

WILM-TV

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2009 through July 31, 2010

WILM-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

Job Link Job Fair – April 20, 2010

This career fair provides station management the opportunity to discuss career opportunities in broadcasting. Shawn Fayle, Master Control Supervisor, attended this event.

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

This career fair provides station management the opportunity to discuss career opportunities in broadcasting. James F. Goodmon, Jr., Vice President attended this event.

University of North Carolina (Wilmington) – March 31, 2010

This career fair provides station management the opportunity to discuss career opportunities in broadcasting. Connie Knox, Station Manager, attended this event.

Cape Fear Community College Career Fair – March 21, 2010

This career fair provides station management the opportunity to discuss career opportunities in broadcasting. Glenn Saulnier, General Sales Manager, 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, WILM 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: 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, WILM 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: 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).