

Great Eastern Radio, LLC
Broadcast EEO Program Report

Outreach Efforts

Great Eastern Radio, LLC (“Great Eastern Radio”) conducts a broad and inclusive outreach effort that includes all local resources in the development and execution of the company’s equal employment opportunity program. This includes assistance in the areas of new hire education, manager training and EEO assessment.

New Hire Education. Great Eastern Radio explains their employment policies spelled out in the employee handbook to each new employee. The employee handbook discusses the company’s employment policies in their entirety, including the company’s specific equal opportunity employment policy. The policy prohibits discrimination in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, or any other characteristic protected by law. The employee is required to review the employee handbook and sign an acknowledgement that they have read the handbook. Great Eastern Radio is also willing to make reasonable accommodations for individuals with known disabilities. Employees with questions or concerns may contact their immediate supervisor, a department head, or the general manager. Anyone found to be engaging in any type of unlawful discrimination will be subject to disciplinary action, up to and including termination of employment.

Manager Training. Senior management holds regular one-on-one meetings with department heads of the stations. The employment practices and benefits of the stations are discussed from time to time during these meetings. Senior management of the licensee meets routinely through the year to discuss operations at the stations. As part of these meetings, senior management would review employee benefits, seniority practices, promotions and selection techniques to make sure that it is competitive with the marketplace and industry standards. In addition to compliance with federal, state and local laws, such a review has the additional benefit of ensuring that Great Eastern Radio attracts the best and the brightest in the industry to work at the stations, while also ensuring a diverse staff reflective of the community.

EEO Assessment. Great Eastern Radio periodically reviews its EEO policies in order to provide the best practice advice on dealing with potential EEO issues. These issues include, but are not limited to, claims of discrimination, sexual harassment, and unfair employment practices. The human resource department provides employees and managers with guidance on how to best handle certain EEO issues (as determined by the industry’s “best practice” standards) and assists in investigations of possible EEO infractions as needed. Each hiring manager is responsible to propose broad reach outlets for posting openings.

Senior management of Great Eastern Radio periodically conducts self-assessment of its EEO public file report and supporting documentation to make sure that the company undertakes the most comprehensive and effective manner for disseminating job opening for full-time positions and outreach initiatives. In this regard, the EEO Recruiter List for each Public File Report is reviewed regularly and updated as needed (add new contacts, update addresses, etc.). The EEO Recruiter List is comprehensive and reaches the community of license and beyond.