

**FCC Form 396 Employment Program Report  
University of Central Florida  
Station WUCF-TV, Orlando, FL**

**EXHIBIT 3  
Narrative Statement**

The University of Central Florida (UCF) acquired the license for noncommercial educational television station WUCF-TV, Orlando, Florida on September 26, 2012. See Assignment of license in FCC File No. BALEDT-20120705ACP. Accordingly, UCF has held the station license and taken over responsibility for the station's EEO program for less than one week as of the deadline for this report, and therefore has yet to undertake reportable hires, recruitments or other activities.

Nonetheless, while UCF is a new licensee and the station is on the cusp of employee recruitments, WUCF-TV believes that the collaboration achieved through a diverse workforce enhances its ability to positively impact the community it now serves. We are committed to growing and maintaining a workforce that is representative of our service area and encompasses our differences including, but not limited to, race, ethnicity, gender, age, sexual orientation, religion, socio-economic status, physical ability, marital status, and veteran status.

As noted, WUCF-TV is now licensed to UCF; at UCF, encouragement of and respect for diverse viewpoints, experiences and intellectual pursuits is the cornerstone of success. Accordingly, WUCF-TV will be working closely with UCF's Human Resources Department to actively seek diverse employment candidates. Recruitment for all full-time employment opportunities at WUCF-TV shall take place through an open and fair process which encourages a diverse candidate pool. All position openings shall be posted with a number of recruitment organizations including industry-specific, job-specific, geographic region-specific, national and general sites in addition to the UCF jobs site. After the pre-announced close of a position recruitment period, each candidate pool shall be analyzed for diversity using the candidate's self-reported data. Should the candidate pool be deemed not diverse enough, the position may be reopened and additional measures taken until the desired candidate diversity level is attained.

With an eye toward achieving widespread dissemination of vacancy and broadcast career information to diverse segments of its local community, WUCF-TV is also dedicated to completing longer-term recruitment initiatives as required by the FCC's EEO regulations. As UCF establishes its EEO program for WUCF-TV over its first two years as the station licensee, planned initiatives include activities such as attending job fairs, establishing internship programs, and participating in programs sponsored by educational institutions relating to broadcasting career opportunities.