

NRG Media Lincoln, NE

KLIN (AM) Lincoln, NE (FID 35064); KBBK (FM) Lincoln, NE (FID 35063); KFGE (FM) Milford, NE (FID 6490); KLNC (FM) Lincoln, NE (FID 58730)

Equal Employment Opportunity Narrative Statement

Form 396 Exhibit 3

January 2021

NRG Media-Lincoln is committed to equal employment opportunities in staffing its four radio stations.

In the past 2 years, on a company-wide basis, NRG has transitioned from Broadcast 1 Source, which was becoming less effective with their HR systems recruitment and employee tracking system. In doing this, NRG began using online resources more heavily, including Indeed.com, LinkedIn.com and Facebook, and being very select in other sources, as the groups we had been communicating with were not always providing candidates. Indeed.com has provided the broadest and most inclusive outreach, delivering a greater diversity of candidates than previously seen. NRG will utilize the information about the candidates who have applied that is captured in the candidate tracking system to identify what demographics are not using those sources and find other sources to reach them.

Besides the Indeed.com resource, NRG Media-Lincoln sends out all job postings to websites and/or contacts with the Nebraska Broadcasters Association, Nebraska Workforce Development, fifteen statewide colleges and universities, and other resources to achieve broad outreach for our job openings. In addition, NRG Media-Lincoln regularly runs commercials on all of our radio stations and places notices on all of our station websites asking for any organizations interested in receiving our job postings to contact us. NRG Media-Lincoln has account executives that regularly participate in tips clubs with business owners from various industries in Lincoln.

During the previous two-year period, NRG Media-Lincoln has participated in activities designed to ensure broad outreach and to inform members of the community about opportunities in broadcast employment.

These efforts included:

- speaking at journalism classes/job fairs at colleges and universities in the area about careers in broadcasting,
- a job shadowing program for interested high school students
- running on-air promotional spots for the Nebraska Broadcasters Association/ University of Nebraska - Kearney Digital Expressions Summer Media Camp. This camp was for high school students and originated to expose young people to the many career

opportunities in the field of communications. This camp included classes about radio and television audio/video production and news/sports reporting and broadcasting

- conducting a variety of tours for numerous groups from the community to show them the station and how the day to day operations of the station occur – along with what a career in broadcasting entails,
- participation in the Nebraska Broadcasters Association scholarship program that provides assistance to students enrolled in broadcasting-related educational programs at four year public or private colleges and universities,
- running on-air promotional spots for the Nebraska Broadcasters Association website “channelyournba.com”. This site promotes careers in broadcasting with a list of schools with broadcasting programs in the state of Nebraska, descriptions of jobs available in broadcasting, and videos of individuals that are employed in Nebraska in the radio and television industries,
- The Director of Sales was selected for the Mentoring & Inspiring Women in Radio Group Mildred Carter Mentoring Program’s Class of 2020. The Mentoring & Inspiring Women in Radio Group is a volunteer organization dedicated to developing management and leadership skills for women in radio broadcasting.

NRG Media-Lincoln experienced outreach difficulties during the second year of our two-year period preceding this filing due to the Covid – 19 virus. While we have performed the activities that are necessary to meet our EEO Menu 3 obligations – we were unable to participate in additional activities during the second year that we normally are involved with including station tours, hosting the Nebraska Broadcasters Association Career Fair held in conjunction with their annual convention, the Digital Expressions Summer Media Camp and job shadows.