



*AkronNewsNow.com*  
*WAKR w WONE w WQMX*  
*The Rubber City Radio Group*

## **2009 EEO PROGRAM REPORT**

Period Covered: June 1<sup>st</sup>, 2008 – May 31<sup>st</sup>, 2009  
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 Works Job Expo (July `08)
  - § Rubber City Radio Group Job Fair (March `09)
- We participate in job banks and other programs designed to promote outreach generally (i.e., not directed toward notification of specific job vacancies). They include:
  - § AkronWorks.com
  - § The Rubber City Radio Group Online Job Fair

- 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**

<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 Ms. Bernette Williams	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)
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 Office on EEO. 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	
AkronWorks.com Andrew Hamer	Job Board	www.akronworks.com andrewhamer@akronworks.com	
Cleveland Advertising Assn. Online Employment Board	Job Board	www.cleveland.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 29, 2009

## EXHIBIT B

### FULL TIME EMPLOYMENT ACTIVITIES

6/1/08-5/31/09

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
- Cleveland Plain Dealer
- E. Akron Community House
- Career Builder.com
- Monster.com
- Personal referrals

2. Digital sales AkronNewsNow.com, WAKR-AM

Recruitment Sources used to fill this position include:

- Akron Beacon Journal
- Ohio Center for Broadcasting
- Monster.com
- Careerbuilder.com
- Akron Works.com
- Rubber City Radio Group Internet (akronnewsnow.net)
- Walk-in

3. Digital sales AkronNewsNow.com,

Recruitment Sources used to fill this position include:

- Akron Beacon Journal
- Ohio Center for Broadcasting
- Monster.com
- Careerbuilder.com
- Akron Works.com
- Rubber City Radio Group Internet (akronnewsnow.net)
- Walk-in

4. Web designer WAKR-AM WONE-FM WQMX-FM

Recruitment Sources used to fill this position include:

- Cleveland Plain Dealer
- Monster.com
- Bryant and Stratton Business School
- Rubber City Radio Group Internet (wakr.net)

5. Sales Assistant WAKR-AM WONE-FM

Recruitment Sources used to fill this position include:

- Akron Beacon Journal
  - Cleveland Plain Dealer
  - Careerbuilder.com
  - AkronWorks.com
  - Monster.com
- 
- The Total Number of Persons interviewed for all full time vacancies during the period is: 77
  
  - Referrals for our full time positions came from the following sources (# referrals)
    - Ohio Center for Broadcasting (1)
    - Akron Beacon Journal (9)
    - Cleveland Plain Dealer (5)
    - East Akron Community House (1)
    - Bryant & Stratton Business School (4)
    - Monster.com (35)
    - Career Builders.com (7)
    - AkronWorks.com (1)
    - Internet Posting (7)
    - Word of Mouth (7)