

NARRATIVE STATEMENT

The Employment Unit seeks to maintain the diversity of the staff that it has developed to serve the diverse population of its television market throughout the Rio Grande Valley of Texas.

The Employment Unit posts positions internally at its Stations, advertises on-air for job opportunities, corporately posts job openings on the Internet, and works with educational institutions to interest young graduates to work in radio and television broadcasting.

The principal effort for promoting the Employment Unit has been to participate actively in job fairs, where it can inform both the community and potential employees as to broadcasting and careers in broadcasting at the Employment Unit. The Employment Unit believes that, in doing so, it can establish its reputation among the community and secure a pool of potential employment candidates as positions open on its staff as well as being recognized as a respected employer in the minority community it has long served.

The Employment Unit also recognizes the importance of career advancement on the part of its existing staff. To that end, the Employment Unit works diligently to train and, where possible, promote staff as well as former employees who have left the staff and wish to return to it.