

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

Outreach Activity Description Form

July 17, 2023 through July 15, 2025

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.

UNC Asheville Journalism Career Fair – October 9, 2023

This career expo was a collaboration with UNC Asheville to discuss available jobs in the Raleigh/Durham area with young journalists. Capitol Broadcasting Company, Inc. co-sponsored this event with the University of North Carolina at Asheville.

CBC/UNC Diversity Fellowship and Career Fair – March 14-17, 2024

This career expo was a collaboration with UNC Chapel Hill to discuss available jobs in the Raleigh/Durham area with young journalists. Capitol Broadcasting Company, Inc. co-sponsored this event with the University of North Carolina.

NABJ Short Course NC A&T Career Fair – March 16, 2024

This career expo was a collaboration with NC A&T and NABJ to discuss available jobs in the Raleigh/Durham area with young journalists. Capitol Broadcasting Company, Inc. co-sponsored this event with NC A& T University.

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

NABJ (National Association of Black Journalists) August 2-6, 2023

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

American Underground College Career Fair – September 19, 2023

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

Moore Square Career Fair – September 22, 2023

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

Shaw and Saint Augustine Universities – September 28 2023

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

Networking Women of the Triangle – October 3, 2023

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

Wake County High Schools Xplorations – November 30, 2023

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

Durham Bulls Career Fair – January 27, 2024

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

NAB Media Sales Career Fair – March 1, 2024

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 \$1,500 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 offers continuous training and management support on anti-discrimination policies and procedures. They also assist with recruitment efforts to uphold equal employment opportunity standards. Additionally, managers received specialized training on North Carolina Employment Law, mitigating bias in hiring and conducting inclusive interviews to ensure these standards are maintained.

During this reporting period, Raleigh Employment Unit managers participated in a mandatory training program covering various topics, including Company EEO policy and procedures, Productive Work Environment (anti-harassment) policy, Creating a Psychologically Safe Workplace, and Mastering the Employee Performance lifecycle training. Furthermore, Raleigh Employment Unit managers and employees had unlimited access to online employment training opportunities through LinkedIn Learning and our online learning platform, CBC University. Employees were also offered the opportunity to participate in a companywide training program through CBC University and LinkedIn Learning. This program is designed to help employees acquire skills that can qualify them for higher-level positions. Employees can choose from thousands of training sessions, including Incorporating Generational Differences in the Workplace, Crucial Conversations, The Seven Habits of Highly Effective People - Foundations, Managing Mental Health in the Workplace, Creating a Psychologically Safe Workplace, Situational Leadership, and Preventing Harassment and Discrimination.

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.

November 25, 2023 – Meteorologist Kat Campbell spoke with students at STEM Iron Academy.

February 8, 2024 – Reporter Cristin Severance spoke with journalism students at UNC Chapel Hill

February 12, 2024 – Meteorologist Kat Campbell spoke with students at Franklin Academy.

March 7, 2024 – Reporter Liz McLaughlin spoke with students at Maureen Joy Charter School.

March 8, 2024 – Anchor Renee Chou spoke with students at Leesville Road Elementary School.

March 22, 2024 – Anchor Renee Chou spoke with students at Stough Elementary School.

March 25, 2024 – Meteorologist Kat Campbell spoke with Meteorologist students at NC State.

March 26, 2024 – Reporter Cristin Severance spoke with journalism students at Meredith College

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 enhance their professional development through a variety of continuing education courses, including computer, personal productivity, and management training, offered by CBC University. The university provides a diverse selection of soft and hard skills courses, featuring different skills each week to foster professional growth. Notable courses include but are not limited to Conflict Management, Presenting with Impact, Crucial Conversations, Growth through Professional Development Plans, Active Listening, and Decision-Making Excellence. These courses are promoted and made accessible through multiple channels to ensure all employees can benefit.

Additionally, full-time employees are still eligible for tuition reimbursement for their pursuit of a bachelor's or master's degree. The company offers up to \$7,000 in reimbursement per employee annually.

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.