

The Station Employment Unit (“SEU”) has developed a list of recruitment sources from which to recruit when openings occur on its small staff. The COVID 19 emergency nationwide and on the Reservation necessarily curtailed some recruitment efforts over the two reporting periods reflected in the attached EEO Public File Reports. For example, filling the Front Desk Receptionist position was postponed from 2020 into 2021. In addition, a number of the outreach events the stations have traditionally participated in were cancelled.

Nevertheless, throughout the license term, the stations have sought to increase awareness of employment in broadcasting, particularly among Native peoples, and believe they have been successful in doing so. Specifically, during the license term, the SEU invested significant resources in developing a unique Annual Golf Tournament that brings together golf enthusiasts, prominent individuals, prize donors, and businesses to raise funds to assist Native American college students seeking degrees in broadcasting, communications, journalism, accounting, marketing, management, and radio engineering. While the Tournament itself had to be cancelled in both 2020 and 2021, the SEU still awarded scholarships to applicants in each of the past two years. The SEU has served as media sponsor and participant in the Northern Arizona University Native American High School Broadcast Workshop previously, but this event was cancelled in 2020.

In addition, the SEU, in keeping with its mission of facilitating economic development and further employment on the Reservation, maintains a culture of providing broad ranging training in many areas to foster employment skills for all station employees. Similarly, the SEU provides tours as well as youth and workforce development internship opportunities for exposure to broadcast employment and career skills attainment generally.

The SEU remained active through virtual employment events that were held during this period of time. Specifically, the SEU participated in the University of Arizona Student Engagement & Career Development Career Mixer in June 2020 and the New Mexico Broadcasters Virtual Job Fair in February 2021.