

Gleiser Communications LLC/ ATW Media, LLC EEO Narrative

As set forth in detail in the 2019-2020 and 2020-2021 Annual EEO Reports, the licensee, Gleiser Communications LLC/ ATW Media, LLC, undertook important initiatives in the community and service area.

Highlights are:

Station Personnel Training was undertaken both years covered by the annual reports which included the licensee's produced "*Radio Station Operator Handbook & Certification Course*," sales specific software-based training courses, and interdepartmental meetings to review expected community service, news coverage ethics, regulatory and financial issues particular to radio stations.

Intern Programs were established and in effect for both annual report years. In 2019-2020, an intern was trained as to various procedure for editing audio for sportscasts, call-in show, screening of callers and other subjects. In 2020-2021, the Coronavirus impacted the ability of students to respond to our Intern Program. However, colleges and universities were notified of the continuation of the stations' intern program and the licensee is following up with the educational institutions for 2021 with hopes of greater participation of interns as the Coronavirus dissipates.

Support of the Texas Broadcasters Educational Foundation. The Foundation is designed to provide scholarship to young women and men with an interest in entering the broadcast industry. The licensee has donated funds to help support this effort to attract diverse new entrants into the broadcast field and hopefully hire individuals from the scholarship program.

College Campus Career Day. In 2019-2020, licensee management personnel participated in a day-long event at the University of Texas at Tyler meeting and talking with students to discuss jobs within radio stations, responsibilities, and what is expected of them with a career in radio. The licensee's Intern Program was promoted and information for applying as an intern was provided.

University of Texas at Tyler 2020 Career Conference. The annual Career Conference at which local employers are invited to speak to students as to career opportunities was cancelled due to the Coronavirus pandemic; however, in place of in-person meeting, businesses were asked to make executives available to speak with students. The Licensee's president, Paul Gleiser, held separate virtual meetings with two students in the fall of 2020 to outline and explain potential career paths.

Additional Training of Station Staff. In 2020-2021, the licensee made available to the stations' employees the Texas Association of Broadcasters web-based seminars which provide education and training in sales, newsroom practices, programming and technical skills. Time was made available during normal business hours to encourage employee participation.