

Employment Unit: NRG Media, LLC -WATERLOO -CEDAR RAPIDS, IA

KFMW-FM (FID 51664), KOKZ-FM (FID 35949), KPTY-AM (FID 51662), KXEL-AM (FID 35950)

Equal Employment Opportunity Narrative Statement

Form 396 Exhibit 3

September 2020

NRG Media Waterloo-Cedar Rapids is continually committed to equal employment opportunities while working to staff KOKZ (FM), KFMW (FM), KPTY (AM) and KXEL (AM) in Cedar Rapids and Waterloo, Iowa. In the area of recruitment outreach, NRG notifies a number of local and regional organizations and agencies about employment opportunities. These organizations including the Iowa Broadcasters Association, and Grow Cedar Valley, as well as trade organizations as appropriate to the job needs. As part of our outreach efforts over the last two years, we are continually running ads on the radio stations, we also promote this via our websites as well as sending out the information to organizations and agencies who request the job postings from NRG. NRG has participated in community and educational activities to ensure broad outreach. Senior staff members who attend these speaking events engage the individuals by discussing career opportunities and answering questions about radio and the broadcast industry. NRG also trains their senior managers on a regular basis on EEO training throughout the year.

In the past 2 years, on a company-wide basis, NRG has transitioned from Broadcast 1 Source, which was becoming less effective to its 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 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.

NRG Media Waterloo-Cedar Rapids has experienced no notable outreach difficulties during the two-year period preceding this filing.