

# WBA VIRTUAL JOB/CAREER FAIR DETAILS



**Week of Sept.25-29, 2023**

Technology and the internet have created a new world of opportunity for broadcasters in a lot of ways. And its benefits are boundless. To provide our members with a new avenue for their employment outreach program, the association is facilitating a virtual job fair.

A virtual job fair can provide your station with a common-sense approach to a new recruiting tool – the internet. As you well know, outreach initiatives are a major aspect of the recruitment requirement of the FCC’s Equal Employment Opportunity program. While your station works to fulfill the required regulation, the virtual job fair serves as an additional outreach effort to educate the public about careers in broadcasting, in general, as well as to highlight positions available today at your station(s).

Just as you would participate in a *physical* job fair, there are some requirements. Participating stations must:

1. register for the job fair;
2. post available jobs on the WBA job board;
3. promote the event on all participating stations;
4. maintain a record of applicants;
5. answer any questions visitors to the job fair might ask via email.

At the end of the job fair, your station will be provided a listing of all the applications, website statistics, and a letter of participation that includes any active jobs postings to place in your EEO file.

Posting jobs for the job fair is critical and must be posted on the WBA job board at [wi-broadcasters.org](http://wi-broadcasters.org). Those postings will also be automatically published on the NASBA jobs board at [www.careerpage.org](http://www.careerpage.org). This is a national jobs board run by the National Alliance of State Broadcasters Associations.

We would like to remind our members that while virtual job fairs are a viable alternative to the old-fashioned job fair held at the community center in town, **virtual job fairs should be considered as a *supplemental outreach program*** to educate the public about careers in broadcasting and the qualifications necessary to fill those positions. While the FCC has

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acknowledged that an online recruiting effort is sufficiently broad, this methodology has not been put to the test by the FCC.

Therefore, we do not suggest that this be a substitute for any station's employment efforts. Nonetheless, by participating in virtual job fairs throughout your licensing period, you *may* be able to count some of those events as part of the third prong (supplemental efforts) of the FCC's Options Menu. Keep in mind, of course, that a station should never rely on virtual job fair participation as fulfilling their entire EEO requirement.

More information will follow in the coming weeks, but we encourage you to mark your calendars for this event from Sept. 25 through Sept. 29.

In the meantime, you can post your job openings on the WBA job board found at [wi-broadcasters.org](http://wi-broadcasters.org).