

Broad and Inclusive Outreach Narrative Statement

The Employment Unit consists of co-owned stations WXII-TV, Winston-Salem, and WCWG, Lexington, North Carolina. The Employment Unit is dedicated to providing equal employment opportunities and preventing discrimination. The Employment Unit has achieved broad and inclusive outreach in the following ways:

- Job openings are available via the Employment Unit's parent company's website and other Internet websites.
- The Employment Unit maintains a database of recruitment sources that contains numerous broadcast- and nonbroadcast-related recruiting sources throughout the community, including media-related trade associations with substantial participation by women and minorities. The station periodically reviews and modifies its recruitment source database. Notices concerning job openings are sent to these recruitment sources.
- Employment Unit personnel regularly participate in job fairs, activities sponsored by community organizations with an interest in broadcast employment, and activities sponsored by educational institutions that are intended to further the exposure of members of the public and students to opportunities for careers in broadcasting and journalism.
- The Employment Unit maintains a training program to assist employees in learning new skills to help qualify them for higher level positions.
- The Employment Unit maintains an internship program.
- Relevant station personnel review and discuss outreach efforts and hiring practices on a periodic basis.

Additional information concerning the Employment Unit's outreach activities is contained in the Employment Unit's EEO Public File Reports.

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