

OUTREACH NARRATIVE

Full time vacancies were advertised on all five community wide radio stations. This effort reaches over half the market, a much higher penetration than any of the local newspapers (two weekly and one that prints two times a week). The radio station staff was informed of vacancies and asked for recommendations. The stations utilized the Wyoming Association of Broadcasters website for recruitment. In addition, we access Broadcast Compliance Services resources to be able to cast a wide net for recruiting. The stations are also involved in two to four virtual job fairs a year, sponsored by our state association. They were of prime importance during the past pandemic year.

The stations are available to local high school career programs for job shadowing and internships, both of which we have done. The stations also are available to community groups for career seminars on broadcast jobs and tour of the facilities. Tours this past year were sharply curtailed as a result of the pandemic. We also assisted in the building of a non-commercial station at the local community college to provide a learning environment for students interested in the broadcast industry.

Because of our extremely remote, rural market, we concentrate our outreach efforts locally as with the local schools. Previous efforts with Placement Services with the University of Wyoming and the University of Utah (the two closest universities) have produced no applicants. We continue to participate in an annual scholarship program to assist students in their pursuit of degrees related to the industry.

We are pleased with the number of applicants in light of the current economic environment and our remote, rural, small market situation.

The local economy has experienced a severe blow, the combination of Covid-19 impacts, the decimation of the coal industry, and hits taken by the oil and gas industry. State, county, and city budgets are facing budget deficits that lawmakers describe as unimaginable. In Wyoming, unemployed workers typically leave the state and those that stay are on extended and increased unemployment compensation. The result has been a shrinking employment pool.

The nearest municipality to our market is a hundred miles away in any direction. The nearest city, Salt Lake City, Utah, is nearly 200 miles away. We understand this does not provide a positive environment for attracting relocation prospects.

Considering all the above factors, we have been pleased with our number of applicants and their backgrounds. We consider ourselves fortunate to be fully staffed most of the time. We will continue to monitor our application numbers and assess the results of our efforts. We continue to be open to new recruitment avenues as the pandemic has produced challenging times.