

Narrative Statement for Broad & Inclusive Outreach

WGEM-TV (Fac. ID No. 54275), WGEM-FM (Fac. ID No. 54281), and WGEM(AM) (Fac. ID No. 54277), together comprise the Employment Unit (the “Unit” or “Stations”). The Stations are dedicated to providing equal employment opportunities and preventing discrimination. Notwithstanding the extraordinary and unusual circumstances presented by the COVID-19 national and international pandemic—which has made accomplishing and conducting certain outreach activities difficult if not unhealthy and potentially dangerous since mid-March 2020 (which is approximately 75 percent of the period covered by the two annual EEO Public File Reports accompanying this filing)—the Unit has achieved broad and inclusive outreach in the following ways:

- Using the commercially available Broadcast1Source platform, the Unit maintains a database of recruitment sources that contains numerous relevant recruitment sources throughout the community, the region, and the nation. This database is updated as the Unit evaluates the efficacy of its recruitment sources or learns of new recruitment opportunities. Notices concerning job openings are sent to these recruitment sources (or, when appropriate, a subset of these recruitment sources) as a routine part of the Unit’s recruitment process. In addition, the Stations regularly air promotional announcements advising other organizations interested in receiving notifications to contact the employment unit, which are then added to the recruitment source list upon request.
- Among other things, as described in the Unit’s EEO Public File Reports, the Stations regularly: (i) participate in events sponsored by community groups interested in broadcast employment issues; (ii) participate in events or programs sponsored by educational institutions relating to career opportunities in broadcasting; and (iii) provide training to management regarding methods of ensuring equal employment opportunity and preventing discrimination.
- The Unit also maintains an internship program (called the Quinternship program, which is a play on the name of the station’s parent company Quincy Media, Inc.) for college students interested in pursuing careers in broadcasting, journalism, and other media. Indeed, despite the challenges presented by COVID-19, the Unit successfully found a way to safely and responsibly host eight Quinterns between fall 2019 and spring 2021.

Additional information concerning the Unit’s outreach activities is contained in the Unit’s EEO Public File Reports, which make clear that across the most recent two-year period, the Stations have far exceeded their minimum four outreach “credit” requirement.

* * * * *