

WRAZ - TV

A division of Capitol Broadcasting Company, Inc.

Outreach Activity Description Form

August 1, 2009 through July 31, 2010

WRAZ - 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

WRAL Job Link Job Fair – September 23, 2009

This career fair provides management the opportunity to discuss career opportunities in broadcasting. Joanne Stanley, Director of Programming, attended this event.

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

This career fair provides management the opportunity to discuss career opportunities in broadcasting. Tommy Schenck, Vice President/General Manager, attended this event.

North Carolina Central University Career Fair – March 25, 2010

This career fair provides management the opportunity to discuss career opportunities in broadcasting. Evelyn Booker, General Sales Manager, attended this event.

Wake Technical Community College Career Fair – April 7, 2010

This career fair provides management the opportunity to discuss career opportunities in broadcasting. Niel Sollod, Local 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, WRAZ-TV 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.*

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.