

Broad and Inclusive Outreach Narrative Statement

The Employment Unit consists of WAOW, Wausau, WYOW, Eagle River, and WMOW, Crandon, 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.
- Additionally, the Unit provides training to managers and supervisors relating to non-discrimination and participates in job fairs. And the Unit periodically participates in scholarship programs and provides training to employees to help them qualify for higher level positions.
- 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 “credit” requirement.

Finally, by letter dated February 14, 2019, the Licensee was the subject of a random EEO audit by the Enforcement Bureau. By letter dated April 11, 2019, the licensee was advised by the Enforcement Bureau that “[a]s a result of our review, we find that no further action is required.”

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