

Sunrise Broadcasting

Outreach Activity Description Form

August 1, 2009 through July 31, 2010

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

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

University of North Carolina Chapel Hill Career Fair – March 24, 2010

This career fair provides students the opportunity to discuss career opportunities in broadcasting. Jimmy Goodman, Vice President attended this event.

University of North Carolina Wilmington Career Fair – March 31, 2010

This career fair provides students the opportunity to discuss career opportunities in broadcasting.

Activity: Host at least four job fair during the two year reporting period

Sunrise Broadcasting Career Fair – September 9, 2009

This career fair provides members of the community the opportunity to discuss career opportunities in broadcasting. All management personnel attended this event.

Sunrise Broadcasting Career Fair – April 22, 2010

This career fair provides members of the community the opportunity to discuss career opportunities in broadcasting. All management personnel attended this event.

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*.