, 2009 – Meteorologist Elizabeth Gardner made a weather presentation at Combs Elementary School.
- May 20, 2009 – Meteorologist Elizabeth Gardner made a weather presentation at Underwood Elementary School.

***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 *Crucial Conversations*, *Seven Habits of Highly Effective People*, and *Business Writing*.

***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.