

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

Outreach Activity Description Form

July 17, 2021 through July 15, 2022

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 1, 2021

This career expo was a collaboration between WRAL and Capital Area Workforce Development to discuss available jobs in the Raleigh/Durham area. Members of management attended the virtual career fair to discuss career opportunities in broadcasting.

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

East Carolina University – February 16, 2022

Members of management attended the career fair to discuss career opportunities.

Online News Association Career Day – March 31, 2022

Members of management attended the career fair to discuss career opportunities.

Dress for Success Virtual Recruitment Event – April 8, 2022

Members of management attended the career fair to discuss career opportunities.

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, 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, Diversity and Inclusion, and Performance Review training. Additionally, Raleigh Employment Unit managers and employees

were provided access to unlimited online employment training opportunities through LinkedIn Learning.

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

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

September 10, 2021 – Meteorologist Kat Campbell gave a weather broadcasting presentation to a group of students at Rolesville Middle School.

November 16, 2021 – Meteorologist Kat Campbell gave a weather presentation to a group of students at Boone Trail Elementary School.

January 5, 2022 – Meteorologist Kat Campbell gave a weather broadcasting presentation to a group of students at St. David’s School.

April 8, 2022 – Meteorologist Kat Campbell gave a weather broadcasting presentation to a group of students at Aversboro Elementary School.

April 25, 2022 – Meteorologist was on a graduate school presentation review panel at North Carolina State University.

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, Diversity and Inclusion, and Harassment Prevention.

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

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 on 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.