

Narrative Statement Regarding EEO Outreach During Past Two Years

Between August 1, 2018 and July 31, 2020, the WSFX, Wilmington, North Carolina, employment unit (“the Employment Unit”) undertook broad and inclusive outreach to its community.¹ In addition to efforts to broadly recruit for specific vacancies, the Employment Unit engaged in supplemental outreach activities required by Section 73.2080(c)(2) of the Commission’s rules.

During the relevant time period, the Employment Unit filled four full-time vacancies and interviewed 45 applicants for these positions. In order to reach a broad cross-section of its community, the Employment Unit routinely posts each of its full-time external vacancies on its website at www.wsfx.com.² The Employment Unit’s experience is that its website is widely available in the community, and the site has resulted in the recruitment of a large group of diverse applicants. The Employment Unit also regularly posts selected positions to job websites operated by organizations with substantial participation of women and minorities.

Additionally, the Employment Unit has developed a broad list of community organizations, including organizations which serve women and minorities and organizations of special interest to broadcasters, which receive postings of job vacancies. The Employment Unit regularly undertakes a project of identifying and directly contacting many community organizations to invite them to receive job vacancy notices. In publicizing vacancies, the

¹ As reflected in WSFX’s EEO Public File Reports, certain individuals providing services to station WSFX, Wilmington, NC, pursuant to a shared services agreement have participated in certain Supplemental Outreach Initiatives.

² The station website also provides a link to its vacancy announcements posted at the website for Gray Television, Inc., which, through a subsidiary, provides certain services to WSFX pursuant to a shared services agreement.

Employment Unit has historically selected recruitment sources which were relevant to the categories of positions in which the organizations are interested. Likewise, it published certain vacancies to national trade publications of special interest to broadcast professionals including *Spots n' Dots*. To achieve even broader outreach, the Employment Unit regularly publicizes full-time vacancies to the educational institutions and trade and community organizations on its recruitment source list.

The Employment Unit also has engaged in many supplemental outreach activities described in the FCC's menu of supplemental options. During the relevant time period, the Employment Unit has offered internships to students in the station's Marketing Department. The Employment Unit has participated in three job fairs during the relevant period, and attended workshops sponsored by the Radio Television Digital News Association of the Carolinas. At these events, station personnel discussed employment opportunities in the broadcasting field with participants.

Further, the Employment Unit periodically trains managers on issues related to diversity, unlawful discrimination and harassment. The training discusses how to prevent discrimination in the workplace and explains employers' related responsibilities under federal and state law.