

Broad and Inclusive Outreach Narrative Statement

The Employment Unit consists only of WCVB-TV, Boston, Massachusetts. The Employment Unit is dedicated to providing equal employment opportunities and preventing discrimination. Notwithstanding the extraordinary and unusual circumstances presented by multiple waves of the COVID-19 national and international pandemic—which has made the accomplishment and conducting of certain outreach activities difficult if not unhealthy and potentially dangerous for a significant portion of the period covered by the two annual EEO public file reports submitted herewith—the Employment Unit has achieved broad and inclusive outreach in the following ways:

- Job vacancy notifications are made available to a wide variety of recruitment sources, such as sources that have requested notifications, media-based trade organizations, and internet websites.
- The Employment Unit maintains a database of recruitment sources that contains numerous broadcast- and nonbroadcast-related recruiting sources throughout WCVB-TV's community, including media-related trade associations with substantial participation by women and minorities. The station periodically reviews and modifies its recruitment source database.
- WCVB-TV participates in a variety of job fairs, hosts interns at the station, and participates in multiple broadcast-industry-related scholarship programs.
- WCVB-TV personnel also participate in myriad activities sponsored by community organizations and by educational institutions that are intended to further the exposure of members of the public and students to opportunities for careers in broadcasting and journalism. While these activities have become more difficult since COVID-19 was declared an international pandemic in the first quarter of 2020, the Employment Unit has consistently engaged in these types of activities over the past two EEO reporting periods even though some of them were (and continue to be) more "virtual" than "in person."
- The Employment Unit maintains training programs to assist employees in learning new skills to help qualify them for higher level positions.
- The Employment Unit provides training to managers and supervisors relating to anti-discrimination, as well as diversity, equity, and inclusion.
- Relevant station personnel review and discuss outreach efforts and hiring practices on a periodic basis.

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