

WRAZ - TV

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2008 through July 31, 2009

WRAZ - 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, WRAZ-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, during two year reporting period, sponsored by education institutions relating to career opportunities in broadcasting.

Oak Grove Elementary School – April 24, 2009 attended by Evelyn Booker, General Sales Manager.

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 *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, 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.