



AkronNewsNow.com
WAKR ♦ WONE ♦ WQMX
The Rubber City Radio Group

2011 EEO PROGRAM REPORT

Period Covered: June 1st, 2010 – May 31st, 2011
AKRON, OHIO STATION GROUP:
WAKR/Akron, WONE-FM/Akron, WQMX/Medina

I. GENERAL POLICY

It is the policy of The Rubber City Radio Group to provide employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It is also our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, and to ensure conformance with the requirements of the FCC, we have adopted an Equal Employment Opportunity Program which includes the following elements:

II. RESPONSIBILITY FOR IMPLEMENTATION

Our EEO Officer, for the Akron Employment Unit, who is responsible for the administration and implementation of our Equal Employment Opportunity Program, is Henry Zelman. Henry reviews the practices of all persons making employment decisions with respect to the recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program are adhered to and that no person is discriminated against in employment because of race, color, religion, national origin or sex.

III. POLICY DISSEMINATION

To assure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts are made:

- The station's employment application form contains a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, state or Federal agency if they believe they have been the victims of discrimination.
- Appropriate notices are posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate local, state or Federal agency if they believe they have been the victims of discrimination.
- We include a copy of our EEO Policy and Program in personnel manuals, employee handbooks and orientation materials.
- We remind our management staff of our EEO Policy at staff meetings and discuss our EEO Program at these meetings. At all hiring opportunities, involved individuals are specifically reminded of their EEO responsibilities.
- We inform our contacts in the local community of our EEO Policy and our commitment to it. Close community contacts include our Local Chapters of the American Red Cross, Salvation Army and United Way plus other community groups including Kiwanis, Victim's Assistance and more.

IV. RECRUITMENT

To ensure non-discrimination and foster their full consideration of all qualified candidates whenever full-time job vacancies occur, we utilize the following recruitment procedures:

- We contact a variety of business and professional organizations whose membership includes substantial minority and women organizations on a systematic basis, both orally and in writing, to encourage the referral of qualified minority and women applicants whenever job vacancies occur. The organizations we, contact are:
 - Akron Community Service Center & Urban League
 - East Akron Community house
 - Akron Chapter of the NAACP
 - Urban League of Greater Cleveland
 - Greater Stark Urban League
- In addition to the organizations noted above, which specialize in minority and women candidates, we deal only with employment services, including state employment agencies, which refer job candidates without regard to their race, color, religion, national origin or sex. These employment referral services are:
 - Ohio Center for Broadcasting
 - Employment Resource Center
 - Summit Co. Executive's Office on Equal Employment Oppor.
 - Ohio Assn. of Broadcasters
- When we recruit prospective employees from educational institutions, such recruitment efforts include schools and colleges with minority and women enrollments. Educational institutions we contact for recruitment purposes are:
 - Cleveland State University
 - University of Akron
 - Kent State University
 - The Ohio University
 - Mount Union College

- We encourage current employees to refer qualified minority and women candidates for existing and future job openings.
- We participate in job fairs by station personnel who have substantial responsibility in hiring. During the period, we have participated in the following job fairs:
 - Akron Urban League's Northeast Ohio Diversity Career Fair, September 2010
 - Ohio Center for Broadcasting Job Fair, October 2010
- We participate in events sponsored by organizations representing community groups interested in broadcast employment issues, including conventions, career days, and workshops. They include.
 - The Ohio Association of Broadcasters
 - The Cleveland Advertising Association
- TRAINING/INTERNSHIPS
 - We provide on-the-job training to upgrade the skills of our employees.
 - We provide internships or other assistance to individuals, schools, or colleges in programs designed to enable qualified minorities and women to learn about various facets of the business and to compete in the broadcast employment market on an equitable basis.
 - We participate on the Board of The Ohio Broadcasters Foundation, which awards scholarships, annually, to college bound seniors who will be studying communications and media.

V. SELF-ASSESSMENT

To ensure that our EEO Program is effective in providing equal employment opportunity, we utilize the following procedures every two years.

- We evaluate the productivity of each of our recruitment sources and eliminate those which have been unsuccessful in widely disseminating our vacancies to all qualified applicants. We also supplement our sources with new organizations and other recruitment sources, as needed.
- We periodically review the composition of our station's workforce for self-assessment purposes. Where under representation of minorities or women exists, we re-examine the station's personnel policies and practices to assure that they do not inadvertently screen out any group.
- We review our job hires to see whether all qualified applicants are considered for every job opening.
- We review our hiring, promotion and seniority practices and results for consistency with our EEO Program.
- We review the salaries and benefits of our employees to discover any inequities relating to minorities and women.

EXHIBIT A

RCRG EEO Plan WAKR - WONE - WQMX Recruitment Sources

When positions become available at Rubber City Radio Group stations, they are advertised by notification to the following mailing list. Some are paid classified advertising sources. Most are community job-board type agencies who let their constituents know about our openings.

| <u>Source:</u> | <u>Type:</u> | <u>Address:</u> | <u>Phone:</u> |
|--|--------------|---|------------------------------------|
| Akron Beacon Journal Classified Desk | Newspaper | 44 E. Exchange St. Akron, OH 44328 | 330-996-3600 |
| Cleveland Plain Dealer Classified Desk | Newspaper | 1801 Superior Ave, East Cleve., OH 44114 | 216-999-5555 |
| Kent State University | School | 261 MSC PO Box 5190 Kent, OH 44242 | 330-672-2360 |
| University of Akron Center for Career Mgt. | School | The University of Akron Center for Career Management 302 Buchtel Mall Akron, OH 44325-4306 uaccm@uakron.edu | 330-972-7747 |
| Ohio Center for Broadcasting Gary James gary@beonair.com www.funjobsonair.com | School | 9000 Sweet Valley Dr. Valleyview, OH 44125 | 216-447-9117 |
| Akron Community Service Ctr. & Urban League Mr. Frederick Wright | Civic Org. | 440 Vernon Odom Blvd. Akron, oh 44307 | 234-542-4497 |
| East Akron Community House Ms. Dorothy Smith | Civic Org. | 550 S. Arlington St. Akron, OH 44306 | 330-773-6838 |
| Akron Chapter of NAACP Ms. Ophelia Averit | Civic Org. | 1419 Copley Rd. Akron, OH 44320 | 330-865-6801 |
| Cleveland State University Career Services Center | School | 1983 E. 24th St. Cleve., OH 44115 | 216-687-2238 |
| The Cleveland Call & Post Trina | Newspaper | 11800 Shaker Blvd. Cleveland, OH 44120 | 216-791-7600 216-588-6723 (fax) |

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|--|-------------------------------|---|-------------------------------------|
| Mr. James C. Hamilton Ohio Job and Family Services | Agency | 1040 East Tallmadge Avenue Akron, OH 44310 | |
| Ohio University Ms. Rosemary Mayronne | School | Career Services Division of Student Affairs Baker University Center 533 One Park Place Athens, OH 45701 Mayronne1@ohio.edu | 740-593-2909 |
| Summit County Executive's Off. on Equal Employment Oppor. Mr. Don Mittiga | Agency | 175 So. Main St. Akron, OH 44308 | 330-643-6656 |
| Urban League of Greater Cle. Mr. Jonathon Holyfield, Pres. | Civic Agency | 2930 Prospect Ave., SE Cleveland, OH 44115 | 216-622-0999 |
| Greater Stark County Urban League Mr. Vince Watts, Pres. | Civic Agency | 1400 Sherrick Rd., SE Canton, OH 44707-3533 | 330-456-3479 |
| The Ohio Association of Broadcasters Ms. Christine Merritt | Trade Agency | 88 East Broad St., Suite 1180 Columbus, Ohio 43215 | 614-228-4052 www.oab.org |
| Mount Union College Ms. Rebecca Doak Dir. of Career Development | School | 1972 Clark Avenue Alliance, OH 44601 www.collegecentral.com/MountUnion | |
| Rubber City Radio Group Online Career Fair | Job Board | www.wakr.net www.wone.net www.wqmx.com | |
| Cleveland Advertising Assn. Online Employment Board | Job Board | www.clevead.com/jobs | |
| Career Builder.com | Online Classifieds | www.careerbuilder.com | |
| Monster.com | Online Classifieds | www.monster.com | |
| allaccesscom | Online Classifieds | www.allaccess.com | |

Rubber City Radio Group
Equal Opportunity Program
May 20, 2011

EXHIBIT B

FULL TIME EMPLOYMENT ACTIVITIES

6/1/10 - 5/31/11

- The following is a list of full-time positions filled during the period.

1. Sales Executive WAKR-AM WONE-FM

Recruitment Sources used to fill this position include:

- Akron Beacon Journal
- Career Builder.com
- Cleveland Plain Dealer
- Personal referrals

2. Promotions Assistant WONE-FM

Recruitment Sources used to fill this position include:

- Akron Beacon Journal
- Cleveland Plain Dealer
- Personal referrals

3. Web journalist WAKR-AM

Recruitment Sources used to fill this position include:

- Akron Beacon Journal
- Cleveland Plain Dealer
- University of Akron Career Planning
- Personal Referrals

- The Total Number of Persons interviewed for all full time vacancies during the period was 36:

- Referrals for our full time positions came from the following sources (# referrals)

- Akron Beacon Journal (11)
- Cleveland Plain Dealer (10)
- University of Akron Career Planning (1)
- CareerBuuilders.com (2)
- Personal Referrals (12)