

WXXV-TV EEO Narrative

WXXV-TV has conducted expansive recruitment as job openings occurred among both local and online organizations and publications, as well as a wide variety of colleges and universities, in order to achieve the widest possible dissemination of information to attract applicants from both inside and outside the local community. Its efforts in that regard are reflected in the attached copies of its last two EEO public file reports.

In order to reach WXXV-TV's current employees and encourage them either to apply themselves or to refer good candidates, information on each job opening is posted in the employee break room, on the bulletin board near the main employee entrance, and a bulletin board located in the news room area. WXXV-TV's EEO policy also is posted in the employee break room. Likewise, the station's website contains a statement of WXXV-TV's EEO policies, as well as a listing of job openings, and all job applications contain a notice that WXXV-TV is an equal opportunity employer.

Further, the station keeps a high profile in the community as a method of widely publicizing the availability of job opportunities in the broadcasting industry. As set forth in the attached EEO public file reports, these efforts have included a speaker's bureau, whereby the station has provided a substantial number of different station personnel to speak at or participate in numerous community and charitable events. In so doing, WXXV-TV raises the station's profile in the community and reminds residents of those who are employed at the station and that such a broadcast station could be a source of employment. Further, WXXV airs commercial spots that do not relate to any particular job opening but invite viewers to visit WXXV-TV's website, where they can find information pertaining to current job and internship opportunities at the station. Additionally, the station has maintained an internship program, participated in job/career fairs, has had a job shadowing program for students in local schools, which enabled students both to learn more about what a particular job entails and to see the overall functioning of the station and performance of other jobs at the station students follow the person shadowed, and also has offered similar opportunities to various groups through station tours. While the ability to conduct in-person activities has been limited during the COVID-19 pandemic, the station has nonetheless participated in virtual events, expanded its training efforts, and maintained its online presence.