

FCC Form 396 Exhibit 3
Narrative Statement Regarding EEO Outreach

During the license term, the WNPT employment unit (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 broadly disseminate notice of job vacancies to qualified applicants. For example, the Employment Unit posts notifications of vacancies to Internet job banks targeted to individuals seeking broadcast employment, such as the National Public Television website and www.tvjobs.com. To broaden outreach even further, the Employment Unit advertises job vacancies by contacting regional academic institutions, such as Western Kentucky University, Tennessee State University, University of Memphis, and Vanderbilt University, and by notifying organizations whose membership includes a substantial number of women or minorities, such as the National Organization for Women, NAACP, the Nashville Area Hispanic Chamber of Commerce, and the Nashville Black Journalists Association. During the 2019–20 and the 2020–21 reporting periods, the Employment Unit broadly publicized through these and other measures each of the vacancies filled.

In addition, the Employment Unit engages in supplemental outreach activities that help provide information to the public about opportunities in broadcasting in general. For example, the Employment Unit brings a diverse range of students to WNPT to educate them about careers in broadcasting through an internship program. As part of the internship program, the Employment Unit hosted an intern from Furman University and a student from Middle Tennessee State University during the reporting periods. The Employment Unit further provides opportunities for interested students and members of the public to visit the station. For example, on January 15, 2020, twenty homeschooled students (ages 8–12 years old) from Portland, Tennessee, took a tour of WNPT’s facilities. The Employment Unit also engages in outreach outside of the station, such as by attending career fairs and other programs sponsored by educational institutions, including the Tennessee State University 2020 Spring Career Fair and the Harpeth Hall Middle School Career Day.