

**FCC Form 396**  
**Narrative Statement Regarding EEO Outreach**

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

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 routinely notifies organizations designed to reach women and minorities, including, the Hispanic Chamber of Commerce, The Fresno Metro Black Chamber of Commerce, the Hmong Chamber of Commerce, and the Fresno Chamber of Commerce. The employment unit also advertises job vacancies by contacting regional academic institutions, such as the California State University of Fresno, Merced Community College, University of California Merced, Fresno City College, West Hills Community College, San Joaquin Valley College, College of the Sequoias, Porterville Community College, Reedley Community College, and Fresno Pacific 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 also engages in supplemental outreach activities that help provide information to the public about opportunities in broadcasting in general. These efforts include participation in job and career fairs. For example, on May 14, 2021, the employment unit participated in the California State University of Fresno Townhall for local News Directors and College Students, on March 31, 2022, in the Madera Unified School District Cesar Chavez Educational and Resource Fair, on April 8, 2022, in the Huron Job Resource Fair, and on May 5, 2022, in the Cinco de Mayo Health and Job Fair.

In addition, the employment unit participates in events sponsored by organizations representing groups present in the community interested in broadcast employment issues. For example, on June 24, 2022, the employment unit participated in the Latina Women’s Conference.

Additionally, the employment unit also provides training to management-level personnel regarding methods of ensuring equal employment opportunity and preventing discrimination. For example, on March 2, 2021, EEO Officer Judy Anaya participated in the CBA’s EEO Webinar hosted by Gregg Skall, and on June 8, 2022, she also completed an in-house online training on EEO Recruitment Program/Non-Discriminatory Practices.

Finally, the employment unit lists each upper-level category opening in a job bank or newsletter media trade groups whose membership includes substantial participation by women and minorities, including, for example, the Hispanic Chamber of Commerce, The Fresno Metro Black Chamber of Commerce, Hmong Chamber of Commerce, and the Fresno Chamber of Commerce.