

**F.C.C. Schedule 396**  
**EEO Narrative Statement**

**University of Louisiana at Monroe**  
**KEDM (FM) (FCC Facility ID #49406)**  
**KXUL (FM) (FCC Facility ID #49404)**

Radio stations KEDM and KXUL (the “Unit”) are commonly owned and controlled by the University of Louisiana at Monroe. Both stations are licensed to Monroe, Louisiana. KXUL maintains no full-time employees and KEDM maintains five full-time employees, as the term is defined in the Commission’s EEO rules, 47 CFR § 73.2080(e)(1).

In August, 2008, ULM appointed from within the institution’s existing staff a Director of University Broadcasting, who is assigned to provide overall supervision of both KEDM and KXUL. The Director, who at the time had formerly supervised only KXUL on a part-time basis, thus became the first employee shared between the two stations. Due to this position now working with both KEDM and KXUL, the stations are presently be considered part of the same employment unit under the FCC Rules, such that ULM now reports jointly for the two stations in FCC EEO matters.

**A. Diverse Recruitment Sources**

The Unit advertises its vacancies with a number of different resources, as described in more detail in Exhibit 1, to ensure the job vacancy information is widely disseminated to a broad and inclusive pool of candidates. Recruitment strategy and sources are specific to the nature of the job. Sources used to fill positions have included:

KEDM Public Radio Website	Northeast Louisiana Arts Council
ULM Human Resources Website	ULM Department of Communication
ULM Career Center Website	ULM University Development
Monroe Chamber of Commerce	ULM University Relations
West Monroe-West Ouachita Chamber of Commerce	ULM Department of Management and Aviation
North Louisiana Economic Partnership	
Public Radio Development Officers Listserv	
Monroe-West Monroe Business and Professional Women	
Monroe-West Monroe Convention and Visitors Bureau	
ULM College of Business and Social Sciences	
ULM Department of Marketing	

## **B. Elected Long Term Recruitment Options**

As described in more detail in Exhibit 1, outreach activities of the Unit are illustrated below, which the Unit believes satisfy the outreach requirements described in the FCC Rules:

### **1. Internship Program**

In the two years covered by this report, the Unit hosted a total of fifteen students enrolled for academic credit in a practicum (internship) course within the University of Louisiana at Monroe Department of Communication. Notably, KXUL is principally operated by student volunteers and student part-time employees, in addition to those enrolled in a formal course, under the direct supervision of the Director of University Broadcasting.

### **2. Scholarship Program**

In the two years covered by this report, the Unit provided needs-based financial assistance and entry-level broadcast employment experience to a total of 33 university students through the ULM work-study scholarship program.

## **C. Ongoing Recruitment Program Analysis**

ULM is a multipurpose, state-assisted institution of higher education. As a Louisiana state agency, all ULM personnel actions are continuously monitored, internally and at the state level. The licensee affirms that the institutional and Unit managers periodically analyze the effectiveness of its EEO recruitment program.

The Unit reviews recruitment effectiveness upon the initiation and again upon the completion of each employee search to ensure that job listings are distributed in the most effective manner while complying with ULM's EEO policies and the Commission's Rules. When necessary, changes to recruitment sources are made. For instance, the Unit recently determined to make use of certain additional recruitment sources in connection with full-time vacancy searches.

On an annual basis, in advance of the preparation of the Unit's EEO public file report, long term recruitment outreach initiative activity is tracked and reviewed to ensure that the Unit is utilizing resources effectively while fulfilling its ongoing commitment to informing individuals about broadcasting careers and job opportunities.

## **D. Dissemination of Program Information and Employment Practices**

ULM informs employees and job applicants of its EEO policies and program through the institution's website (<http://www.ulm.edu/hr/>). Our equal opportunity employment statement accompanies all job posting announcements so that applicants are fully aware of the Unit's commitment to equal opportunity employment. All new full-time hires attend an employee

orientation conducted by the ULM Human Resources department, where institutional policies are explained.

All ULM employees are required to attend annual training at least one hour in length covering prevention of harassment, discrimination and retaliation, as well as training at least one hour in length on preventing sexual harassment.

All ULM supervisory and managerial personnel are required to attend annual training at least one hour in length on preventing sexual harassment. This additional training is specific to personnel who supervise other employees.

The employment selection process is based on employment interviews, references, and qualifications. The Unit does not utilize tests for selection purposes. When filling a position, the Unit conducts reviews to ensure salaries are within industry and market standards. Most pay increases are performance based; in rare instances, an increase may be given when there is a disparity between current pay for the position and industry and market standards. Benefit plans are provided equally to all eligible employees. Promotions, when made, are based on job performance, recommendations, and employee qualifications. The Unit does not have a union agreement.

#### **E. Responsibility for EEO Policies**

At the institutional level, the ULM Director Human Resources is responsible for overseeing EEO compliance. At the Unit level, the Director of University Broadcasting is responsible for overseeing EEO compliance.