

Exhibit -Narrative Statement Regarding EEO Outreach

During its license term, KVPT(TV), Fresno, California and K18HD-D, Bakersfield, California (the “Station” and/or “employment unit”) undertook a number of measures to achieve broad and inclusive outreach in connection with specific station employment opportunities and to disseminate information about broadcasting employment opportunities in general throughout the community that it serves.

As reflected in the attached two most recent Annual EEO Public File Reports, the employment unit notifies an assortment of recruitment sources to widely disseminate notice of full-time job vacancies to qualified applicants. During this most recent two year period, the Station filled eleven full-time positions in 2020-21 and three full-time positions in 2021-22. To publicize these vacancies, the Station distributes vacancy announcements to multiple local recruitment sources, including the Fresno State Job Board, CalJobs, and Denham Resources, as well as various online job boards including Public Media Jobs, CPB Jobline, MyPBS, Indeed, and Monster. The station also utilized their own resources such as the ValleyPBS website and ValleyPBS social media platforms.

Beyond its efforts to recruit for specific vacancies, the Station also engaged in supplemental outreach activities as provided in Section 73.2080(c)(2). Training is provided to current employees to allow them to gain more advanced job skills that would allow them to qualify for higher level positions. In the last year alone, ValleyPBS has organized groups of employees to attend several conferences and specialized workshops. The Marketing and Engineering teams participated in the TechCon digital conference, the Membership team participated in the Trac Media Pledge Practicum & Development Workshop, and the entire station attended the PBS Annual Meeting Conference. Additionally, the Membership Team participated in person for the Public Media Development and Marketing Conference. Each of these conferences included workshops and classes designed to improve the employees’ development skills.

The Station has been involved in a variety of activities that promote careers in broadcasting. Several staff members have been guest speakers to various educational organizations teaching children about careers in broadcasting. The Station also works with educational and community organizations to promote outreach generally. For instance, the Station has conducted a tour for a local Girl Scouts troop led by the director of production and CFO, describing the duties and responsibilities for positions in the station. The Station also schedules tours, led by development and production staff describing the duties and responsibilities for different jobs for students from Sunnyside Union.

More information about the Station’s supplemental outreach activities, along with its recruitment efforts for specific vacancies, are described in greater detail in the Station’s EEO public file reports.