

Narrative Statement Regarding EEO Outreach During Past Two Years

Between January 1, 2019 and January 31 2021, the WDBD, Jackson, Mississippi, employment unit (“the Employment Unit”) implemented actions that provided broad and inclusive outreach in its community.¹ In addition to efforts to broadly recruit for specific vacancies, the Employment Unit engaged in supplemental outreach activities required by Section 73.2080(c)(2) of the Commission’s rules.

During the relevant time period, the Employment Unit filled five full-time vacancies and interviewed eight-teen applicants for these positions. In order to reach a broad cross-section of its community, the Employment Unit routinely posts each of its full-time external vacancies on its website at www.fox40jackson.com.² The Employment Unit’s experience is that its website is widely available in the community, and the site has resulted in the recruitment of a large group of diverse applicants. The Employment Unit also regularly posts selected positions to job websites operated by organizations with substantial participation of women and minorities.

Additionally, the Employment Unit has developed a broad list of community organizations, including organizations which serve women and minorities and organizations of special interest to broadcasters, which receive postings of job vacancies. The Employment Unit regularly undertakes a project of identifying and directly contacting many community organizations to invite them to receive job vacancy notices. In publicizing vacancies, the Employment Unit has historically selected recruitment sources which were relevant to the categories of positions in which the organizations are interested.

¹ As reflected in WDBD’s EEO Public File Reports, certain individuals providing services to station WDBD, Jackson, MS, pursuant to a shared services agreement have participated in certain Supplemental Outreach Initiatives.

² The station website also provides a link to its vacancy announcements posted at the website for Gray Television, Inc., which, through a subsidiary, provides certain services to WDBD pursuant to a shared services agreement.

Likewise, it published certain vacancies to national trade publications of special interest to broadcast professionals. To achieve even broader outreach, the Employment Unit regularly publicizes full-time vacancies to educational institutions, trade and community organizations on its recruitment source list. As a result of these activities, the Employment Unit has consistently maintained a diverse workforce.

The Employment Unit also has engaged in many supplemental outreach activities described in the FCC's menu of supplemental options. During the relevant time period, the Employment Unit has offered internships to students in the station's marketing and sales department. The Employment Unit has participated in job fairs during the relevant period, guest lectured at local and regional universities including Belhaven University, Jackson State University, University of Arkansas and attended forums, recruitment and events sponsored by Mississippi Association of Broadcasters . At these events, station personnel discussed skillset development and employment opportunities in the broadcasting field with participants.

Furthermore, during the restrictive period of change as a result of Covid-19, March 2020 to present, the Employment Unit has maintained its activities via Web Ex and Zoom with educational and community partners. These include working with the National Association of Broadcast Journalist (NABJ) developing a leadership academy with other General Managers across the country. The leadership academy forums were held for the first time during the virtual NABJ convention, August 2020 and NABJ Regional November 2020. As a member of a committee, The Employment Unit's GM, along with other General Managers actively partnered with NABJ on featured events to educate and mentor members with the goal to develop and maintain a track for minority and women to become future leaders for the broadcast industry.

Furthermore, the Employment Unit's GM is an active mentor with an array of "rising stars" within a cross-section of our industry providing career guidance, motivation, goal setting networking and role modeling in hopes to continue to expand opportunities for women and people of color in

management and leadership positions.

The Employment Unit's GM has attended and participated in virtual meetings addressing race and integrity issues that permeates the broadcast industry. The Employment Unit's GM also provides continuing education and has developed an internal training program for its team that will serve as a launching platform for continued growth within our station, WDBD or company, American Spirit Media and in the broadcast industry.

Additionally, the Employment Unit have ongoing dialogue with managers and team members on issues related to diversity, unlawful discrimination, and harassment. These conversations discuss how to prevent discrimination in the workplace and explains employers' related responsibilities under federal and state law.