

DESCRIPTION OF ACCEPTABLE OUTREACH INITIATIVES

Requirements:

Licensees need to complete:

*two (for broadcast employment units with five to ten full-time employees,
or stations located in a smaller market)*

*or four (for employment units with more than ten full-time employees
that are not located in a smaller market)*

*recruitment initiatives within each two years of a station's renewal term
from the list of the following eligible initiatives:*

Eligible Initiatives:

- (1) participating in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
- (2) hosting at least one job fair;
- (3) participating in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
- (4) participating in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
- (5) co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
- (6) participating in job banks, Internet programs, and other programs designed to promote outreach generally (*i.e.*, not related to specific job vacancies);
- (7) establishing training programs designed to enable station personnel to acquire skills that could qualify them for higher level staff positions;
- (8) establishing a mentoring program for station personnel;
- (9) sponsoring at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
- (10) listing each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
- (11) providing assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling or career development assistance with respect to searching for broadcast employment;
- (12) providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
- (13) providing training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
- (14) participating in scholarship programs directed to students desiring to pursue a career in broadcasting;
- (15) establishing an internship program designed

to assist members of the community to acquire skills needed for broadcast employment; and
(16) participating in other activities designed by the station's employment unit that are reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

INITIATIVES 6/01/21 to 5/31/22

Initiative One:

WAB Virtual Job Fair 4th Quarter

Location: On Line

Date: December 2022

Wyo Radio ran commercials promoting and participated in the Wyoming Association of Broadcasters Second Quarter Virtual Job Fair December 2020

Initiative Two:

WAB Scholarship Participating Wyo Radio Stations

Location: Through WAB

Date: 5/01/23

Scholarship application attached

Initiative Three:

WAB Virtual Job Fair 2nd Quarter

Location: On Line

Date: March 2023

Wyo Radio ran commercials promoting and participated in the Wyoming Association of Broadcasters Second quarter Virtual Job Fair 2021

Initiative Four:

RSHS Career Fair

Rock Springs High School, Rock Springs WY

Date: November 9, 2022

Wyo Radio HR Personnel participated in the Rock Springs High School Career Fair on

Initiative Five:

Wyo Radio HR department posted job opportunities on the station Facebook page on the following dates:

Media Marketing Specialist – 06/24/2022

Media Marketing Specialist – 08/11/2022

Media Marketing Specialist – 12/12/2022

Production Assistant – 04/28/2023