

FCC Form 396
Narrative Statement Regarding EEO Outreach

During the license term, the WUVP-DT, WFPA-CD, WMGM-TV employment unit¹ (the “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 two attached Annual EEO Public File Reports, the employment unit notifies a wide assortment of recruitment sources to widely disseminate notice of full-time job vacancies to qualified applicants. For example, the employment unit posts notifications of full-time vacancies with regional academic institutions, such as La Salle University, Arcadia University, University of Delaware, and Penn State University. During the 2021-2022 and 2022-2023 reporting periods, the employment unit broadly publicized the vacancies filled through these and other measures.

In addition, the employment unit engages in supplemental outreach activities that help provide information to the public about opportunities in broadcasting in general. These efforts include career fairs. For example, on March 10, 2021, the employment unit participated in Temple University’s career fair, on October 20, 2021, in the Fall Klein College of Media and Communication career fair, and from July 14 to July 16, 2021, in the National Hispanic Media Coalition’s International Training Conference and Career Fair. Additionally, the employment unit created a virtual college fair which took place from April 6 to April 11, 2022.

The employment unit also provides training and information to management-level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. An example of this training occurred on March 2, 2021, hosted by California Broadcasters Association.

¹ WFPA-CD, licensed to Philadelphia, PA, is also a station in this employment unit. On or before April 1, 2023, WFPA-CD will file a separate Broadcast Equal Employment Opportunity Program Report in connection with its license renewal application. WFPA-CD’s submission will contain the same 2021-2022 and 2022-2023 EEO Public file reports that are being submitted in connection with the instant filing.