

Broad and Inclusive Outreach Narrative Statement

The Employment Unit consists only of WVTM-TV, Birmingham, Alabama. The Employment Unit is dedicated to providing equal employment opportunities and preventing discrimination. Notwithstanding the extraordinary and unusual circumstances presented by the COVID-19 national and international pandemic—which has made the accomplishment and conducting of certain outreach activities difficult if not unhealthy and potentially dangerous since mid-March 2020, which is more than 25 percent of the period covered by the two annual EEO public file reports submitted herewith—the Employment Unit has achieved broad and inclusive outreach in the following ways:

- Job openings are made available to a wide variety of recruitment sources, such as sources that have requested notifications, media-based trade organizations (including those that have substantial participation by women and minorities), and 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.
- Station 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. While these activities have become more difficult since COVID-19 was declared an international pandemic in the first quarter of 2020, we continue to try to engage in these types of activities even if they have now become more “virtual” than “in person.”
- 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 provides training to managers and supervisors relating to anti-discrimination.
- Relevant station personnel review and discuss outreach efforts and hiring practices on a periodic basis.

It may also be worth noting that WVTM-TV was the subject of a random EEO audit by letter dated February 14, 2019, and received a “no further action” letter dated April 11, 2019, which was uploaded to the WVTM-TV OPIF on the same day. Additional information concerning the Employment Unit’s outreach activities is contained in the Employment Unit’s EEO Public File Reports.

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