

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2017 – March 22, 2018.

1) **Employment Unit: LM Communications - Lexington, Kentucky**

2) **Unit Members (Stations and Communities of License):**

**WGKS-FM Paris, Kentucky
WCDA-FM Versailles, Kentucky
WLXG-AM Lexington, Kentucky
WBVX-FM Carlisle, Kentucky
WBTF-FM Midway, Kentucky**

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 401 West Main Street, Suite 301 Lexington, KY 40507	Telephone Number: 859-233-1515
	Contact Person/Title: Craig Olive / Group General Manager
	E-mail Address: COLIVE@LMCOMM.COM

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
1. Account Executives*	Industry Referrals (4), On Air Ads (1)
* 5 positions were filled from one flight of recruitment announcements.	
2. Disc Jockey	All Access
3. Administrative and Traffic Assistant	Internship Program
4. Traffic Manager	Indeed.com

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Job Title: Account Executives* Referral Source of Hires: Industry Referrals (4), LM On Air Ads (1)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
University of Kentucky job web site	Self posted	Uky-csm.symplicity.com Employer Relations Team James W. Stuckert Career Center University of Kentucky	859-257-0550	2	No
LinkedIn	Rachael Chaves	LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA	www.Linkedin.com	2	No
Regional Help Wanted . com	Dale Mulder	PO Box 319 Mt Zion, IL 62549	845-827-1382	3	No
Key News Journal	Patrice Muhammad	3579 Laredo Dr Lexington, Ky 40517	859-492-6642	2	No
Transylvania University	Self posted	300 North Broadway	859-233-8193	0	No
Kentucky Broadcasting Association	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	2	No
LM On Air Recruitment Ads (see section 6-H of this report)	Craig Olive / GM	401 West Main Street Lexington, KY 40507	859-233-1515	2	No
Industry Referral	N/A	N/A	N/A	4	No
African American Ball (see section 6-C of this report)	N/A	Embassy Suites Lexington	N/A	1	No
Lexington Area Minority Business Expo (see section 6-D of this report)	N/A	Lexington Heritage Hall	N/A	2	No
Western Kentucky University Career Services	N/A	Indeed.com	N/A	0	No
Eastern Kentucky University Career Services	N/A	The Center for Career and Co Op career@eku.edu coop@eku.edu	859-622-1296	0	No
Indeed .com	Self posted	http://www.wku.edu/	(270) 745-4586	2	No

* 5 positions were filled from one flight of recruitment announcements.

Job Title: Disc Jockey

Referral Source of Hire: All Access

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
ALL ACCESS dot com	Self posted			2	No
LM Comm Corp Web sites	Self posted			1	No

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Job Title: Administrative and Traffic Assistant**Referral Source of Hiree: Internship Program**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Kentucky Broadcasting Association	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	1	No
Regional Help Wanted.com	Dale Mulder	PO Box 319 Mt Zion, IL 62549	845-827-1382	2	No
Kentucky State University Internship Program	Dr. David Shabazz	400 East Main St Frankfort, Ky 40601	502-597-5823	1	No

Job Title: Traffic Manager**Referral Source of Hiree: Indeed.com**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Indeed.com	Self posted	Indeed.com	N/A	1	No
Kentucky Broadcasting Association	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	2	No
ZipRecruiter.com	Self posted	ZipRecruiter.com	1-877-252-1062	0	No
Regional Help Wanted .com	Dale Mulder	PO Box 319 Mt. Zion, IL 62549	845-827-1382	0	No

5) **Total # of Interviewees Referred:** For the period from March 23, 2016 through March 22, 2017, this Employment Unit interviewed 32 interviewees for full-time job vacancies.

6) Supplemental Recruitment Initiatives:

- a) University of Kentucky, Global Entrepreneurism 501/ Dr. Parker; Monday, February 12, 2018
Employment Unit Participant: LM V.P of New Business Development

LM V.P was leader of a Graduate level class discussion of the relationship between marketing communications and entrepreneurship. He led the discussion among 30+ students as well as informed them of sales and marketing career opportunities among entrepreneur companies such as LM Communications and others in Lexington.

- b) Initiative: Participant in Kentucky State Internship Program, Lexington, KY, May 2017-March 2018
Employment Unit Participants: LM Communications Group General Manager, Stations' Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this internship program, students are interviewed then selected by KY State personnel to be given internships at LM Communications. These final 4 students spent time in the areas of sales, programming, production, promotions and office administration. Students spend time with Program Directors, Sales Directors and the General Manager to learn about the various duties and roles of job opportunities within LM and other radio groups. Students were provided hands on opportunities to assist with on-site remotes and various client and promotional activities during their internship.

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- c) Initiative: Co-host of 2017 African American Ball -Jan 20, 2018
Employment Unit Participant: General Manager, Program Director--WBTF

LM Communications was co-host of the African American Ball on Jan 20th, 2018. This annual event fostered networking among top African American Lexington business leaders during an evening of art, culture, music, dancing, fashion and fellowship. The General Manager, and Program Director experienced an evening of networking for possible open jobs at LM and a celebration of African American culture.

- d) Initiative: Lexington Area Minority Business Expo, Lexington Convention Center -8/2-4, 2017
Employment Unit Participant: LM Group President & Owner, General Manager, Directors of Sales, Program Director – WBTF-FM

The Lexington Area Minority Business Expo is one of the premier business events in Kentucky dedicated to the education and growth of minority and women owned businesses. This expo is designed to connect businesses with organizations looking for minority and women-owned businesses. Expo participants spent time with LM Communications Program Manager (WBTF-FM) and Sales Directors and General Manager. LM Communications hosted a booth and visited with expo participants regarding business opportunities in the radio and broadcast industry.

- e) Initiative: Participant in Experience-Based American College Internship Program, Lexington, KY – Oct. 2017-Feb 2018
Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Administrative Staff.

During this internship program, 3 school-selected students spent time with the stations' General Manager and each station's Program Director. The interns had opportunities to learn about the operations of each station and gained management experience and insight into careers in radio management. Students were selected by National College faculty based on the students' objectives after leaving school, and their desire to enter into the industry in which the internship is conducted. The internship fulfilled part of graduation requirements.

- f) Initiative: Participant in University of Kentucky Internship Program, Lexington, KY, May 2017- Nov 2017
Employment Unit Participants: LM Communications Group General Manager, Stations' Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this internship program, four students spent time in the areas of sales, programming, production, promotions and office administration. Students spent quality time with Program Directors, Sales Directors and the General Manager. Students were provided opportunities to view and assist in various client and operational activities.

- g) Initiative: Job News USA.com Job Fair, Clarion Hotel, Lex, KY-June 28,2017
Employment Unit Participant: LM Sales Director, Sales Assistant

The LM Communications Broadcast Media Group participated in this annual Job Fair at Clarion Hotel in Lexington on June 28, 2017. Approximately 25+ companies participated and over 450 attended the job fair and station personnel were available to answer questions about LM Communications' jobs and career opportunities. LM Communications is the title sponsor of the event thus we are given booth space to interact with the job seekers about opportunities at LM Communications.

- h) Initiative: Participation in other activities designed by the station employment unit 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. Initiative: LM On Air Recruitment Ads--Ongoing

LM Communications put together various 30 sec ads recruiting for Account Executives, an Administrative and Traffic Assistant, and a Traffic Manager and ran them on all 6 LM Radio Stations encouraging interested applicants to contact LM Communications about the open positions.

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2. Initiative: Participation in Employment Related Activities in the Community – Ongoing

The owner and senior and upper level management of LM Communications aggressively pursue interaction with community leaders in order to further the goal of disseminating information regarding employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities. The owner and senior and upper level management attend community events and networking events searching out prospects to fill future openings with the broadcasting organization.

(h) Listing of Positions in Job Banks that Have Substantial Participation by Women and Minorities

Depending on the nature of the open positions, the employment unit frequently posts a listing of openings in the following job banks that have substantial participation by women and minorities:

- **Key News Journal:** <http://www.lextown.info>. LM Communications paid for classified ad space in this web and print publication targeted at the African American community.
- **Indeed.com:** <http://www.indeed.com>. LM Communications paid for classified ad space in this web job openings classified section. Publication targeted to job seekers nationwide.
- **University of Kentucky job web site:** <https://uky-csm.smplicity.com>. Career Center at the University of Kentucky. LM Communications has classified ad space on this free site for University of Kentucky students looking for career opportunities in media upon their graduation.
- **Kentucky Broadcasting Association:** <http://www.kba.org>. LM Communications posted opening on this free classified job opportunity section of the web site. Kentucky Broadcasting Association caters to both radio and TV broadcasters in the state of Kentucky.