

FCC Form 396
Narrative Statement Regarding EEO Outreach

During the license term, the KUVI-DT, KABE-CD, and KBTF-CD 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 Kern County Hispanic Chamber of Commerce. The employment unit also advertises job vacancies by contacting regional academic institutions, such as the Bakersfield Adult School, Bakersfield College, Cerro Coso Community College, Fresno Pacific University, Point Loma Nazarene University, San Joaquin Valley College, Santa Barbara Business College, Taft College and University of LaVern. 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 the Virtual Workshop titled Breaking Into the Entertainment Industry hosted by the Association of Latino Professionals for America on August 27, 2020, and in the East Bakersfield Festival on June 4, 2022.

In addition, the employment unit engages in supplemental outreach activities that help provide information to the public about opportunities in broadcasting in general. These efforts include participating in career fairs. For example, on September 23, 2020, the employment unit participated in the Virtual Early Career Opportunities Job Fair hosted by the T-Howard Foundation, in the Virtual Career Fair with the University of San Diego on October 27, 2020, and in the Lee Hatch Harrison Virtual Career Fair on February 4, 2021.

Finally, the employment unit also provides training to management-level personnel regarding methods of ensuring equal employment opportunity and preventing discrimination. For example, on May 24, 2022, Joseph Abiecunas EEO Officer participated in an online training session for all hiring managers and supervisors on EEO Recruitment Program/Non-Discriminatory Practices.