

OUTREACH INITIATIVES

Station WCCB has engaged in the following outreach initiatives during the year covered by this report

Type of Initiative	Brief Description
Southern Ideal Show-Talent appearance- 8/22/14	Meet and greet, talked about the station, TV programming, different type of job positions and responsibilities of talent and other personnel at the station.
King University, 2/3/2015	Caryn Little, talked to students about how we use social media at the station to promote the stations brand and programming.
King University, 4/8//2015	Caryn Little, talked to students about how we use social media at the station to promote the stations brand and programming.
Castle Heights Middle School 3/6/2015	Kaitlin Cody –Rising Meteorologist spoke to students about meteorology and weather. Spoke to about 300 students
WCCB Charlotte the CW Internship Program, August 1, 2014 thru July 31, 2015	WCCB-TV had 9 interns during August 1, 2014 through July 31, 2015 , learning the day to day activities of a TV station, they helped with clerical task on the assignment desk, they shadowed anchors on assignment, etc. Interns were supervised by Deborah Barnes in the news dept.
Job Fair-Waddell Language Academy- 4/23/15	Terrance Bates, Rising Anchor-spoke to about 150 students about job as an anchor and other positions at WCCB.
Studio Tours at WCCB: East Union Middle School, 12/4/2014. Hinds Feet Family, July 14, 2015, Charlotte Youth Broadcasting Camp tour, June 17, 2015. Staff: Andy Madwell, Rick Gamertsfelder, Terrance Bates, Julie Albee, Trip Harder, Tyler Young, Ashley Corso, Caryn Little	Various WCCB personnel in news and new media departments gave a guided tour of the facility and discussed their individual job responsibilities, their education background for their particular jobs, showed the technical and talent responsibilities in the news studios, and weather center and master control and answered questions.

