

Narrative Statement Regarding Outreach

Champaign Multimedia, LLC ("Licensee") is committed to broad and inclusive outreach for hiring full-time employees, affording equal employment opportunity to all qualified persons, and refraining from discrimination on the basis of race, color, national origin, gender, or religion.

As noted in the attached EEO Public File Reports, Licensee has only needed to fill one full-time opening over the last 24 months. Nevertheless, we undertake a broad and inclusive outreach program over the course of each year. The goal is to disseminate information throughout the community as to the nature of our broadcast operations and the types of positions that comprise our employment unit.

As noted, even during periods when we have no current or projected openings, we engage in an array of recruitment initiatives. The goal is to have potential applicants obtain a greater understanding about the types of positions that drive our business.

Management participation at job fairs gives job seekers an opportunity to have extended conversations about the broadcast business. In each conversation, the management representative will encourage a job seeker to reach out regarding any questions that might enter their mind post-job fair.

During job shadowing opportunities, individuals have the opportunity to watch many facets of our business, and to interact and ask questions of radio station staff in multiple departments.

Station Management participates in events and programs throughout the year where the focus is on Q & A discussions. Management makes a point at the conclusion of a panel discussion or a simple Q & A to encourage further dialog about the stations and employment opportunities.

Regarding our Master Recruitment Source List - Station Management inquires with community stakeholders in an effort to grow the resource list.

In addition, as an owner of other media properties, Licensee is able to utilize the largest daily newspaper in the area, a host of weekly publications and the largest commercial digital platform in the area.

For example, for the most recent opening in the midst of COVID-19, the stations utilized full-page newspaper ads that were duplicated online. This outreach utilized a markedly different messaging approach due to the State of Illinois imposed "Shelter in Place." It was a letter from the station's General Manager that discussed the ownership change after 83 years. The letter concluded with an invitation to apply for a sales executive position.

Station Management encourages all of its staff from the youngest (college students) thru our most senior team members to be employment opportunity "ambassadors" for the company. Being a legacy media it is important for our staff to vocalize about how "local radio" continues to play a vital role in 2020. Licensee is an integral part of the fabric of our community. The

rewards for being part of a broadcast operation are much more than a job with income. You have the opportunity to make your community a better place to live.