

**Broad and Inclusive Outreach Narrative Statement**

The Employment Unit consists of WXOW, La Crosse, Wisconsin, and WQOW, Eau Claire, Wisconsin. The Employment Unit is 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 the accomplishment and conducting of certain outreach activities difficult if not unhealthy and potentially dangerous since mid-March 2020, which is approximately two-thirds of the period covered by the two annual EEO public file reports submitted herewith—the Employment Unit has achieved broad and inclusive outreach in the following ways:

- 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 stations evaluate the efficacy of their recruitment sources or learns of new recruitment opportunities. Notices concerning job openings are sent to these recruitment sources. In addition, the stations regularly air promotional announcements advising other organizations interested in receiving notifications to contact the Unit.
- The Unit 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 students from local and regional colleges and college students who originate from the local area.
- Unit personnel also regularly participate in activities sponsored by community organizations with an interest in broadcast employment, and activities sponsored by educational institutions that are intended to further the exposure of members of the public and students to opportunities for careers in broadcasting and journalism. While these activities have become more difficult since COVID-19 was declared an international pandemic in the first quarter of 2020, we continue to try to engage in these types of activities even if they have now become more “virtual” than “in person.”
- Additionally, the Unit provides training to managers and supervisors relating to non-discrimination and participates in job fairs.
- Relevant station personnel review and discuss outreach efforts and hiring practices on a periodic basis.

Additional information concerning the Unit's outreach activities is contained in the EEO Public File Reports, and it is clear that over the most recent two-year period, the Unit has far exceeded its four “credit” requirement.

\* \* \* \* \*