

**BROADCAST EQUAL EMPLOYMENT OPORTUNITY PROGRAM  
NEBRASKA RURAL RADIO ASSOCIATION  
LEXINGTON, NEBRASKA**

In compliance with 47 C.F.R. Section 73.2080, Nebraska Rural Radio Association, licensee of KNEB AM and FM in Scottsbluff, Nebraska, hereby establishes its Equal Employment Opportunity program. KNEB AM and FM comprise a Station Employment Unit of five or more full-time employees, and Scottsbluff is a small market.

1. This station employment unit will afford equal employment opportunity in all personnel actions without regard to race, color, religion, national origin, or sex, and has adopted this EEO program to fully utilize the skills of qualified persons.
2. The official responsible for implementing this program is Eric Brown, General Manager, or his successor.
3. This station employment unit will communicate its EEO policy to employees and prospective employees in the following manner:

Utilize an employment application form which contains a notice informing job applicants that KNEB is an Equal opportunity Employer.

A notice has been posted which informs job applicants and employees that KNEB is an equal opportunity employer and that they may notify appropriate government authorities if they believe they have been discriminated against.

A notice is included in the benefits page that KNEB is an equal opportunity employer.

Announcements will be broadcast on both stations stating that KNEB AM and FM is an equal opportunity employer. These announcements will also state that organizations which assist their members with employment issues may ask for notification of all job openings at KNEB AM/FM.

4. If and when job openings occur at KNEB, it will be widely disseminated with notice of those openings, including but not limited to the following:
  - a. Broadcast notice of the opening on the air.
  - b. Place notice of the opening on the station web sites.
  - c. Contact all organizations which have requested notification.
  - d. Contact any organizations which are thought to have potential to refer qualified candidates, particularly minorities and women.
  - f. Periodically the effectiveness of those sources which are contacted or which receive notice of job openings will be reviewed to determine whether they are productive sources.
  - f. Additional sources which may be able to refer qualified applications for job openings will be constantly sought.
  - g. A separate file will be kept on each opening showing recruitment sources, interviews, hires, and the referral source that led to the employee.



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KNEB AM/FM General Manager

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January 31, 2010

Date