**Exhibit 3**

 **Section, FCC EEO Program Report**

 **Narrative Statement**

**EXHIBIT**

**BROAD RECRUITMENT EFFORTS**

AS REFLECTED IN THE TWO ANNUAL EEO PUBLIC FILE REPORTS ATTACHED, THE TWO STATION NORTH CAROLINA TELEVISION UNIT STRIVES TO ACHIEVE BROAD AND INCLUSIVE OUTREACH TO ALL SEGMENTS OF ITS COMMUNITY. DURING THE TWO-YEAR PERIOD PRIOR TO FILING THE RENEWAL APPLICATION, THE TELEVISION UNIT ACHIEVED BROAD OUTREACH BY PROVIDING NOTIFICATION OF EACH FULL-TIME JOB OPENING TO A LARGE AND VARIED ARRAY OF SOURCES. THE SOURCES INCLUDE, FOR EXAMPLE, NC BROADCASTERS ASSOCIATION, ON-AIR ANNOUNCEMENTS, WEBSITES, EDUCATIONAL INSTITUTIONS AND VARIOUS OTHER GROUPS AND ORGANIZATIONS. IN ADDITION, AS REFLECTED IN THE TWO REPORTS, THE RADIO UNIT ENGAGED IN SUPPLEMENTAL ACTIVITIES, INCLUDING EEO TRAINING, JOB FAIRS, CAREER DAYS, AND OTHERS INTENDED TO ENCOURAGE OUTREACH TO PERSONS WHO MAY NOT BE AWARE OF THE OPPORTUNITIES.