

OUTREACH EFFORTS

Since April 1, 2018, Stations WCMI(AM) and WDGG(FM), both licensed to Ashland, Kentucky, co-owned Stations WCMI-FM, Catlettsburg, Kentucky, WRVC(AM), Huntington, West Virginia, WMGA(FM), Kenova, West Virginia and WXBW(FM), Gallipolis, Ohio, all in the same employment unit,¹ have had only one full-time opening for which a number of recruitment sources, including the stations' websites, promotional advertisements and internal postings, were used to fill the opening.

In addition, the licensee has participated in a number of outreach efforts extended to its own workforce and to the general public in order both to help its own personnel advance their broadcasting careers and to attract a wide variety of interested students and others to enter into such careers. Specifically, the licensee has participated in multiple seminars, webinars and panel discussions to strengthen and improve its staff's sales and programming skills. The licensee has also sponsored a job fair where many recruiters from the greater Huntington, West Virginia area were on site speaking to prospective employees and accepting applications. In addition, employers were recruited by sales executives and through on-air promotion. Moreover, the licensee hosted a St. Joseph High School student for a two week internship to learn about all aspects of radio broadcasting, during which the intern participated in daily sales meetings, attended a remote production and participated in the production of Stations' broadcasts.

¹ Attached are the two most recent EEO Public File Reports for West Virginia Stations WRVC and WMGA and their co-owned Kentucky Stations WCMI-FM, WDGG(FM) and WCMI(AM) and Ohio Station WXBW(FM). These Reports were prepared for posting on the stations' online public files and posted on their websites by April 1 of the Reports' respective years based on the Commission's policy permitting employment units with stations licensed to states in different renewal groups to select the renewal deadline of one station in the unit for the purpose of determining the filing date for the entire unit's annual EEO Public File Report. April 1 is the renewal deadline for Kentucky Stations WCMI-FM, WDGG and WCMI(AM), which are three of the six commonly-owned stations listed in this Report sharing one or more employees.