

FCC Broadcast Equal Employment Opportunity Rule Compliance Packet

The directions and guidance provided in this packet are based upon the Federal Communications Commission's Broadcast EEO Rule, 47 C.F.R. §2080, which became effective March 10, 2003.



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Introduction

This packet contains guidance and directions on how to comply with the FCC's Broadcast EEO rule specific program requirements, which are designed to ensure that broadcasters engage in broad outreach in hiring full-time employees.

Many broadcasters have past experience with the FCC's Broadcast EEO program requirements, and are therefore familiar with the requirements of past versions of the EEO rule. We must caution you that the new version of the EEO rule is different from past versions, and requires different actions in order to ensure compliance. We strongly urge you to carefully review this packet in order to develop a thorough understanding of the new rule before determining the actions your station must take to ensure compliance. Simply re-starting your old EEO plan will not ensure compliance with the new rule.

The actions and filings required by broadcasters under the new EEO rule will vary from station to station, depending upon the number of full-time employees working at the station. For that reason, adopting another station's compliance plan will not ensure your station's compliance with the new rule. This packet is designed to familiarize you with the EEO program requirements, assist you in determining what actions your station must take, and provide you with worksheets and other tools to assist you in determining your outreach actions, tracking and compiling information for use in the preparation of reports, and determining what reports your station must complete and file in the station's public inspection file or with the FCC, as well as when those must be completed. The forms in this packet are also available in electronic form, upon request.

The information contained in this packet is presented in summary form, and more detail is available on various issues in the FCC's Report and Order adopting the new EEO rules. We advise you to consult the Report and Order as needed in developing your plan, particularly for purposes of clarifying the meaning of terms or requirements. A copy is available on the FCC's website or by calling our offices.

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Overview of Broadcaster EEO Rule and Program Requirements

After having suspended its EEO program and report requirements in 2000, the FCC adopted a revised broadcast EEO rule in 2002. The new rule became effective March 10, 2003. Broadcast stations should carefully review the new rule, and implement general policies and specific actions, and retain and document their efforts. Only in exceptional cases will the Commission accept a non-documented action as fulfilling the EEO requirements.

The following overview sets forth the obligations of broadcasters to comply with the FCC's general EEO rule and both general and specific EEO program requirements.

Who Must Comply

The FCC's EEO rule contains both a general prohibition against discrimination as well as general and specific program requirements. All licensees or permittees of commercial or non-commercial AM, FM, LPFM, TV, LPTV, Class A television or international broadcast stations are subject to the general provision of the Commission's EEO rule that prohibits discrimination and requires the adoption of general policies to encourage equal opportunity.

General EEO Program Requirements

The FCC's EEO rule begins with a general EEO program requirement, namely that each broadcast station shall establish, maintain and carry out a positive continuing program of specific practices designed to ensure equal opportunity and nondiscrimination in every aspect of station employment policy and practice. Under the terms of that program, a station must:

- (1) Define the responsibility of each level of management to ensure vigorous enforcement of a policy of equal opportunity, and establish a procedure to review and control managerial and supervisory performance;
- (2) Inform employees and recognized employee organizations of the EEO policy and program and enlist their cooperation;
- (3) Communicate its EEO policy and program and employment needs to sources of qualified applicants without regard to race, color, religion, national origin, or sex, and solicit their recruitment assistance on a continuing basis;
- (4) Conduct a continuing program to exclude all unlawful forms of prejudice or discrimination from its personnel policies, practices, and working conditions; and
- (5) Conduct a continuing review of job structure and employment practices and adopt positive recruitment, job design, and other measures needed to ensure genuine equality of opportunity, participate fully in all organizational units, occupations, and levels of responsibility.

A single individual at each station should be charged with overseeing the EEO program.

Specific EEO Program Requirements

Whether a broadcaster is required to comply with the FCC's new specific EEO program requirements turns on the broadcaster's number of full-time employees. Broadcast station employment units with fewer than five full-time employees are not required to comply with the specific EEO program requirements. Only LPFM broadcasters are categorically excluded from the specific EEO program requirements because the vast majority of LPFM licensees will employ few (if any) full time, paid employees.

A "station employment unit" is either a single station or a group of commonly owned stations in the same market that share at least one employee. The FCC considers employees to be "full-time" if their regular work schedule is thirty (30) hours per week or more.

The FCC requires that commercial and non-commercial AM, FM, TV, LPTV, Class A television and international broadcast stations with five or more full-time employees establish, maintain and carry out a flexible but specific three-prong EEO program. This program must be designed to ensure equal opportunity to all potential applicants including all races and both genders without infringing on the rights of any group. The EEO rule is also designed to avoid imposing an undue burden on licensees and to apply reasonably and effectively to broadcasters' differing circumstances. Instead of the Option A/Option B program which was struck down in 2000, the Commission has now adopted a three-prong outreach program. Under the terms of the program, a station must:

- 1) Recruit for all full-time vacancies except in exigent circumstances;
- 2) Notify community groups of full-time vacancies; and,
- 3) Engage in a specified number of activities from a menu of options designed to go beyond the normal recruitment activities directed at filling a particular vacancy.

Outreach Prong 1: Recruitment for All Full-Time Vacancies

Broadcasters are required to recruit for all full-time vacancies except in exigent circumstances and for certain positions. For example, broadcasters are not required to recruit for internal promotions. Also, broadcasters are not required to recruit for temporary employees, who are employees hired as emergency replacements for absent regular employees or those hired to perform a particular job for a limited period of time. However, where a person is hired full-time to perform a regular station function for an extended period of time (like more than six months), that hire will be treated as a permanent hire for which recruitment would be required.

Where an employee is hired temporarily without recruitment, but is then later considered for a permanent position, the broadcaster would need to recruit for that position. Some positions that are not subject to the EEO program requirement include interns (they are considered temporary hires) and non-employee volunteers.

Exigent Circumstances Exception

Exigent circumstances that make recruitment unfeasible may exempt the broadcaster from conducting broad outreach recruitment when filling a vacant position. The Commission will rely on a broadcaster's good faith discretion to determine whether a particular circumstance would justify filling a position without broad or complete recruitment. However, the Commission strongly cautioned that using exigent circumstances to fill vacancies should be done sparingly, if at all. Broadcasters should not use the exigent circumstances exception as a means of avoiding regular recruitment.

Basic Obligation

Notwithstanding the exigent circumstances exception, when recruiting for positions, broadcasters are required to develop and use for each vacancy, a recruitment source or list of recruitment sources sufficient to ensure wide dissemination of information about the position opening. The source or sources must be reasonably expected, when used together, to reach the entire community. While broadcasters are not precluded from using regional or national recruitment sources when appropriate, these sources must reach qualified potential applicants in the licensee's community as well as the national or regional audience. Any combination of sources can be used, but currently, posting job announcements on the Internet alone and/or using only "walk-ins" or "employee referrals" is insufficient to fulfill the "widely disseminate" requirement. *Liberman Television of Dallas License Corp.*, 22 FCC Rcd 2032 (2007)[\$20,000 fine for numerous EEO violations]. Further, "internal postings" on the station's employee board or word-of-mouth referrals have been found by the Commission to not result in sufficient public outreach as only those connected to station staff have access to the information. *In re MHR License, LLC*, DA 11-2094 (rel. December 30, 2011)[\$8,000 fine]; *In the Matter of Capstar TX LLC, et al*, DA 11-2093 (rel. December 30, 2011)[\$14,000 fine, including for filling 62% of positions with internet/station sources only].

Of the three "prongs" in the FCC's EEO rule, recruitment for full-time vacancies is apparently the most neglected and unfulfilled requirement by licensees, as demonstrated by the FCC's multiple decisions fining broadcasters for failure to adequately disseminate information about a particular vacancy. It is no surprise, then that this is the prong that the Commission cites the most when fining wayward stations, which the Commission has continued unabated. There has been no shortage of offenders, with new decisions now being handed down regularly, particularly since the start of the new renewal cycle in June 2011.

Failure to recruit and the use of inadequate recruiting also implicates another violation of the EEO rule, namely failure to self-assess. Self-assessment is the method by which licensees determine whether recruiting sources are working for them or if they need to start using different ones. The continued use of inadequate recruiting sources is to the FCC an admission that the licensee was not assessing its program as required. *See Emmis, et al.*

Outreach Prong 2: Notification to Community Groups

In addition to recruiting for vacancies, broadcasters must provide notification of full-time vacancies to organizations involved in assisting job seekers upon the request of those organizations. The Commission stated that this requirement provides a “safety valve” to make sure that no segment of the community is inadvertently omitted from recruitment efforts. Broadcasters are required to publicize the opportunity to request notice so that organizations are able to learn about the new procedure.

Joint announcements by broadcasters or state broadcasters’ associations - such as press releases, newspaper ads, and notices posted on a web site - would satisfy the requirement to publicize the opportunity to request notice. Similarly, broadcasters could satisfy this requirement individually by issuing such announcements or by providing on-air announcements. Also broadcasters can use e-mail or facsimiles which require fewer personnel and financial resources.

Once an organization has informed a broadcaster of its desire to be notified about vacancies, the organization is not required to continue requesting information about all future full-time vacancies. However, even if no organizations come forward with requests for information, the broadcaster is still required to ensure that notice of vacancies is widely disseminated. Finally, the obligation to notify recruitment sources that request notice of vacancies is intended as a supplement to, not a substitute for, broadcasters’ core, non-delegable obligation to widely disseminate information concerning all job vacancies.

Outreach Prong 3: Menu Options

This outreach prong is designed to encourage outreach to persons who may not be aware of the opportunities available in broadcasting or have not yet acquired the experience to compete for current vacancies, rather than to recruit for or notify about a particular vacancy. Like Prong 2, it is also intended to supplement outreach efforts to reach segments of the labor force who may be inadvertently omitted from vacancy-specific recruitment.

Menu Options

Broadcasters can choose from 16 different activities to fulfill this requirement:

- 1) Participation in at least four (4) job fairs by station personnel who have substantial responsibility for hiring decisions;
- 2) Host at least one (1) job fair;
- 3) Co-sponsor at least one job fair with an organization in the business and professional community whose membership includes substantial participation of women and minorities.

- 4) Participation in at least four activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.
- 5) Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
- 6) Participation in general (rather than vacancy-specific) outreach efforts by such means as job banks or Internet programs.
- 7) Participation in scholarship programs directed to students desiring to pursue a career in broadcasting.
- 8-9) Establishment of training and mentoring programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
- 10) Participation in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions.
- 11) Sponsorship of at least two events in the community designed to inform the public as to employment opportunities in broadcasting.
- 12) List each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities.
- 13) Providing assistance to outside non-profit entities in the maintenance of web sites that offer counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- 14) Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
- 15) Providing training to outside recruitment organizations personnel that would enable them to better refer job candidates for broadcast positions.
- 16) Participation in activities other than the fifteen listed options that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Who Must Do What

More Than Ten Full-Time Employees

Employment units with eleven (11) full-time employees must implement four (4) of these options every two years. The two-year period will generally start from the time the licensee files

its renewal application to the second, fourth, and sixth anniversary and then again on the renewal. If any such time period is less than two (2) years, the number of menu options may be reduced proportionately to the amount of time available. Thus, if a station is required generally to perform four (4) menu options every two (2) years, it would be expected to perform one (1) for each six-month period between the effective date of the Rule and the next regular pertinent anniversary. If a licensee owns the station or stations for less than the full two (2) year period, it must complete the prorated number of menu options within the available time period.

Five to Ten Full-Time Employees and Smaller Markets

Station employment units with five (5) to ten (10) full-time employees are required to perform only two (2), rather than four, Prong 3 menu options every two (2) years. Further, small market station employment units, regardless of their number of employees, licensed to a community that is located in a county that is outside of all metropolitan areas, as defined by OMB, or located in a metropolitan area that has a population of fewer than 250,000 persons, are only required to perform two (2) rather than four Prong 3 menu options every two (2) years. This means that small market station employment units and station employment units with five (5) to ten (10) full-time employees must perform one (1) menu option each year rather than every six (6) months.

There has been at least one FCC decision finding that a broadcaster was apparently liable for a forfeiture because that broadcaster failed to complete a required menu option. The FCC also found that the station's failure to complete a menu option resulted in the station's failure to self-assess its EEO program. As a result, the FCC proposed an \$8,000 fine. *See In re Viper Communications*, 20 FCC Rcd 20254 (2005).

Fewer than Five Full-Time Employees

A station employment unit that has fewer than five full-time employees is not required to comply with the EEO three-pronged program rule. However, they are required to comply with the general prohibition against discrimination.

Recordkeeping

Broadcasters must document their EEO outreach efforts and compliance and retain that documentation but they are not required to submit it to the Commission on a routine basis except with their renewal applications and, if applicable, their mid-term review. However, broadcasters must provide this data to the Commission in the event of an investigation or an audit.

Broadcasters must document:

- listings of all full-time job vacancies filled by the station employment unit identified by job title;
- the recruitment sources used to fill each vacancy (including those organizations entitled to notification) identified by name, address, contact person and telephone number;
- dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing job vacancies;

- documentation necessary to demonstrate performance of the Prong 3 menu options including the nature and scope of the station's participation along with the names of station personnel involved; and,
- the referral sources of interviewees and hires. The Commission does not require broadcasters to retain records of recruitment sources of applicants.

These documents must be retained until the grant of the renewal application covering the license term during which the hire or activity occurs. Licensees who purchase or otherwise obtain stations from other licensees are not required to retain documentation of the outreach efforts of the previous licensee.

As with other aspects of the EEO rule, there have been some decisions where broadcasters have been fined for their failure to keep adequate records for their recruitment and hiring. *New Northwest Broadcasters LLC*, DA 06-1921 (September 27, 2006) (\$1,000).

Religious Broadcasters

By rule, religious broadcasters may establish religious belief or affiliation as a qualification for all or some station employees. Those religious broadcasters who elect to apply a religious qualification to all of their employees are not required to comply with the broad outreach recruitment requirements or the menu options, but they must make reasonable, good faith efforts to recruit applicants, without regard to race, color, national origin or gender, from among those who are qualified based on their religious belief or affiliation. These broadcasters are only required to make some effort to notify persons who meet the definition established by the religious broadcaster itself as to the availability of employment at the religious broadcaster's station.

Broadcasters who elect a religious qualification for only some of their positions will not be required to comply with the outreach recruitment or menu options but only for those positions that have a religious qualification. Religious broadcasters who treat none of their positions as religious, or religious broadcasters who treat five or more of their positions as non-religious are required to comply with all three prongs for these positions.

As an example, if a religious broadcaster has 10 full-time positions, but requires a religious belief or affiliation for only six, it must recruit for the six among those who share that religious belief or affiliation; but, for the other four, non-religious positions, there would be no requirement to comply with the broader outreach and menu options. If religious broadcaster with 10 full-time positions treats five as religious and the other five as non-religious, it would have to recruit for the five religious positions from among those who share that religious belief or affiliation, but for the five non-religious positions, it would have to follow the full three-prong plan.

Religious Broadcaster Qualifications

A religious broadcaster is defined as a licensee that is, or is closely affiliated with, a church, synagogue, or other religious entity, including a subsidiary of such entity. The FCC will

use a “case-by-case” approach in determining whether a licensee is eligible to claim religious broadcaster status. An entity’s characteristics, including whether the entity operates on a non-profit basis, whether it has a distinct religious history, whether the entity’s articles of incorporation set forth a religious purpose, and religious programming, will all be considered in the analysis.

However, none of these characteristics is controlling or solely determinative - each factor is only one of several to be considered when determining religious broadcaster status. The FCC will rely upon broadcasters to determine if they qualify for religious broadcaster status. In the event the FCC examines a licensee’s claim to religious broadcaster status, and disagrees with the broadcaster, such a ruling would apply prospectively only, as long as the broadcaster’s claim to religious status was made reasonably and in good faith.

Religious Broadcaster Recordkeeping

Religious broadcasters who apply a religious qualification to some or all of their hires only need to retain, in the case of hires subject to the qualification, documentation as to the full-time vacancies filled, the recruitment sources used, the date each vacancy was filled, and the recruitment sources of the interviewees and hires. The Commission requires that this information be kept so as to monitor whether the broadcaster made reasonable, good faith efforts to recruit among persons who meet the applicable religious qualification. Religious broadcasters must keep these documents for the duration of their license until it is renewed. At that time, the broadcaster must start retaining documents for the new license period.

Of course, those religious broadcasters who do not require religious belief or affiliation for any positions, or for at least five positions, you must follow the recordkeeping requirements set out for non-religious broadcasters for those full-time positions.

Public File

Station employment units must complete and place an EEO public file report in their public file(s) each year on the anniversary of their renewal application due date. Most of this information must be recorded by broadcasters anyway under the recordkeeping requirement, so the public file report should be easy to prepare. The report must contain the following information:

- a list of all full-time vacancies filled by the station employment unit during the preceding year, identified by job title;
- for each such vacancy, the recruitment source(s) used to fill the specific vacancy (including organizations entitled to notification of vacancies pursuant to Prong 2, which should be separately identified), including the address, contact person, and telephone number of each source;
- a list of the recruitment sources that referred the people hired for each full-time vacancy; data reflecting total number of persons interviewed for full-time vacancies during the preceding year and, for each recruitment source used in connection with any such vacancies, the total number of interviewees referred by that source; and

- a list and brief description of Prong 3 menu options implemented during the preceding year.

If the broadcaster has a website, they are required to post the most current EEO public file report on their website. This does not mean that broadcasters are required to create a web site solely to be able to comply with this provision.

Religious broadcasters' public file reports are only required to include the information listed in the first three bullets above.

Public File Reporting to the FCC

As stated earlier, broadcasters do not have to submit their EEO compliance data to the Commission on a regular basis. However, broadcasters do have to submit their EEO public file reports for the two years preceding their renewal date to the Commission with their renewal application. For stations that have mid-term reviews, the Commission requires that the EEO public file reports for the two years prior to the mid-term review be filed. Also, the Commission has the authority to request this information at any other time as it deems necessary.

Since LPTV stations are not required to maintain a public inspection file, they are not required to prepare an EEO public file report. However, LPTV stations with five or more employees are required to comply with the recordkeeping requirements. Class A TV stations are required to maintain a public inspection file and thus must comply with all of the reporting and recordkeeping requirements including the requirement to prepare an EEO public file report.

For stations that have been found to be in violation of the EEO rules, the Commission has also been imposing reporting conditions on the licensees of station, subsequent licensees and for any other stations that join the station employment unit to ensure EEO compliance. Typically, the licensee is required to submit annually for three years, the station(s)' most recent EEO public file report, all documentation related to filling of vacancies, the recruitment source that referred the hiree for each full-time vacancy, and the total number of interviewees for each full-time vacancy with an indication of which source referred that interviewee. *Inland Empire Broadcasting Corporation, et al*, 22 FCC Rcd 2656 (2007); *Three Trees Communications, Inc.*, 22 FCC Rcd 2027 (2007); *Waite Omaha, LLC*, 22 FCC Rcd 2660 (2007); *Urban Radio I, LLC*, DA 08-241 (Dec. 30, 2008) This reporting requirement is attached to the station(s) in the SEU and any other stations that join the SEU such that later assignees of the license are obligated to continue the reporting until the time period for doing so has run out.

Enforcement

Mid-Term Reviews

As part of its enforcement of the EEO rules, the Commission will conduct mid-term reviews of television stations with five or more full-time employees and radio stations with ten or more full-time employees using Form 397. To accomplish that review, these entities must

also file their EEO public file report for the two years preceding the mid-term review with the Commission along with their mid-term review.

Audits

The Commission will also select approximately 5% of all radio and television licensees for audit each year. An initial inquiry will be made for the station's public file and there may be further inquiry based upon the information or lack thereof in the public file. Since 2004, the Commission has instituted twelve (12) separate random audits, the majority of which have been for broadcast stations, with the other audits being issued for cable operators. At least four of the broadcast audits have yielded recommendations for forfeiture.

Sanctions

Sanctions and remedies may be issued by the Commission for deficiencies in licensees' EEO compliance, including admonishments, reporting conditions, forfeitures, short term renewal of license, or designation for hearing for possible revocation of license or denial of renewal.

Some possible violations or deficiencies include: engaging in employment discrimination in hiring or promotions; failure to file a mid-term review when due; failure to file an EEO public file report when due; failure to file Form 396 with their renewal application when due; misrepresentation of outreach efforts or other information; non-responsiveness or evasion in responding to a written Commission inquiry; failure to recruit for all vacancies absent exigent circumstances; failure to widely disseminate information concerning vacancies for full-time positions; failure to analyze routinely the adequacy of the various program elements in achieving broad outreach to all segments of the community; failure to undertake the required Prong 3 menu options; and failure to notify organizations that request vacancy notices. Also, it may constitute a violation of the EEO rule if, based on all of the evidence, the Commission determines that a licensee has attempted to evade its requirements through token or sham efforts.

Forms

Form 395

Originally, the FCC decided to withhold requiring the filing of Form 395 until it could gather more data. In early July, 2004, the FCC announced its decision to require broadcasters to file Form 395 each September. However, there are still issues remaining about how the information provided in the form will be handled, and whether it will be made public. Form 395 requires broadcasters to report the ethnic backgrounds of station employees. The FCC has unequivocally stated that it will not use the information on the form to determine compliance with the EEO rules. Instead the data will be used to track hiring trends in the broadcast industry.

Form 396

The revamped rules mean fewer forms for broadcasters to fill out. Every broadcaster must file Form 396 with their renewal application and include a copy of their two most recent

EEO public file reports. Further, broadcasters must provide a narrative statement demonstrating how the station achieved broad outreach during the preceding two years. The Commission will also require broadcasters to report in this form all EEO complaints filed during the most recent license term including complaints dismissed on procedural grounds or pursuant to a settlement.

Form 396-A

This form is to be used for applications for the construction of a new broadcast station or for the sale of an existing broadcast station.

Form 397

This form is to be used for filing mid-term reviews. The first stations to have mid-term reviews are radio stations in Maryland, Virginia, West Virginia and the District of Columbia starting June 1, 2007.

Part-Time Positions

Unlike the previous EEO rules, the Commission has not decided yet whether or not the new EEO regulations will also apply to part-time positions. In its Report and Order, the Commission issued a Third Notice of Proposed Rulemaking seeking comment on its proposals for EEO compliance with respect to part-time employees. As of now, the new EEO rules do not apply to part-time employees.

Racial and Gender Data

In 2004, the Commission issued a *Third Report and Order and Fourth Notice of Proposed Rulemaking* to specifically address the issue of the collection of racial/ethnicity and gender data in the broadcast workforce. The Commission adopted rules again requiring the collection of this data but effectively suspended those rules while it considered recently enacted legislation that could potentially require confidentiality of the data. Since 2004, the Commission has not formally adopted the revised rules nor has it issued a decision on whether the data must be kept confidential. Thus, the forms are still considered suspended until further notice.

Instructions, Checklists and Forms

EEO Program Requirements Checklist

[For use by broadcasters with five or more full-time employees; religious broadcasters – see pg. 31 checklist]

Given the complexity of the EEO rules and the sheer amount of data that you are required to compile, we have put together this packet of forms to help you track all of the information and organize it. Here is a list of forms that are enclosed:

- Outreach letter
- Recruiting Source Tracking Sheet (tracks prong 1 & 2 recruiting sources)
- Menu Option Tracking Sheet (tracks prong 3 menu options)
- EEO Public File Report
- FCC Form 397 (Mid-Term Report) and others
- Chart for determining when public file and mid-term reports, and license renewal applications are due.

Here is a checklist of actions you need to take and when you need to use those forms:

Before Recruiting

Ensure that your station has established a general policy regarding EEO that includes (a) defining EEO responsibility of each level of management and reviewing performance of those employees; (b) informing employees and employee organizations of the EEO policy and enlisting their cooperation; (c) setting personnel policies to prohibit unlawful discrimination; (d) reviewing job structure and employment practices to ensure effective EEO; (e) disseminating the EEO policy and employment needs to sources of qualified applicants. A single individual at each station should be appointed to oversee proper implementation of the EEO policy.

Make a list of all recruitment sources you will or are likely to use for recruiting. These sources can be local, regional and national, but they must be sufficient to ensure wide dissemination of information about full-time job openings at your station. This requirement provides a “safety valve” to ensure that no segment of the community is inadvertently omitted from recruitment efforts. Organizations or other entities with ties to specific segments of the labor force, such as persons with disabilities, college students, or members of different racial, ethnic, or religious groups could help broaden the reach of recruitment efforts.

If you have not done so already or recently, send outreach letters to these recruitment sources or give other types of notice (i.e., on-air announcements) advising of their ability to request notice of full-time position vacancies at your broadcast station(s), and providing instructions on how the source can request such notice.

When you receive responses to your outreach letters or other notices, input the contact information for each recruitment source onto your recruitment list. Even if you do not receive a response from a source, you should not eliminate it from your list or fail to use it for a position if applicable.

When a Full-Time Position Becomes Vacant

- Create a folder for the position and date it. You will use this folder to keep track of all of the advertisements, faxes, e-mails, correspondence and other information about the job over the course of your recruitment. This folder should NOT be placed in your station public inspection file – however, data will be extracted from it the information in it must be maintained.
- Take the Recruiting Source Tracking Sheet and for each box, fill in the name and contact information of each recruitment source you plan to send information to about the job opening.
- Send out notices of the position opening to those recruitment sources that have requested notice, any other recruitment sources you have selected, and place ads in the newspaper, etc. Place dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing vacancies in the folder that you created.
- When you interview candidates, either ask them in the application or in their interview where they heard about the position and make a note. Take your Recruiting Sources Tracking Sheet and designate which recruitment sources sent your interviewees and your ultimate hiree. Place the Tracking Sheet in the folder.
- Close the file, but do not throw anything away. You are required to keep the information and ads as part of your recordkeeping.

Your Prong 3 Menu Options

Station employment units with 5-10 employees must perform two (2) menu options every two (2) years, or one (1) menu option per year. Station employment units with 11 or more employees must perform four (4) menu options every two (2) years or two (2) menu options per year. Here is the list of menu options available:

- 1) Participation in at least four (4) job fairs by station personnel who have substantial responsibility for hiring decisions;
- 2) Host at least one (1) job fair;
- 3) Co-sponsor at least one job fair with an organization in the business and professional community whose membership includes substantial participation of women and minorities.
- 4) Participation in at least four activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.
- 5) Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

- 6) Participation in general (rather than vacancy-specific) outreach efforts by such means as job banks or Internet programs.
- 7) Participation in scholarship programs directed to students desiring to pursue a career in broadcasting.
- 8-9) Establishment of training and mentoring programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
- 10) Participation in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions.
- 11) Sponsorship of at least two events in the community designed to inform the public as to employment opportunities in broadcasting.
- 12) List each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities.
- 13) Providing assistance to outside non-profit entities in the maintenance of web sites that offer counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- 14) Providing training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
- 15) Providing training to outside recruitment organizations personnel that would enable them to better refer job candidates for broadcast positions.
- 16) Participation in activities other than the fifteen listed options that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

When you have decided which menu options to do, here is a checklist to help you make sure you complete and document the options you choose.

- Open a new folder for each menu option you select to conduct. Title it by the name of the menu option and date it.
- Make a list of all station personnel involved or to be involved in the effort. Document the amount of time spent by your personnel in coordinating and completing the menu option as well as the level of involvement and participation of the station as a whole. Documentation can include e-mail, faxes, etc., that show your personnel involved in coordinating and implementing the program.
- Use this information to complete the Menu Option Tracking Sheet.

The End of the Year: Public File Report

- At the end of the year (the year from your renewal application due date to renewal application due date – see chart), lay out all of the folders for each full-time position that you recruited for and/or filled.
- Using the information in those folders, complete the EEO Public File Report (see attached form and instructions). You may present the information required on the public file report in a different format than the one supplied; our form is only a suggestion.
- Place the EEO Public File Report in the station public file. If there are multiple stations in the station employment unit, place the EEO Public File Report in each station's public file. If your station(s) have a website, post the most current EEO Public File Report on the site(s).
- Evaluate the list of recruitment sources used in the past year, and determine whether they should remain on your list. Have they produced qualified applicants, interviewees or hires? Are they accomplishing your EEO program's objectives? Are they collectively sufficient to achieve broad outreach in your community? If so, retain them. If not, delete them and seek and add other sources.
- Check the overview section above to see if your station employment unit has enough employees to trigger the requirement to file a mid-term report with the FCC. If it does, check the attached chart to determine when it is due, and prepare and file it, attaching the unit's two most recent EEO Public File Reports.

Draft Community Group Notification Letter

[Notice to Community Groups may be given by other means]

[Station's Letterhead]

[Name and address of recruitment source]

Dear :

We are looking to expand the number of sources who we inform of employment opportunities at our station. Your organization is an excellent resource for well-qualified applicants for our positions and we would like to further our outreach through you. If you are interested in receiving information about our full-time job openings so that you can pass it along to your applicants, please complete the self-addressed, stamped postcard with your information. Also, please indicate the preferred method for receiving our full-time job vacancy notices.

We look forward to working with you in the future.

Sincerely,

[name]

[position]

SASP		
Organization Name: _____		
Address: _____		
City: _____	State: _____	Zip: _____
Phone Number: _____	Fax Number: _____	
Contact person: _____		
E-mail: _____	Web page: _____	
How would you like to receive notification of job openings?		Check all that apply:
<input type="checkbox"/> U.S. Mail	<input type="checkbox"/> Facsimile	<input type="checkbox"/> E-mail

Recruiting Source Tracking Sheet

[Copy and repeat as needed]

Title of Vacant Position: _____

Recruitment Source:
Name: _____
Address: _____
Contact person: _____
Telephone Number: _____
Attach dated copies of <u>all</u> ads, bulletins, letters, faxes, e-mails or other communications announcing the vacancy
___ Number of Interviewees Sent by this Recruiter ___ Number of hires

Recruitment Source:
Name: _____
Address: _____
Contact person: _____
Telephone Number: _____
Attach dated copies of <u>all</u> ads, bulletins, letters, faxes, e-mails or other communications announcing the vacancy
___ Number of Interviewees Sent by this Recruiter ___ Number of hires

Recruitment Source:
Name: _____
Address: _____
Contact person: _____
Telephone Number: _____
Attach dated copies of <u>all</u> ads, bulletins, letters, faxes, e-mails or other communications announcing the vacancy
___ Number of Interviewees Sent by this Recruiter ___ Number of hires

EEO Public File Report Notes

Broadcasters who employ five or more full-time employees are required to complete an EEO Public File Report and place it in the station public inspection file annually, on the anniversary of the date a station is due to file its renewal application. If a station has a web site, the most current EEO Public File Report must also be posted to the web site. A chart reflecting the due dates for completion and filing of the EEO Public File Report is included in this packet for your convenience. You should consult it now and calendar the date for your station(s).

The EEO Public File Report must be completed for station employment units. As mentioned earlier, a station employment unit is defined as (a) a single station or (b) a group of commonly owned stations in the same market that share at least one employee. A single EEO Public File Report listing all stations in the station employment unit should be completed. Recruitment sources and activities for all vacancies for all the stations in the station employment unit should be covered in the report.

Station Employment Units consisting of stations in more than one renewal group (i.e. located in more than one state) may select the renewal group that will be used for the purpose of determining the filing dates for its annual public file reports and its mid-term report, where applicable. If the Station Employment Unit includes a television station, the filing date for the television station should ordinarily govern, in order to accommodate the statutory requirement for mid-term review of television licensee' EEO compliance. Apart from that situation, the renewal group that will determine the employment unit's EEO filing schedule should be selected so as to minimize the time between the date for placing the EEO Public File Report in the public file and the date for the filing of renewal applications for different renewal group stations.

If a Station Employment Unit consists of television and radio stations that are part of the same renewal group, the radio renewal schedule is usually one year earlier than the schedule for television. In those situations, the filing schedule for television stations should be used for purposes of filing the mid-term report for the employment unit, if it is subject to the requirement to file a mid-term report.

A draft EEO Public File Report is included in this packet for your use. Please note that the information included in the public file report will be obtained from the information you are tracking and maintaining as part of the Commission's information retention requirements throughout the year. It is therefore critical that you carefully follow the information tracking and retention requirements – otherwise, you will not have the necessary data to complete your public file report. Please also note that the actual tracking sheets and other documents retained for each full-time vacancy are not required to be placed in the public file or submitted to the Commission, and should not be.

The information included in the EEO Public File Report for religious broadcasters is slightly different, and for that reason, a separate draft EEO Public File Report for use by stations with five or more full time positions subject to religious qualification is included. This form can also be used for station employment units that have five or more full-time positions with religious qualifications. However, if a station employment unit has five or more full-time

religious positions and five or more full-time non-religious positions, a combination of the two forms will be required. Please consult us in that situation.

EEO Public File Report Non-Religious Broadcasters

EEO PUBLIC FILE REPORT

Dates:

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License

Recruitment Sources			
Source	Contact	Address	Phone

Vacancies Filled During Period				
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
			Total:	
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
			Total:	
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
			Total:	
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
			Total:	

Menu Options

Date	Menu Number	Description

Instructions for Completion of EEO Public File Report

- 1) **Date:** this should be the year period preceding the date that you would normally file your renewal application. For example, Louisiana radio and television stations' date would be February 1, so the year period would be February 1, 200X to January 31, 200X.
- 2) **Station Employment Unit:** list all stations in the SEU. An SEU is defined as a station or group of stations that are commonly owned, are located in the same market and share at least one full-time employee. Full-time for EEO purposes means the employee works 30 hours or more per week.
- 3) **Recruitment Sources:** list all sources that you used in the last year to send job announcements to, even if a source did not provide any interviewees. This can include newspapers, colleges, unemployment offices, churches, websites, the station, on-air, bulletin boards, etc. Provide all information requested where possible.
- 4) **Vacancies Filled During Period:** this is where you provide a list of all of the full-time positions that the station or SEU filled in the period covered by the report. Each position gets its own box marked "position filled".
 - a) *Date filled:* this is the date that you hired the person.
 - b) *Source:* use the names of the sources from the Recruitment Sources block above
 - c) *# of Interviewee(s):* determine how many interviewees each recruitment source provided and place the number for each source in the box corresponding to that source. For example:

Source	# of Interviewees
Local Newspaper	5
On-Air Announcements	3
Monster.com	0
Total:	8

- d) *Total:* underneath the # of interviewees column, you should add the total number of people who were interviewed. See above.
- e) *Hiree:* place a check mark or other marker indicating which source referred the person who was hired. Do not include the names of the interviewees or the person who was hired. Also put the total number of people hired in the total box next to the total box of the interviewees:

Source	# of Interviewees	Hiree
Local Newspaper	5	1
On-Air Announcements	3	
Monster.com	0	
Total:	8	1

5) **Menu Options (Non-religious broadcasters ONLY):** this is where you indicate what outreach programs you have initiated in the past year to meet your requirement to complete 2 or 4 (depending upon the size of your SEU) menu options.

- a) *Date:* this is the date that you completed the option. For internships that last several months, put the

date range of the length of the internship.

- b) *Menu Number*: this is the FCC's number of the specific menu option. See below for a complete list of menu options
- c) *Description*: describe what you did. Names of individuals should not be provided.
- d) *Total Number of Menu Items Completed*: different menu items count for different amounts. For example, participating in a job fair is worth $\frac{1}{4}$ of a menu option whereas having an intern is worth 1.

Menu Options: number at left is FCC number and should be used in the Menu Number Column.

- 1) Participation in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decisions (1 = $\frac{1}{4}$)
- 2) Hosting of at least 1 job fair;
- 3) Co-sponsoring at least 1 job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
- 4) Participation in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities (1 = $\frac{1}{4}$);
- 5) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
- 6) Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);
- 7) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
- 8) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
- 9) Establishment of a mentoring program for station personnel;
- 10) Participation in at least 4 events sponsored by educational institutions relating to career opportunities in broadcasting (1= $\frac{1}{4}$);
- 11) Sponsorship of at least 2 events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting (1 = $\frac{1}{2}$);
- 12) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
- 13) Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
- 14) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
- 15) Provision of 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;
- 16) Participation in other activities designed by the station employment unit 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.

**EEO Public File, EEO Mid-Term Report,
and Renewal Application Filing Dates**

Radio

State	Public Inspection Report	Renewal Application Due	Mid-Term Review¹
Maryland	June 1	June 1, 2011	June 1, 2015
District of Columbia	June 1	June 1, 2011	June 1, 2015
Virginia	June 1	June 1, 2011	June 1, 2015
West Virginia	June 1	June 1, 2011	June 1, 2015
North Carolina	August 1	August 1, 2011	August 1, 2015
South Carolina	August 1	August 1, 2011	August 1, 2015
Florida	October 1	October 1, 2011	October 1, 2015
Puerto Rico	October 1	October 1, 2011	October 1, 2015
U.S. Virgin Islands	October 1	October 1, 2011	October 1, 2015
Alabama	December 1	December 1, 2011	December 1, 2015
Georgia	December 1	December 1, 2011	December 1, 2015
Arkansas	February 1	February 1, 2012	February 1, 2016
Louisiana	February 1	February 1, 2012	February 1, 2016
Mississippi	February 1	February 1, 2012	February 1, 2016
Tennessee	April 1	April 1, 2012	April 1, 2016
Kentucky	April 1	April 1, 2012	April 1, 2016
Indiana	April 1	April 1, 2012	April 1, 2016
Ohio	June 1	June 1, 2012	June 1, 2016
Michigan	June 1	June 1, 2012	June 1, 2016
Illinois	August 1	August 1, 2012	August 1, 2016
Wisconsin	August 1	August 1, 2012	August 1, 2016
Iowa	October 1	October 1, 2012	October 1, 2016
Missouri	October 1	October 1, 2012	October 1, 2016
Minnesota	December 1	December 1, 2012	December 1, 2016
North Dakota	December 1	December 1, 2012	December 1, 2016
South Dakota	December 1	December 1, 2012	December 1, 2016
Montana	December 1	December 1, 2012	December 1, 2016
Colorado	December 1	December 1, 2012	December 1, 2016
Kansas	February 1	February 1, 2013	February 1, 2017
Oklahoma	February 1	February 1, 2013	February 1, 2017
Nebraska	February 1	February 1, 2013	February 1, 2017
Texas	April 1	April 1, 2013	April 1, 2017
Wyoming	June 1	June 1, 2013	June 1, 2017
Nevada	June 1	June 1, 2013	June 1, 2017
Arizona	June 1	June 1, 2013	June 1, 2017
Utah	June 1	June 1, 2013	June 1, 2017

¹ The Radio Mid-Term Review is only applicable to a radio station employment unit with more than 10 full-time employees.

New Mexico	June 1	June 1, 2013	June 1, 2017
Idaho	June 1	June 1, 2013	June 1, 2017
California	August 1	August 1, 2013	August 1, 2017
Alaska	October 1	October 1, 2013	October 1, 2017
American Samoa	October 1	October 1, 2013	October 1, 2017
Guam	October 1	October 1, 2013	October 1, 2017
Hawaii	October 1	October 1, 2013	October 1, 2017
Mariana Islands	October 1	October 1, 2013	October 1, 2017
Oregon	October 1	October 1, 2013	October 1, 2017
Washington	October 1	October 1, 2013	October 1, 2017
Connecticut	December 1	December 1, 2013	December 1, 2017
Maine	December 1	December 1, 2013	December 1, 2017
Massachusetts	December 1	December 1, 2013	December 1, 2017
New Hampshire	December 1	December 1, 2013	December 1, 2017
Rhode Island	December 1	December 1, 2013	December 1, 2017
Vermont	December 1	December 1, 2013	December 1, 2017
New Jersey	February 1	February 1, 2014	February 1, 2018
New York	February 1	February 1, 2014	February 1, 2018
Delaware	April 1	April 1, 2014	April 1, 2018
Pennsylvania	April 1	April 1, 2014	April 1, 2018

International stations are not required to maintain a public inspection file and the EEO order specifically exempts these licensees from the requirement of completing the Public Inspection File Report and placing it in the Public File. These international stations, however, must still comply with the recordkeeping requirements. However, international stations are still required to complete and file a Mid-Term Report and respond to the EEO portion of their renewal application. The license periods and renewal deadlines for international stations differ from AM and FM stations. Please consult the FCC's rules for the applicable deadlines for filing Mid-Term and Renewal Applications.

**EEO Public File, EEO Mid-Term Report,
and Renewal Application Filing Dates**

Television

State	Public Inspection Report	Renewal Application Due	Mid-Term Review²
Maryland	June 1	June 1, 2012	June 1, 2016
District of Columbia	June 1	June 1, 2012	June 1, 2016
Virginia	June 1	June 1, 2012	June 1, 2016
West Virginia	June 1	June 1, 2012	June 1, 2016
North Carolina	August 1	August 1, 2012	August 1, 2016
South Carolina	August 1	August 1, 2012	August 1, 2016
Florida	October 1	October 1, 2012	October 1, 2016
Puerto Rico	October 1	October 1, 2012	October 1, 2016
U.S. Virgin Islands	October 1	October 1, 2012	October 1, 2016
Alabama	December 1	December 1, 2012	December 1, 2016
Georgia	December 1	December 1, 2012	December 1, 2016
Arkansas	February 1	February 1, 2013	February 1, 2017
Louisiana	February 1	February 1, 2013	February 1, 2017
Mississippi	February 1	February 1, 2013	February 1, 2017
Tennessee	April 1	April 1, 2013	April 1, 2017
Kentucky	April 1	April 1, 2013	April 1, 2017
Indiana	April 1	April 1, 2013	April 1, 2017
Ohio	June 1	June 1, 2013	June 1, 2017
Michigan	June 1	June 1, 2013	June 1, 2017
Illinois	August 1	August 1, 2013	August 1, 2017
Wisconsin	August 1	August 1, 2013	August 1, 2017
Iowa	October 1	October 1, 2013	October 1, 2017
Missouri	October 1	October 1, 2013	October 1, 2017
Minnesota	December 1	December 1, 2013	December 1, 2017
North Dakota	December 1	December 1, 2013	December 1, 2017
South Dakota	December 1	December 1, 2013	December 1, 2017
Montana	December 1	December 1, 2013	December 1, 2017
Colorado	December 1	December 1, 2013	December 1, 2017
Kansas	February 1	February 1, 2014	February 1, 2018
Oklahoma	February 1	February 1, 2014	February 1, 2018
Nebraska	February 1	February 1, 2014	February 1, 2018
Texas	April 1	April 1, 2014	April 1, 2018
Wyoming	June 1	June 1, 2014	June 1, 2018
Nevada	June 1	June 1, 2014	June 1, 2018
Arizona	June 1	June 1, 2014	June 1, 2018
Utah	June 1	June 1, 2014	June 1, 2018

² The TV Mid-Term Review is only applicable to television or Class A stations or SEUs with 5 or more full-time employees.

New Mexico	June 1	June 1, 2014	June 1, 2018
Idaho	June 1	June 1, 2014	June 1, 2018
California	August 1	August 1, 2014	August 1, 2018
Alaska	October 1	October 1, 2014	October 1, 2018
American Samoa	October 1	October 1, 2014	October 1, 2018
Guam	October 1	October 1, 2014	October 1, 2018
Hawaii	October 1	October 1, 2014	October 1, 2018
Mariana Islands	October 1	October 1, 2014	October 1, 2018
Oregon	October 1	October 1, 2014	October 1, 2018
Washington	October 1	October 1, 2014	October 1, 2018
Connecticut	December 1	December 1, 2014	December 1, 2018
Maine	December 1	December 1, 2014	December 1, 2018
Massachusetts	December 1	December 1, 2014	December 1, 2018
New Hampshire	December 1	December 1, 2014	December 1, 2018
Rhode Island	December 1	December 1, 2014	December 1, 2018
Vermont	December 1	December 1, 2014	December 1, 2018
New Jersey	February 1	February 1, 2015	February 1, 2019
New York	February 1	February 1, 2015	February 1, 2019
Delaware	April 1	April 1, 2015	April 1, 2019
Pennsylvania	April 1	April 1, 2015	April 1, 2019

LPTV station employment units are not required to maintain a public inspection file and have been specifically exempted by the EEO rules from completing the public inspection file report. However, LPTV station employment units are required to comply with EEO outreach requirements and recordkeeping. Further, these units must still file a Mid-Term Report if they are part of a station employment unit with a full-power or Class A station that has to file the Mid-Term Report and complete the EEO portion of the Renewal application.

Religious Broadcaster EEO Program Requirements Checklist

[For use by religious broadcasters with five or more full-time employees]

As a religious broadcaster recruiting to fill religious positions (those positions that have a religious qualification as a requirement of employment), your responsibility under EEO is to make a reasonable, good faith effort to recruit applicants, without regard to race, color, national origin or gender, among those who are qualified based upon their religious belief or affiliation. Your recruitment efforts for these positions do not need to meet the structured requirements of Prongs 1, 2 and 3.

Instead, your outreach only needs to reach those people who are likely to have the religious qualification you require. To that end, you need to make a list of recruitment sources that will likely disseminate the information about your position to those who are qualified due to their religious belief or affiliation. For example, you may include in your recruitment sources churches, religious universities and schools, and other religious affiliated groups who can spread the word about religious positions at your station.

To help you organize your recruitment effort, here is a checklist of things to do each time you are recruiting for a religious position.

Before Recruitment

Ensure that your station has established a general policy regarding EEO that includes (a) defining EEO responsibility of each level of management and reviewing performance of those employees; (b) informing employees and employee organizations of the EEO policy and enlisting their cooperation; (c) setting personnel policies to prohibit unlawful discrimination; (d) reviewing job structure and employment practices to ensure effective EEO; (e) disseminating the EEO policy and employment needs to sources of qualified applicants. A single individual at each station should be appointed to oversee proper implementation of the EEO policy.

Make a recruitment list of all of the sources that you would possibly use for any position with a religious qualification, including in this list sources that can provide applicants who are qualified based on their religious belief or affiliation. Keep in mind that your religious position recruitment efforts should be accomplished without regard to race, color, national origin or gender.

What to Do When A Full-Time Position Becomes Vacant

Open a new folder with the name of the position and the date. Use this folder for all correspondence, advertisements, resumes, applications, etc from your recruitment. This folder should NOT be placed in your station public inspection file – however, data will be extracted from it the information in it must be maintained.

Select/determine the recruitment sources you will use to recruit for the particular job vacancy. Take the Recruiting Source Tracking Sheet and for each box, fill in the information

about each recruitment source that you are going to use to disseminate information about the position.

Create your advertisement, fax, e-mail, flyer, newspaper ad, etc., announcing the opening of the religious position. Place dated copies of each in your job folder.

Review applications and interview possible candidates. For those candidates that you interview, determine how they found out about the position. You can do this by placing a question on their application “How did you hear about this position” or ask them in their interview.

On your Recruitment Source Tracking Sheet, indicate which recruitment sources sent you interviewees and the ultimate hiree.

The End of the Year: Public File Report

At the end of the year (the year from your renewal application due date to renewal application due date – see chart), lay out all of the folders for each full-time position that you recruited for and/or filled.

Using the information in those folders, complete the EEO Public File Report (see attached form for religious broadcasters and instructions). You may present the information required on the public file report in a different format than the one supplied; our form is only a suggestion.

Place the EEO Public File Report in the station public file. If there are multiple stations in the station employment unit, place the EEO Public File Report in each station’s public file. If your station(s) have a website, post the most current EEO Public File Report on the site(s).

Evaluate the list of recruitment sources used in the past year, and determine whether they should remain on your list. Have they produced qualified applicants, interviewees or hirees? Are they accomplishing your EEO program’s objectives? Are they collectively sufficient to achieve broad outreach in your community? If so, retain them. If not, delete them and seek and add other sources.

Check the overview section above to see if your station employment unit has enough employees to trigger the requirement to file a mid-term report with the FCC. If it does, check the attached chart to determine when it is due, and prepare and file it, attaching the unit’s two most recent EEO Public File Reports.

EEO Public File Report Religious Broadcasters

EEO PUBLIC FILE REPORT

Dates:

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License

Recruitment Sources			
Source	Contact	Address	Phone

Vacancies Filled During Period				
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
		Total:		
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
		Total:		
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
		Total:		
Position Filled	Date Filled	Source	Interviewee(s)	Hiree
		Total:		

Instructions for Completion of EEO Public File Report

- 1) **Date:** this should be the year period preceding the date that you would normally file your renewal application. For example, Louisiana radio and television stations' date would be February 1, so the year period would be February 1, 200X to January 31, 200X.
- 2) **Station Employment Unit:** list all stations in the SEU. An SEU is defined as a station or group of stations that are commonly owned, are located in the same market and share at least one full-time employee. Full-time for EEO purposes means the employee works 30 hours or more per week.
- 3) **Recruitment Sources:** list all sources that you used in the last year to send job announcements to, even if a source did not provide any interviewees. This can include newspapers, colleges, unemployment offices, churches, websites, the station, on-air, bulletin boards, etc. Provide all information requested where possible.
- 4) **Vacancies Filled During Period:** this is where you provide a list of all of the full-time positions that the station or SEU filled in the period covered by the report. Each position gets its own box marked "position filled".
 - f) *Date filled:* this is the date that you hired the person.
 - g) *Source:* use the names of the sources from the Recruitment Sources block above
 - h) *# of Interviewee(s):* determine how many interviewees each recruitment source provided and place the number for each source in the box corresponding to that source. For example:

Source	# of Interviewees
Local Newspaper	5
On-Air Announcements	3
Monster.com	0
Total:	8

- i) *Total:* underneath the # of interviewees column, you should add the total number of people who were interviewed. See above.
- j) *Hiree:* place a check mark or other marker indicating which source referred the person who was hired. Do not include the names of the interviewees or the person who was hired. Also put the total number of people hired in the total box next to the total box of the interviewees:

Source	# of Interviewees	Hiree
Local Newspaper	5	1
On-Air Announcements	3	
Monster.com	0	
Total:	8	1