

FCC Form 396
Narrative Statement Regarding EEO Outreach

During the license term, the KMEX-DT and KFTR-DT employment unit (the “employment unit”) undertook a number of measures to disseminate information about broadcasting employment opportunities in general throughout the community that it serves and to achieve broad and inclusive outreach in connection with specific station employment opportunities.

As reflected in the two attached Annual EEO Public File Reports, the employment unit notifies a wide assortment of recruitment sources to widely disseminate notice of full-time job vacancies to qualified applicants. For example, the employment unit posts notifications of all full-time vacancies on its website and posts notifications to Internet job banks targeted to individuals seeking broadcast employment, such as CA Chicano News Media and the National Association of Hispanic Journalists. To broaden outreach even further, the employment unit routinely notifies organizations designed to reach women and minorities, including, for example, the Black Business Association, Hispanic Americans for Fairness in Media, Latin Business Association, NAACP LA, National Hispanic Media Coalition, and Pacific Asian Consortium. The employment unit also advertises job vacancies by contacting regional academic institutions, such as the University of Southern California and Loyola Marymount University. During the 2020-2021 and the 2021-2022 reporting periods, the employment unit broadly publicized the numerous vacancies filled through these and other measures.

The employment unit participates in supplemental outreach activities that help provide information to the public about opportunities in broadcasting in general. For example, on September 23, 2020, on-air talent personality Yarel Ramos served as guest speaker at the NAHJ virtual event hosted by Cal State University of Long Beach, on October 24, 2020, at the Virtual 2020 Adelante Conference with the Harvard Business School Latino Student Organization, and on June 29, 2022, at the Columbian Consulate for a virtual event.

In addition, the Employment unit personnel who have substantial responsibility in making hiring decisions regularly participate in career and job fairs. For example, on August 5, 6, and 7, 2020, employment unit personnel participated in the Virtual NAHJ and NABJ Career Fair, on August 27, 2020, in the virtual workshop Breaking Into the Entertainment Industry, hosted by the Association of Latino Professionals for America, on September 23, 2020, in the Meet & Greet Virtual Professional Development Event hosted by T. Howard Foundation, on October 27, 2020, in the University of San Diego Marketing Communications & PR Career Fair, on November 18, 2020, in the Virtual Career Panel hosted by the California State San Marcos, on February 4, 2021, in the Lee Hatch Harrison Virtual Career Fair, on February 22, 2021, in the University of Arizona Career Fair, on June 16 - July 17, 2021, in the International Training Conference and Career Fair hosted by the National Association for Hispanic Journalists, on October 21, 2021, in the Career Launch Conference and Career Fair hosted by California State University, Los Angeles, and on May 11, 2022, in the Just in Time Virtual Career Fair hosted by University of California, Riverside.

Finally, the employment unit also provides training to management-level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. For example, on May 25, 2021, and May 20, 2022, Marisol Torres, Human Resources Manager, provided a two-hour training to all managers. The training focused on the current state and federal law, methods of avoiding discrimination when hiring, and ensuring a compliant work environment.