

**MODEL
EQUAL EMPLOYMENT
OPPORTUNITIES
PROGRAM**

**FOR:
WZSN, WCZZ
GREENWOOD, S.C.**

BROOMFIELD BROADCASTING, INC.

CONTENTS

CHAPTER 1	Purpose & Goals of EEO
CHAPTER 2	When a job position becomes available At the stations
CHAPTER 3	Recruitment source program
CHAPTER 4	Quarterly & Annual Reports
CHAPTER 5	Quick Reference List, G.M. Reminder List and Check Lists
CHAPTER 6	FORMS * all forms are in the rear of this manual

**PURPOSE
&
GOALS**

CHAPTER 1

PURPOSE:

Broomfield Broadcasting has created this Equal Employment Opportunity Model Program in effort to set guidelines which will be followed to fill each employment position which becomes available at radio stations WZSN, WCZZ, and WDEK.

While the purpose of this program is to ensure equal employment opportunities to everyone, regardless of race, sex or religion; it is also created to insure that the radio stations continually operate in full compliance with all local, state, federal guidelines, rules and regulations.

GOALS:

It is the goal of Broomfield Broadcasting and radio stations WZSN, WCZZ, WDEK to maintain recruiting guidelines and policy which allows equal employment opportunity to everyone, regardless of race, sex, or religion. Broomfield Broadcasting is 100% minority owned. It is the goal of the radio station management and ownership to obtain an applicant pool, whenever possible, for each employment opening which is made up of at least 50% minorities.

**WHEN A JOB
POSITION
BECOMES
AVAILABLE**

CHAPTER 2

WHEN A JOB POSITON BECOMES AVAILABLE

- 1) ALL JOB OPENINGS will be forwarded to the Business Manager (EEO Officer) who will administer the following procedures:
 - A) **Post** the opening on all bulletin boards and other areas where the radio station personnel congregates, see Form 8 –*Job vacancy posting*.
 - B) **Advertise** the opening the following are examples:
 - Rejoice 1090 AM
 - Sunny 103.5 FM
 - Greenwood Chamber of Commerce
 - Radio On-line.com
 - SC works
 - Index-Journal
 - C) **Inform no less than 5 minority organizations** through written communications of the job opening. (These along with additional organizations/institutions must be kept on the *EEO Recruitment Contact List* – Form 1); you will find all the letters and postcards in the Recruitment Source Section:
 - NAACP
 - NAB Employment Clearinghouse
 - Churches
 - Local Colleges
- 2) As resumes arrive from in station posting, outside advertising & the EEO Contact List Form at the radio station, ALL will be directed to the Business Manager (EEO Officer).

- 3) When the Business Manager (EEO Officer), begins to receive the above EEO Forms back from the applicants the following procedure MUST be followed for each vacancy:
 - A) There will be a separate confidential file set up for the *EEO Data Form* – Form 10, and they need to be put in it immediately upon receipt, and kept separate from all resumes.
 - B) If the applications and postcards aren't received within 10 days, a follow-up letter *EEO Data and Applications' Request Letter* which is Form 11. Stating that we received their resume but have not yet received their application which we forwarded to them, asking that they please return it to us. A copy of this letter must be put in the EEO file.
 - C) At the end of (2) week period, the Business Manager (EEO Officer), will calculate the total number of minority and female applicants to determine if an adequate pool has been recruited. If so, resumes will be forward to the department head responsible for selecting the individual to be hired.
 - D) The EEO Officer will complete the *Application Evaluation Sheet* – Form 12, for each Application and EEO Data Form that we receive from applicants. This will be put in the Self-Assessment File.
4. Each person requesting permission to apply for an open position at the stations will be provide an application form upon request. An applicant who appears likely to possess the qualifications for the position may request a personal interview, subject to the reasonable availability of the designated interviewer.
5. If a minority job applicant is not selected for a given position, he or she will be provided the option of being notified of the availability of each position for which he or she is qualified which

becomes open within six (6) months after his or her initial application for employment, provided that such applicant must assure that Broomfield Broadcasting has his/her current mailing address or fax number during said period.

- 6) All applicants that are not selected, but possess the credentials for possible future positions at the stations will have a COPY of their application placed in a "future applicants" file for a period of six (6) months. The original application will be in the EEO File with the rest of the information for that position that was filled. The file with the COPIES of past applicants will be reviewed by the EEO Officer, each time a new position opens during that six (6) month period.
- 7) **After a position is filled**, a report must be completed, within and no later than five (5) days by the Business Manager (EEO Officer) and will include the following for each opening which is filled at the stations. ALL the following forms will be put in a NEW folder each time for each position. The following list of Forms and Paperwork will be included in the NEW folder each time a position is filled: (There is never to be any past or future positions mixed in this folder!)
 - a) The title of the position on the folder tab, along with the date
 - b) A copy of the advertising text which was placed in all the listed media
 - c) A COPY of the employee's application
 - d) The hiree's minority status
 - e) ALL applications must be in this folder
 - f) Reason why a minority was not hired, if this is the case
- 8) In the event that a vacancy is filled from within the station, a completed Promotion Report must be completed and retained in the EEO Station file.

**QUARTERLY
AND ANNUAL
REPORTS**

CHAPTER 3

QUARTERLY AND ANNUAL EEO REPORTS TO BE FILED:

- 1) The EEO Officer must maintain and update each quarter, a *Recruitment Source Worksheet* for the General Manager to review, initial, and date prior to placing it into the EEO file.
- 2) At ALL times the station must have the *EEO Policy Notice* on the station's bulletin board when any job vacancy notices are placed.
- 3) On or before August 1 of every year, the EEO Officer will complete the *EEO Annual Report* for the prior 12 months. The report will be placed on the station's web site. A copy of FCC Form 395-B will accompany the station's EEO report.