

## Narrative Statement Regarding Outreach

WLJC has established, maintained, and carried out a positive continuing program of specific practices designed to ensure equal opportunity and nondiscrimination in every aspect of WLJC employment policy and practice. Since the FCC's rules have gone into effect on March 10<sup>th</sup>, 2003, the Station's employment unit has implemented two supplemental outreach activities, as provided by Section 73.2080(c)(2).

During this reporting period, March 22, 2020 – March 21, 2021 there were zero full time job vacancies. WLJC routinely advertises full-time job vacancies on its website [www.wljc.com](http://www.wljc.com) and in the Three Forks Tradition Newspaper, a popular local newspaper. Furthermore, the Station will expand its recruitment efforts by routinely posting job vacancies on various web sites that should reach a broader base of applicants, for example the Kentucky Broadcaster's Association's web site, [www.kba.org](http://www.kba.org).

The station engaged in supplemental outreach activities that help provide information about opportunities in broadcasting in general. For example, the station in conjunction with the Kentucky Higher Education Assistance Authority (KHEAA) participated in a \$1000.00 scholarship program that was designed to supplement one student's higher education opportunity in the broadcast industry. WLJC also partnered with Workforce Innovations & Opportunities Act to implement a broadcast training internship program.

Annual EEO Public File Report

For the Period Beginning March 22, 2020 and Ending March 21, 2021

This Report consists of:

Part 1            Station Information  
Part 2            Recruitment sources/interviewees for each full-time vacancy  
Part 3            Recruitment Initiatives

Preparer:        Rachel Bogale

Signature: Rachel Bogale

Title:            Operations Manager

Date:            March 25, 2021

Telephone: (606) 464-3600

Part 1

This Report covers the following employment units:

<u>Call Sign</u>	<u>FM/TV</u>	<u>Facility ID#</u>	<u>Community of License</u>	<u>State</u>
WLJC	TV	27696	Beattyville	Ky.
WLJC	FM	27695	Beattyville	Ky.
WEBF	FM	90101	Lerose	Ky

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of 0 full-time Job vacancies were filled by the employment unit.

Part 2

FULL-TIME VACANCY

Job Title: N/A

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1 A source with an (\*) was the source that referred the hire. A source with an (x) was a source that requested to be contacted as job openings occur.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY # 1

Activity: Scholarship

Date: Academic year 2020-2021

Host/sponsor of Activity: WLJC / KHEAA

Participating Station Personnel: Jonathan Drake

Description of activity and scope of station participation:

WLJC offered a \$1000.00 scholarship to an applicant who had been accepted to an accredited higher education institute with a major in Broadcasting. The application was posted on the WLJC website [www.wljc.com](http://www.wljc.com) and listed in the directory of the **Kentucky Higher Education Assistance Authority (KHEAA)**. The **Kentucky Higher Education Assistance Authority (KHEAA)** is a public corporation and governmental agency of the Commonwealth established in 1966 to improve students' access to higher education. To that end, KHEAA administers several financial aid programs and disseminates information about higher education opportunities.

KHEAA

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The WLJC \$1000.00 broadcasting scholarship was awarded on August 11, 2020 to Kennedy Gayheart and was paid to Western Kentucky University on her behalf.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY # 2

Activity: Work Training Internship Program

Date: January 1, 2021

Host/sponsor of Activity: WLJC and Workforce Innovations & Opportunities

Participating Station Personnel: Jonathan Drake

Description of activity and scope of station participation:

WLJC offered an internship program with the goal to help a participant to develop and explore a career in the broadcast field. In partnership with the Kentucky Career Center, Workforce Innovations & Opportunity Act Office. No qualifying applicants applied.