



THE GREAT REIMAGINATION

Compliance and Recruiting

Utilizing today's FCC EEO compliance requirements to develop a solid talent pipeline that allows you to plan for tomorrow TODAY.





LISA FIELDS

Senior Vice President/General Manager

I am a broadcast lifer! A career that began at 15 and has wound its way through studios & production rooms; Promotions & Marketing and finally landed in sales. My most recent past is with Broadcast1Source, the nation's leading SaaS based platform for digitizing your FCC mandated EEO compliance requirements. I work with stations and companies like yours to streamline and systemize your hiring process-all the while documenting every aspect for FCC EEO reporting.

FCC REQUIREMENTS

FCC specifies a 3- pronged approach to EEO compliance that includes:

1

Prong 1 - Broad Outreach

2

Prong 2 - Demand Notification

3

Prong 3 - Supplemental Outreach



Requirements

PRONG 1 - BROAD OUTREACH

Stations are required to broadly disseminate job postings to achieve Broad Outreach for all openings of 30 hours a week or more

To ensure all segments of the population have an equal chance to compete for these job openings

01

Recruitment must reach the entire community

02

It can be through a combination of sources, tho not all sources have to be utilized for every opportunity

03

And you may not rely exclusively on your station(s) on-air product, job fairs or the internet

04



PRONG 2 - DEMAND NOTIFICATION

Notice of job vacancies must be provided to all agencies requesting notification

- Supplements the broad outreach requirement
- Any agency can make this request and stations **MUST** comply
- Notification continues until the agency requests is revoked
- All contact must be appropriately documented in your records and on your annual EEO report



PRONG 3 - SUPPLEMENTAL OUTREACH

Designed to go reach beyond normal recruitment to engage people who are unaware, inexperienced or overlooked by vacancy specific recruitment

Initiatives beyond the wide dissemination of job vacancy information

01

FCC offers 13 menu items that meet this criteria (handout)

02

Some of them include, job fairs, internship programs, mentoring programs, management training programs (which today's session qualifies as), etc.

03

Stations with 5-10 full time employees must engage in 2 supplemental outreach "menu" activities every year while stations with more than 10 full time employees must engage in 4 "menu" activities events each year

04



PRONG 3 - SUPPLEMENTAL OUTREACH

Points	Category	Activity Type	Description
1	Job Fair	Co-Sponsoring Job Fair	Co-sponsoring at least one job fair with organizations in the business and professional community whose memberships include substantial participation of women and minorities.
1	Training	Establishment of a mentoring program	Establishment of a mentoring program to enable station personnel to improve their skills to qualify for higher positions.
1	Community Events	Establishment of an intern program designed to assist members of the community	Establishment of an intern program designed to assist members of the community to acquire skills needed for broadcast employment.
1	Training	Establishment of training programs for station personnel	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
1	Job Fair	Hosting of Job Fair	Hosting of Job Fairs
1	Others	Listing of each upper-level category opening in a job bank or newsletter	Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
0.25	Community Events	Participation in events or programs sponsored by educational institutions	Participation in at least four events or programs (EACH EVENT EARNS 0.25 POINTS) sponsored by educational institutions relating to career opportunities in broadcasting.
0.25	Community Events	Participation in events sponsored by community groups	Participation in at least four events (1 event earns .25 points) sponsored by community groups active in broadcast employment issues (conventions, career days, workshops and similar activities).
1	Job Bank Participation	Participation in job banks, internet programs and other programs designed to promote outreach	Participation in job banks, internet programs and other programs designed to promote outreach generally (programs not primarily directed to providing notification of specific job vacancies).
0.25	Job Fair	Participation in Job Fairs	Participation in a job fair by station personnel who have substantial responsibility in the making of hiring decisions.
1	Others	Participation in other activities designed by the station employment unit	Participation in other activities designed by the station employment unit that are reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.
1	Scholarship Programs	Participation in scholarship programs	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
1	Others	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
1	Training	Provision of training to management	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
1	Training	Provision of training to personnel of unaffiliated non-profit organizations	Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
0.5	Community Events	Sponsorship of events in the community designed to increase public awareness	Sponsorship of at least two events (EACH EVENT EARNS 0.5 POINTS) in the community designed to increase public awareness as to employment opportunities in broadcasting.

SELF AUDIT

The FCC requires that radio and television stations also “self audit” their stations hiring practices and report on them regularly. Regularly is not defined by the commission, and we encourage you to consult your corporate office or legal counsel for direction.

Our FCC counsel recommends conducting this audit 2 times per year.

Self Audit includes:

Date

Review of Program

Proposed Actions (if any)

Timeline for Completion



DOCUMENT EVERYTHING

Annual EEO reporting is required and it can be cumbersome! Stations must report on:

Every job posted, by job title

02

03

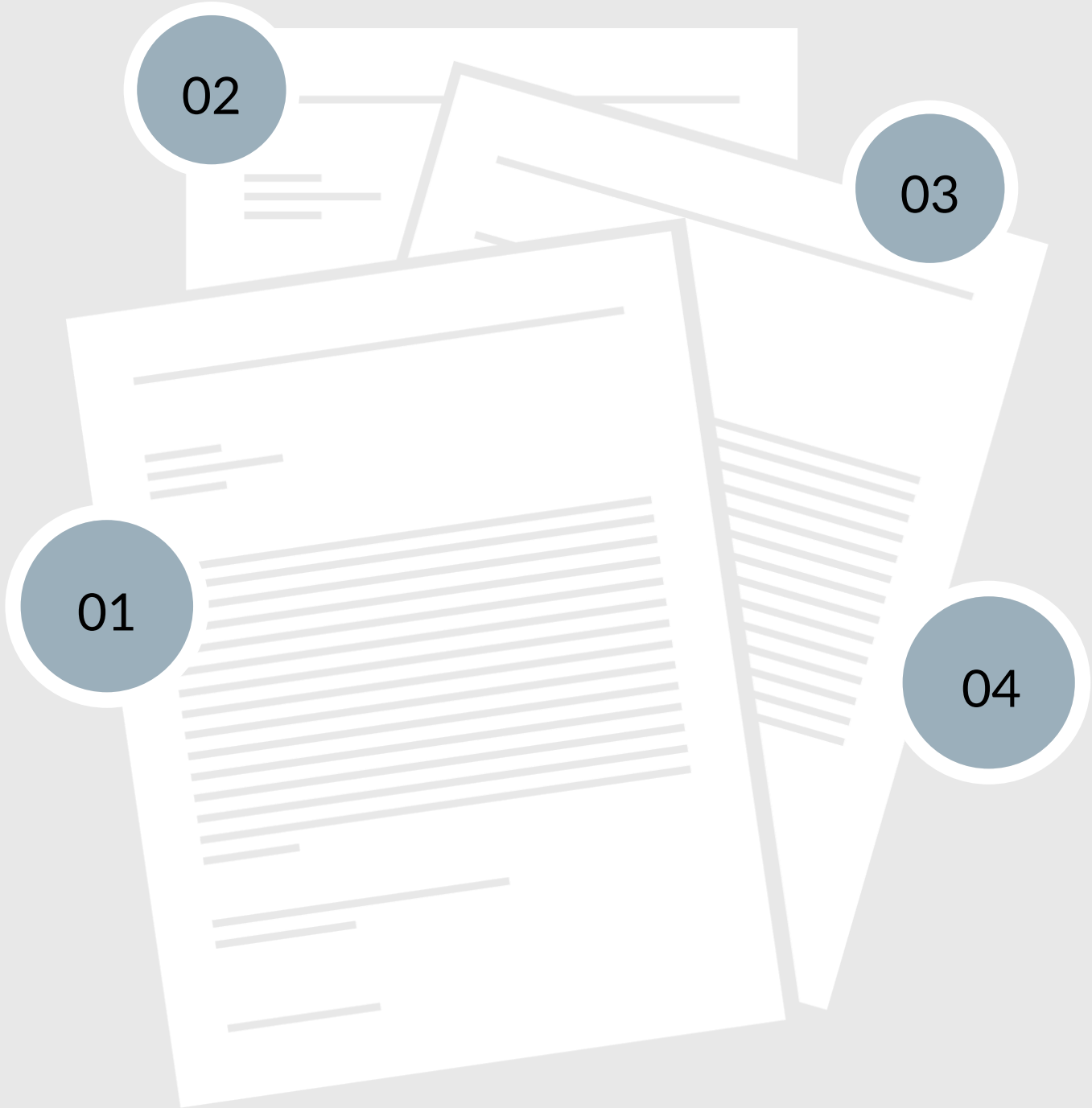
Dated copies of advertisements, letters, emails, faxes, etc. used in vacancy notification

01

All sources notified of the job including the name of the contact person, address, phone number – including all demand notification agencies (Prong 2)

04

You also must keep/maintain records reflecting referral sources of interviewees and hires



Without this documentation, you cannot comply with other EEO requirements.

The FCC requirements are exactly that,
requirements to maintain your license.
BUT – we contend those requirements
define the way you should build your
talent pipeline! What's a pipeline?



PLANNING FOR TOMORROW

Compliance and Recruiting

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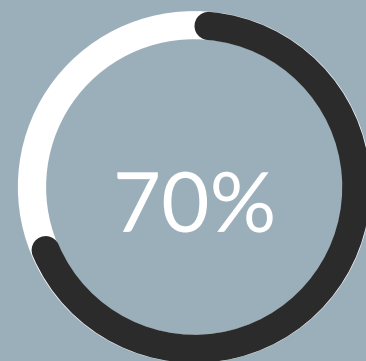


Pipelining

/'pīp,līŋ/ aka Relationship Recruiting


the process of identifying individuals with skills, experience and traits that may qualify them for future openings with your company.

A “passive prospect” is someone who is not looking for a job. These individuals are usually top in their field, high producers and usually work for the competition or in another industry. They are generally happy with their current position, manager and organization. They won't be responding to ads or job postings – they have to be *recruited*.



According to LinkedIn, roughly 70% of the global workforce is passive talent.





THE BENEFITS OF PIPELINING

1

Strategic Hiring -
getting the best,
not just who's
available

2

Better understanding
of the talent
landscape in your
market

3

Shortens the time
to hire

4

Allows you to
measure the culture
fit before the first day
of employment

5

Opens a flow of
quality prospects
for referrals

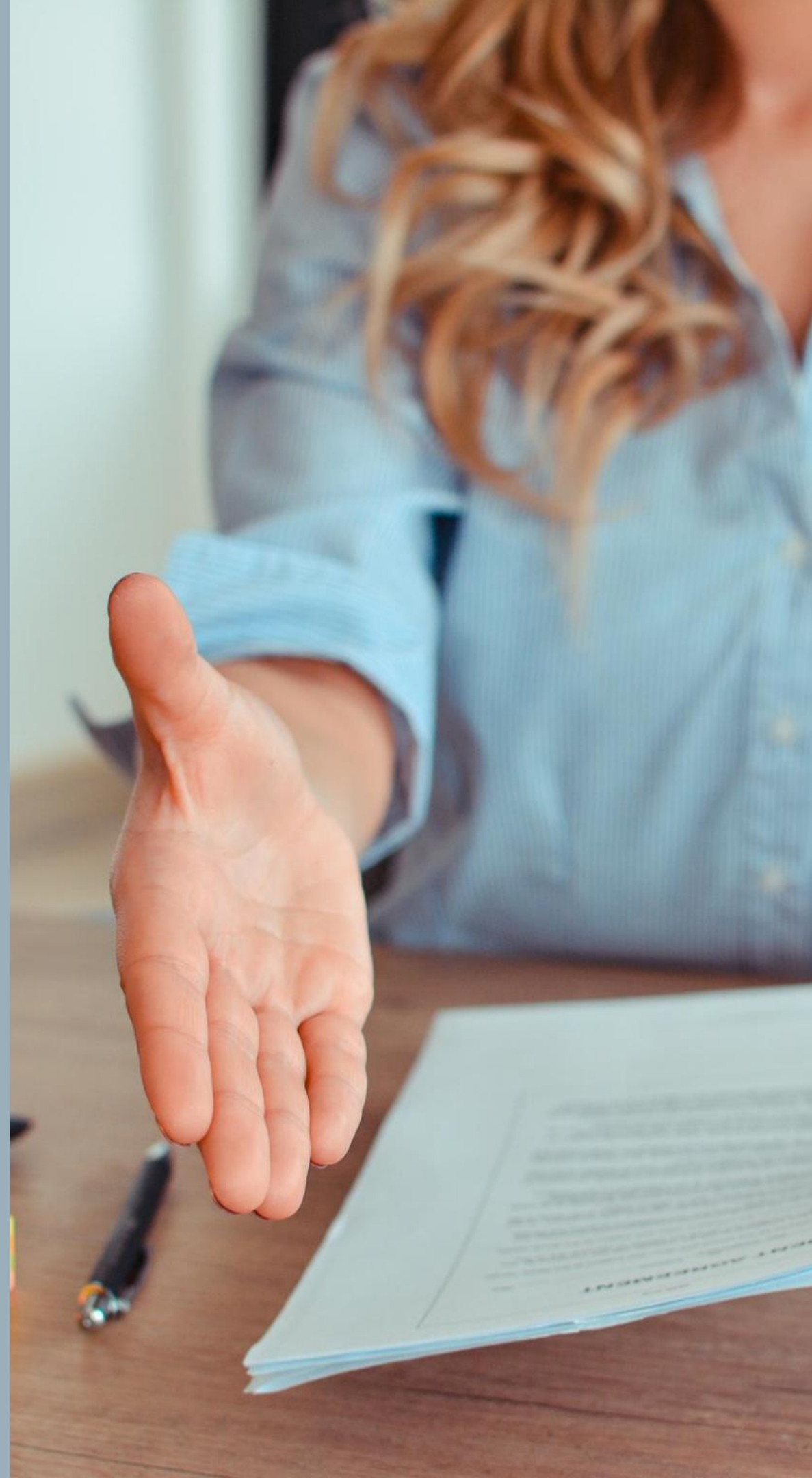
6

Target the talent
YOU need

Why is Pipelining Important?

Currently the workplace is flooded with job seekers who have many choices. It's critical to have a robust list of candidates to reach.

Next generation workers plan on shorter tenures, so be open to new ideas of "work."



Since COVID, remote work is a real thing, all the time. How many of you have a smaller team in the office, and staff only returning a couple of days a week?

Labor costs are rising – compensation packages must be aggressive and reflect the marketplace.

The "cool factor" related to the media job is gone! Now it's about comp, perks, and how many days I can work from home.

LET'S CREATE A PIPELINE

1

Identify your
long-term goals
and needs

2

Assess your
current talent
pool

3

Develop a
candidate
sourcing
strategy

4

Establish
contact with
new prospects

5

Nurture
prospects

6

Prioritize
ongoing training
and
development

ACTION PLAN

- 1 Update website, social media and career pages
- 2 Google for negative comments
- 3 Research compensation locally and by industry
- 4 Create your story and positioning statement
- 5 Conduct social media / on-air campaign
- 6 Create a good candidate experience - put your best foot forward
- 7 Update needed training



WHERE TO FIND CANDIDATES

1

Online

Google, LinkedIn,
Facebook, Twitter,
People Search

2

Word of Mouth

3

Strong referral
programs

4

Community
organizations

5

Business
journals

6

Large
employers

WHERE CAN YOU LOOK FOR PROSPECTIVE CANDIDATES?

Any company that employs individuals who sell ideas or close business.

Hotels, Motels, Resorts

Beverage Reps

Food Wholesalers

Telecom/Mobile Phones

Office Supplies

Furniture Reps

Casino Equipment

Mortgages

Bankers

Copier Repair

Mattress Store

Real Estate

Banquet Halls

Vineyards

Cosmetic Reps

Military Bases

Insurance

Nightclubs

DJs

Medical

Pharmaceutical

College Recruiters

Staffing Companies

Time Shares

Sports Teams

Retail

Events or Fairs

Yellow Pages

Welcome Wagon

Rental Cars

WHERE CAN YOU LOOK FOR PROSPECTIVE CANDIDATES?

Attend and host events.

Career fairs

Networking events

Professional organizations

Colleges/High Schools

Newcomers club

Meetup

Cocktail parties

Church

Sporting events

Training

Industry conferences

Chamber of Commerce

Hosted Event Ideas

Lunch & Learns:

- Marketing 101
- Geo Targeting
- Building your brand
- Business brainstorming
- Creating an event
- Digital training

Career Oriented:

- Open houses (virtual, too)
- Careers in media
- Building a better resume
- Career fairs
- Networking events

Community Oriented:

- Volunteer fair

INSTITUTE A STRONG REFERRAL PROGRAM

Employee referred new hires tend to be higher performing right out of the gate

If done properly, having employees refer various connections will increase your recruiting and sourcing potential

Referred hires tend to stay longer

More access to passive prospects

According to HR technologists on Recruiter.com , referred prospects speed up hiring time by 55%

Minimize turnover while saving money and time



CREATE YOUR PIPELINE

Last Name									
A	B	C	D	E	F	G	H	I	J
Last Name	First Name	Location	Current Title	Employer	Email	Email - Y/N	Phone	Date Contacted	
Doe	John	Scottsdale	Seller	Phoenix Magazine	doej@phoenixmag.com	Yes	480-222-2345	5/5/18	J
Bronwen	Fletcher	Sierra Vista	Public Relations, Customer Service and Sales Manager	Today's Look Salon & Day Spa			(520) 458-2950		
Leslie	Ramage	Sierra Vista	Sales & Marketing	Castle & Cooke Arizona, Inc.			(520) 378-5110		
Melanie	Sagia	Sierra Vista	Advertising Representative	Sierra Vista Herald	melanie.sagia@myheraldreview.com		(520) 458-9440		
Katja	Hanson	Sierra Vista	Multi-Media Marketing Consultant	The Sierra Vista Herald	hanson.katja@myheraldreview.com		(520) 458-9440		
Pahm	Lettrich	Sierra Vista	Sales Representative	Salt River Aviation Llc			(480) 558-1455		
Miera	Mathew	Sierra Vista	GSM	Lawley Kia and Ford	mathew.miera@lawleycars.com		(888) 874-9117		
Gaylor	Nikki	Sierra Vista	Office Manager	Lawley Kia and Ford	Nikki.gaylor@lawleycars.com		(888) 874-9117		
Alison	Beach	Sierra Vista	Sales Consultant	Lawley Kia and Ford	alison.beach@lawleycars.com		(888) 874-9117		
Jaward	Boyd	Sierra Vista	Route Sales Representative	Schwan's					
Sherion	Klepper	Sierra Vista	Marketing Consultant	Karatbars	Karatbars International				



WORK THE PIPELINE

1

Keep updated

2

Include notes
and next steps

3

Prioritize for
sorting

4

Move potential
candidate and cross
out versus deleting
candidates

5

Set time on
calendar

6

Add
accountability

GREAT DETAIL FOR EEO REPORTING!

Donahannan	David	714-350	Sales/Account Manager	Insurance Services, Inc.	DavidDonahannan@gmail.com
		Richland/Kennewick			



Reachouts ▾

Potential Candidates ▾

Rejected Candidates ▾

Interviews ▾

Hires ▾

Goals ▾



All prospects are on this page.

- Don't delete instead cross out
- Keep updated
- Use for broad marketing



Move "hot prospects" here for more attention. This is the list you want to work regularly.



Prospects who have been deemed not a match, who you do not want to communicate with in the future.



Those selected to move forward in the process and are in active interview stage



Start date, status updates



Internal notes for team involved with hiring process; goals, deadlines, game plans on marketing outreach

TIME TO ENGAGE

- Review prospect
- Intro-
 - Cold call
 - Referral
 - Email
- Don't treat as a 'job interview'
- Make a human connection = Personalization
- How can you help their career?
- Don't give up easily = treat like a target account
- Add to pipeline for future messaging:
 - Major company news
 - Articles or new research
 - Events, employee or client stories
 - Awards
- Follow their news and follow up



OPENERS

Impress them with what you have learned about THEM!

I notice you have been at your company for several years, are you growing or feeling stagnant? Have you thought about a change?

I noticed you are new at your company, how is it going? Did they accurately describe the position? Are they delivering what was promised? Is it meeting your expectations?

Jane Doe is a good friend of mine and she raved to me about you. I would love to get to know you, can we meet for a cup of coffee?

I noticed on LinkedIn, that we share a lot of connections so thought we should get to know each other.

I understand we both call on _____ and she speaks so highly of you, we don't have any job open, but I would sure like to get to know you for any future openings we have.



KEEPING UP THE CONVERSATION

- Probe what they like about their job/career goals
- Look for selling points
- Ask for referrals
- Follow them
- Schedule follow up on your calendar

“I just heard your boss is retiring, how does that change things?”

“I saw where you got on the buy from _____, what a great coup. I wanted to congratulate you.”

“Congratulations on your recent marriage/baby”

“We haven’t spoken for awhile, so I wanted to check in to hear how things are with you...”



ACTION ITEMS

1. Have an established Talent Acquisition strategy that includes pipeline development
2. Forget about relying only on job seekers
3. Embrace pipelining
4. Research for prospects
5. Improve your 'story' via social media, career page and with employees
6. Review & improve referral program
7. Think out of the box
8. Accountability





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