

Narrative Statement

Bicoastal Columbia Gorge Employment Unit

The employment unit filled two full-time openings during the past two years. The unit used a variety of recruitment sources, depending on the opening, designed to inform applicants in the communities served by the stations about full-time job vacancies, including the Columbia Gorge Community News, Oregon Association of Broadcasters, Washington Association of Broadcasters, Craigslist, the company website, on air station ads, Facebook, and WorkSource Oregon, the state unemployment office.

The Unit engaged in non-vacancy specific outreach and internal initiatives, such as training an employee for promotion to Sales Manager, and ongoing mentoring for that employee. Training on Equal Employment Opportunity and ways to prevent discrimination, including harassment prevention, was conducted during the reporting period for upper level management personnel. In addition, the Unit lists all full-time upper level job category openings with media trade group Oregon Association of Broadcasters. The unit also engages its audiences through social media such as Facebook.