

## **Capitol Broadcasting Company, Inc. Wilmington Employment Unit**

*Consisting of Sunrise Broadcasting, LLC (WKXB-FM, WILT-FM, WAZO-FM, WRMR-FM and WMFD-AM) and WILM-LP*

### **Outreach Activity Description Form**

July 20, 2018 through July 12, 2019

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

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

##### **Carolina Hurricanes Career Fair – February 19, 2019**

This career fair was held prior to a home Carolina Hurricanes game. Attendees were provided the opportunity to discuss career opportunities and current openings. Vice President of HR, Angie Emerline, attended.

##### **NWOTT Spring Career Fair – April 15, 2019**

This career fair provides women the opportunity to discuss career opportunities and current openings. Recruiter, Na'Tasia Robinson, attended.

##### **University of North Carolina Wilmington Career Fair – April 16, 2019**

This career fair provides students the opportunity to discuss career opportunities and current openings in broadcasting. Managers from Sunrise Broadcasting attended.

##### **WRAL Capitol Area Career Expo– August 16, 2018**

This career expo was collaboration between WRAL and Capital Area Workforce Development to discuss available jobs in the Raleigh/Durham area. Recruiting Manager, Lauren Stella, attended to job openings with attendees.

#### ***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 \$1500 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, Wilmington 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, Wilmington Employment Unit managers were provided access to unlimited online employment training opportunities through LinkedIn Learning.

***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 through LinkedIn Learning. This program was created to give employees the opportunity to acquire skills that could assist them in qualifying for a higher-level position. Employees can choose from thousands of training topics. Additionally, employees could participate in training topics such as Crucial Conversations, Seven Habits of Highly Effective People and Harassment Prevention.

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

During this reporting period, the employment group offered an internship program for students from local universities. Interns worked with all departments of Sunrise Broadcasting's radio stations. Internships lasted one full college semester.