

EEO Program Report – Stations WWJ-TV and WKBD-TV

EEO Narrative Statement

To achieve broad and inclusive outreach in recruitment and hiring across its entire community, the stations utilized the following procedures.

Recruitment Sources. In filling full time job openings (other than by internal promotion), the stations utilized a variety of referral sources such as

- specific national, regional, and local organizations and sources that reach minorities and/or women,
- career placement offices of colleges and universities,
- internet job sites, and
- state employment services/job services resources.

Time Period Between Recruitment and Hire. The stations endeavored to allow a reasonable period of time between the broad distribution of a job vacancy announcement and the hiring of a person to fill that position.

Outreach and Training. The stations sought to expand the outreach to potential job candidates and assist individuals to obtain and advance skills necessary for careers in broadcasting through supplemental outreach initiatives, as detailed on the attached annual EEO reports.

Annual Review. The stations also conducted an annual review of their EEO programs to assess whether information about job vacancies at the stations are reaching all segments of the community, including minorities and women, and, if necessary, to modify the recruitment lists to ensure effective dissemination of job information.

As part of this analysis, the stations reviewed the measures they have taken to

- disseminate their EEO policy to job applicants and employees,
- ensure that seniority practices are nondiscriminatory,
- examine pay rates and fringe benefits of employees having the same duties, and eliminate any inequities based upon race, national origin, color, religion, or sex discrimination,
- utilize media for recruitment purposes in a manner that will contain no indication, either explicit or implicit, of a preference for one race, national origin, color, religion, or sex over another,
- ensure that promotions to positions of greater responsibility are made in a non-discriminatory manner, and
- avoid the use of selection techniques or tests that have the effect of discriminating against any person based on race, national origin, color, religion, or sex.