

**EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period March 23, 2015 – March 22, 2016.**

**1) Employment Unit: LM Communications, Inc. / LM Communications, LLC**

**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: <a href="mailto:COLIVE@LMCOMM.COM">COLIVE@LMCOMM.COM</a>

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Account Executives*	Industry Referrals / Indeed.com

\*4 positions were filled from one flight of recruitment announcements.

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**Job Title: Account Executives\***

**Referral Sources of Hire: Industry Referrals/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)
University of Kentucky job web site	Self posted	Uky-csmsymplicity.com Employer Relations Team James W. Stuckert Career Center University of Kentucky	859-257-0550	2	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	858-514-7682	1	No
HelpWantedLexington.com	Catherine Ford	11 Abrams Road Central Valley, NY 10917	800-365-8630	3	No
Key News Journal	Patrice Muhammad	3579 Laredo Dr Lexington, <u>Kentucky</u> 40517-	859-492-6642	0	No
Centre College	Self posted on line	Centre-csmsymplicity.com	N/A	1	No
Kentucky Broadcasting Association	Patti Pullen	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	2	No
The Job Window	Self posted on line	Thejobwindow.com	888.567.6340	1	No
Transylvania University. com	Self posted on line	Transy@csmsymplicity.com	859-544-2386	0	No
Industry Referral	N/A	N/A	N/A	6	No
KY State University Job Fair (see section 7 of this report)	N/A	N/A	N/A	1	No
African American Ball (see section 7 of this report)	N/A	Embassy Suites Lexington	N/A	1	No
Lexington Area Minority Business Expo (see section 7 of this report)	N/A	Lexington Heritage Hall	N/A	1	No
Indeed.com	N/A	Indeed.com	N/A	3	No
Eastern Kentucky University Career Services	N/A	The Center for Career and Co Op <u>career@eku.edu</u> <u>coop@eku.edu</u>	859-622-1296	1	No
Western Kentucky University Career Services	Self posted	http://www.wku.edu/	(270) 745-4586	0	No
LM Communications – Lexington station websites	Self posted	401 West Main Street, Suite 301 Lexington, KY 40507	859-233-1515	1	No
Station on-air announcements	Craig Olive	401 West Main Street, Suite 301 Lexington, KY 40507	859-233-1515	0	No

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6) **Total # of Interviewees Referred:** For the period from March 23, 2015 through March 22, 2016, this Employment Unit interviewed 24 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiative:**

a) Initiative: 2015 Alumni Breakfast Career Fair , Kentucky State University-10/9/15  
Employment Unit Participant: LM Sales Director, Sales Assistant

The LM Communications Broadcast Media Group participated in the annual Career Fair at Kentucky State University on October 9, 2015. Approximately 100+ students attended the career fair and station personnel were available to answer questions about LM Communications' jobs and internships, and careers in broadcasting in general.

This Alumni Career Fair is considered by the University as an integral part of their career placement initiatives.

b) Initiative: 2016 African American Ball - Jan 23, 2016  
Employment Unit Participant: Sales Director, Program Director--WBTF

LM Communications participated and was co-host of the African American Ball on Jan 23<sup>rd</sup> 2016. This annual event fostered networking among top African American Lexington business leaders during an evening of art, culture, music, dancing, fashion and fellowship. The LM Sales Director and Program Director attended.

c) Initiative: Lexington Area Minority Business Expo, Lexington Convention Center - 7/29-30 2015  
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.

d) Initiative: Participant in Experience-Based National College Internship Program, Lexington, KY – Sept. 2015-Mar 2016  
Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this 30-day internship program, the school-selected student spent time with the stations' General Manager and each station's Program Director. The intern had opportunities to learn about the operations of each station and gained management experience and insight into careers in radio management. Student was selected by National College faculty based on the student's objectives after leaving school, and his/her desire to enter into the industry in which the internship is conducted. The internship fulfilled part of graduation requirements.

e) Initiative: Participant in University of Kentucky Internship Program, Lexington, KY, May 2015-March 2016  
Employment Unit Participants: LM Communications Group General Manager, Stations' Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this 60-day internship, students spend time in the areas of sales, programming, production, promotions and office administration. Students spend quality time with Program Directors, Sales Directors and the General Manager. Students are provided opportunities to assist with on-site remotes and various client activities. They are taught how to complete sales orders and contracts and are provided an overview of traffic responsibilities. Three students participated during this reporting period.

- f) 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: On-Air Recruitment Announcements on all LM Communications Radio Stations – Ongoing**

When there are job vacancies at any LM Communications Radio Stations, 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 stations air announcements urging listeners and prospective employees to apply for positions open with the station employment unit. All announcements contain a statement that LM Communications, Inc. is an Equal Opportunity Employer, such as “WGKS-FM, WBTF-FM, WCDA-FM, WBVX-FM, WLXG-AM are Equal Opportunity Employers.”

**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.

(g) 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.symplicity.com>. James W. Stuckert Career Center @ University of Kentucky. LM Communications has classified ad space on this free site for University of Kentucky students looking for career opportunities in media.
- **Kentucky Broadcasting Association:** <http://www.kba.org>. LM Communications posted openings on this free classified job opportunity section of the web site. Kentucky Broadcasting Association caters to radio and TV broadcasters in the state of Kentucky.

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