

## **WJZY/WMYT-TV**

A division of Capitol Broadcasting Company, Inc.

### **Outreach Activity Description Form**

August 1, 2009 through July 31, 2010

WJZY/WMYT-TV engaged in the following outreach efforts during the reporting period.

#### ***Activity: Participation in at least four job fairs***

##### Wingate University Career Fair – March 24, 2010

Local businesses have the opportunity to meet and discuss broadcasting careers with students. This event was attended by VP/GM Shawn Harris.

##### York Technical College – February 24, 2010

Local businesses have the opportunity to meet and discuss broadcasting careers with students. This event was attended by Creative Services Director Joe Heaton.

##### Winthrop University Career Fair – February 16, 2010

Local businesses have the opportunity to meet and discuss broadcasting careers with students. Business Manager Jacqueline Draper Brown and Chief Engineer Robert Castillo attended the career fair.

##### Gaston County Job Fair – April 14, 2010

Local businesses have the opportunity to meet and discuss broadcasting careers with students. National Sales Manager Don Travis attended the career fair.

#### ***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 WJZY/WMYT-TV 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 and Seven Habits of Highly Effective People*.

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