

Capitol Broadcasting Company, Inc. Raleigh Employment Unit
Consisting of WRAL-TV, WRAZ-TV, WRAL-FM, WCMC-FM, WDNC-AM, WCLY-AM

Outreach Activity Description Form

July 27, 2013 through July 25, 2014

This employment group engaged in the following outreach efforts during the reporting period.

Activity: Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.

WRAL Capitol Area Career Expo– November 14, 2013

This career expo was collaboration between WRAL and Capital Area Workforce Development to discuss available jobs in the Raleigh/Durham area. Members of WRAL management (Sales Manager Matt Donegan, Station Manager Jim Rothschild and Programming Manager Joanne Stanley) attended to discuss career opportunities in broadcasting.

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

NABJ Convention and Career Fair – July 31 – August 4, 2013

The National Association of Black Journalist Career Fair was held in Orlando, Fl. The Career Fair was Monica Laliberte (Executive Producer), Van Williams (HR Representative), Ken Smith (Anchor/Reporter) and Kerwin Speight (Executive Producer).

Poole College of Management Career & Internship Fair – October 16, 2013

North Carolina State Universities Poole College of Management held a Career and Internship Fair for university students. This career fair was attended by several members of management including Jenny Clements and Luanne Lane, Promotion Directors; Lisa Jeffries, Marketing Director; and Van Williams, HR Administrator.

NABEF Media Sales Institute @ Howard University Recruitment Fair – June 11, 2014

Several members of management participated in the NABEF Media Sales Institute @ Howard University Recruitment Fair including: Steven Hammel, VP/General Manager; Matt Donegan, Director of Sales; Laura Stillman, Local Sales Manager and Van Williams, HR Administrator.

Activity: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting

The company contributes \$1,000 annually to the Radio Television Digital News Association of the Carolinas (RTNDAC) scholarship program. Two \$1000 scholarships are awarded annually to rising juniors or seniors in the Carolinas who are pursuing a major course of study with emphasis in broadcast or electronic journalism.

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, Raleigh Employment Unit managers have participated in a mandatory training program. Training topics included Company EEO policy and procedures, Productive Work Environment (anti-harassment) policy training, Basic Workplace Laws training, Performance Review training. Additionally, Raleigh Employment Unit managers were provided access to unlimited online employment training opportunities through Lynda.com.

Activity: Participation in at least four events or programs sponsored by education institutions relating to career opportunities in broadcasting.

Enable America – November 26, 2013

Meet with veterans to discuss job opportunities in broadcasting. The veterans were currently enrolled or recently graduated from college. Each station department manager attended this event to discuss careers in the field in which they supervise.

Wake County Schools Job Shadow Day – February 18, 2014

Members of WRAL-TV management met with Wake County middle and high school students interested in careers in broadcasting. As part of the program, students received an overview of all aspects of the television station, went on a tour of the station, observed the production of the Noon newscast and were able to ask questions of all staff members in attendance.

Extreme Beginnings – April 17, 2014

Extreme Beginnings is a Career Fair

School Visits/Presentations/Career Fairs – WRAL-TV staff visits local schools to discuss broadcasting and careers in broadcasting.

- On August 6, 2013, Meteorologists Greg Fishel and Mike Maze and Executive Producer, Nate Johnson hosted high school students as part of a job shadow program.
- On August 12, 2013, Anchor Debra Morgan was a speaker at the Governor Morehead School for the Blind.
- On August 16, 2013, Anchor Debra Morgan hosted Mount Olive College Students to discuss broadcasting careers
- On August 21, 2013, Sports Anchor/ Reporter Jeff Gravley hosted a high school student as part of a job shadow program.
- On September 17, 2013, Anchor Ken Smith participated in a Career Fair at Sanderson High School.

- On September 30, 2013, Anchor Ken Smith participated in a lecture on Media Diversity at the University of North Carolina at Chapel Hill.
- On October 2, 2013, Anchor Michelle Marsh participated in a career talk at Lead Mine Elementary School.
- On October 17, 2013, Director/Producer Clarence Williams was a speaker at Duke University's Communication/Production class.
- On October 18, 2013, Reporter Amanda Lamb was a guest speaker at Githens Middle School's Medial School Journalism class.
- On October 24, 2013, Anchor Renee Chou was a speaker at Careers Networking Night at the University of North Carolina at Chapel Hill.
- On October 29, 2013, News Director Rick Gall participated as a panelist at the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill.
- November 20, 2013, Reporter Cullen Browder was a speaker at Cardinal Gibbons High School's Journalism Career Services.
- On December 2, 2013, Anchor David Crabtree was a speaker on the top of Ethics at Duke University.
- On December 11, 2013, Anchor Ken Smith was a presenter at Career Day at Triangle Day School.
- On December 20, 2013, Anchor/Reporter Bruce Mildwurf was a Career Day speaker at Green Elementary School.
- On January 24, 2014, Anchor Bill Leslie was a speaker at Career Day at Davis Drive Elementary School.
- On February 6, 2014, Anchor Ken Smith participated in the Bugg Elementary School Science Fair.
- On February 7, 2014, Reporter Cullen Browder was a speaker at the Journalism Youth Legislature presented by the YMCA of the Triangle.
- On February 10, 2014, Anchor David Crabtree was a guest speaker at Johnston County Community College.
- On February 18, 2014, Weather Executive Producer Nate Johnson spoke on the topic of *Disaster Communication* at North Carolina State University.
- On February 20, 2014, Anchor Debra Morgan was a guest speaker at Franklin Academy.
- On February 24, 2014, Anchor Michelle Marsh was a guest speaker at Bennett College.
- On February 28, 2014, Anchor Debra Morgan was a guest speaker at Wake Technical Community College.
- On March 1, 2014, News Director Rick Gall was a profession participant working on one-on-one critiques at the RTDNAC Student Workshop.
- On March 6, 2014, Anchor David Crabtree was a guest speaker at Beaufort County Community College.
- On March 10, 2014, Anchor Renee Chou was a guest speaker at Bugg Elementary School.
- On March 27, 2014, Reporter Gilbert Baez was a Career Week speaker at BT Bullock Elementary School.
- On April 7, 2014, Anchor Ken Smith was a guest speaker at Shaw University.

- On April 9, 2014, Anchor Michelle Marsh was a guest speaker at Cape Fear Christian School.
- On May 7, 2014, Anchor Michelle Marsh was a guest speaker at Farmington Woods Elementary School.
- On May 22, 2014, Anchor Michelle Marsh was a guest speaker at North Carolina Central University.
- On May 28m 2014, Anchor Debra Morgan was a guest speaker at Wilson's Mills Elementary School.

Weather Presentations – WRAL-TV Meteorologists visit local schools to discuss weather and careers in meteorology and broadcasting:

- On September 25, 2013, Meteorologist Elizabeth Gardner presented at Harris Creek Elementary School.
- On October 4, 2013, Weather Executive Producer Nate Johnson presented at Salem Middle School.
- On October 9, 2013, Meteorologist Elizabeth Gardner presented at East Wake High School.
- On October 12, 2013, Meteorologist Mike Moss provided a Station and Weather Center tour to St. Mary's High School's Hands-On Learning class.
- On October 29, 2013, Weather Executive Producer Nate Johnson presented at Rosewood Elementary School.
- On October 30, 2013, Meteorologist Elizabeth Gardner presented at Casa Esparanza Montessori School.
- On November 9, 2013, Weather Executive Producer Nate Johnson presented at Pearsonstown Elementary School.
- On November 17, 2013, Meteorologist Elizabeth Gardner present at Central Park School.
- On January 7, 2014, Meteorologist Greg Fishel presented at Hobton Middle School.
- On January 22, 2014, Weather Executive Producer Nate Johnson presented on the topic of *Future of Broadcast Meteorology* at NC State University.
- On January 27, 2014, Meteorologist Elizabeth Gardner presented at Underwood Elementary School.
- On February 4, 2014, Weather Eecutive Producer Nate Johnson, present at Knightdale High School.
- On February 6, 2014, Meteorologist Elizabeth Gardner presented at Laurel Park Elementary School.
- On February 20, 2014, Meteorologist Elizabeth Gardner presented at Combs Elementary School.
- On February 26, 2014, Meteorologist Elizabeth Gardner presented at Leesville Elementary School.
- On February 28, 2014, Meteorologist Mike Maze presented at Our Lady of Lourdes School.
- On March 6, 2014, Meteorologist Mike Maze presented at Lacey Elementary School.
- On March 22, 2014, Meteorologist Greg Fishel presented at Rolesville Elementary School.

- On April 17, 2014, Weather Executive Producer Nate Johnson participated in Science Enrichment Day at Fuller GT Elementary School.
- On May 13, 2014, Meteorologist Mike Moss presented at Sanford Creek Elementary School.
- On May 14, 2014, Meteorologist Mike Moss served as a interviewee for High Croft Drive Elementary Schools project on meteorology.

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 reimbursement in their pursuit of a college bachelor's or master's degree. The company reimburses up to \$7000 per employee annually.

During this reporting period, employees were offered the opportunity to participate in a companywide 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. Additionally, employees were provided unlimited access to training opportunities as part of an agreement with Lynda.com.

ACTIVITY: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Capitol Broadcasting Company, Inc. partnered with the University of North Carolina to establish a Diversity Fellowship Program. In this second year, journalism students from colleges across the country spent five days (*March 12-16, 2014*) at WRAL-TV. The fellows worked in the field with new photographers, crafted stories, prepared their own newscast and had a variety of educational seminars about the broadcasting industry. The purpose of the program is to provide potential journalists the opportunity to learn about our profession. In addition, the fellows were able to produce an outstanding story on their resume reel in order for them to have a better chance to land a first job.

Additionally, during this reporting period, the employment group offered an internship program for students from local universities. Interns worked with meteorologist, in the consumer-reporting unit and with online news editors. Internships lasted one full college semester.

The employment group has established an ongoing "Learning for Life" partnership with the Boy Scouts of America. The goal of these programs, Explorer Post 5 and Explorer Post 50, is to train school-aged children, both male and female, in all aspects of television broadcasting and associated careers.

Post 5 members meet bi-weekly at WRAL 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 5 members produce half hour

programs of youth issues. Portions of these programs are aired during WRAL local programming.

Post 50 members meet regularly to learn about broadcasting. As part of the program, Post 50 members produce the broadcast of Durham Bulls Baseball team home games.

Many former members have been hired in regular employment positions. In addition, several former members have gone on to be photojournalists, reporters and anchors across the country.