

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2016 – March 22, 2017.

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
*3 positions were filled from one flight of recruitment announcements.	
2. Disc Jockey	All Access
3. Business Manager	Exigent Circumstances

**WBTF(FM), WBVX(FM), WCDA(FM), WGKS(FM), WLXG(AM)
Are Equal Opportunity Employers.**

Job Title: Account Executives***Referral Source of Hires: Industry Referrals**

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	1	No
LinkedIn	Rachael Chaves	LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA	www.Linkedin.com	0	No
HelpWantedLexington.com	Catherine Ford	11 Abrams Road CentralValley, NY 10917	800-365-8630	2	No
Key Journal	Patrice Muhammad	3579 Laredo Dr Lexington, Ky 40517	859-492-6642	1	No
Transylvania University	Self posted	300 North Broadway	859-233-8193	0	No
Kentucky Broadcasting Association	Henry Lackey	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	1	No
MSU Eagle Career Net	Self posted	428 University Blvd Morehead, Kentucky 40351	606-783-2233	0	No
Thejobwindow.com	Self posted	Denver, CO	877-625-4766	0	No
Industry Referral	N/A	N/A	N/A	5	No
Centre College	Self posted	600 Walnut Street, Danville, KY 40422	859-238-5200	0	No
African American Ball (see section 5 of this report)	N/A	Embassy Suites Lexington	N/A	1	No
Lexington Area Minority Business Expo (see section 5 of this report)	N/A	Lexington Heritage Hall	N/A	1	No
Indeed.com	N/A	Indeed.com	N/A	1	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
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	2	No

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

**WBTF(FM), WBVX(FM), WCDA(FM), WGKS(FM), WLXG(AM)
Are Equal Opportunity Employers.**

Job Title: Disc Jockey**Referral Source of Hiree: 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			3	No
LM Comm Corp Web sites	Self posted			2	No
Donavan Consulting	Jim Richards	PO Box 299 Greensboro, Georgia, 30642	706-247-2370	0	No

Job Title: Business Manager**Exigent circumstances**

Due to exigent circumstances, full recruitment was not conducted for this position.

4) **Total # of Interviewees Referred:** For the period from March 23, 2016 through March 22, 2017, this Employment Unit interviewed 20 interviewees for full-time job vacancies.

5) Supplemental Recruitment Initiatives:

a) Initiative: 2016 National Career Fair, Double Tree Suites, Lexington, KY- 4/26/16
Employment Unit Participant: LM Sales Director, Sales Assistant

The LM Communications Broadcast Media Group participated in this annual Career Fair at Double Tree Hotel in Lexington on April 26, 2016. Approximately 300+ job seekers attended the career fair and station personnel were available to answer questions about LM Communications' jobs and career opportunities.

b) Initiative: Co-host of 2017 African American Ball -Jan 21, 2016
Employment Unit Participant: Sales Director, General Manager, Program Director--WBTF

LM Communications was co-host of the African American Ball on Jan 21st, 2017. 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, the General Manager, and Program Director experienced an evening of dancing, networking and celebration of African American culture.

c) Initiative: Lexington Area Minority Business Expo, Lexington Convention Center -7/21-22, 2016
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.

**WBTF(FM), WBVX(FM), WCDA(FM), WGKS(FM), WLXG(AM)
Are Equal Opportunity Employers.**

- d) Initiative: Participant in Experience-Based National College Internship Program, Lexington, KY – Sept. 2016-Mar 2017
Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this internship program, three 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.

- e) Initiative: Participant in University of Kentucky Internship Program, Lexington, KY, May 2016-March 2017
Employment Unit Participants: LM Communications Group General Manager, Stations' Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this internship program, six 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 assist with on-site remotes and various client activities. They were taught how to complete sales orders and contracts and were provided an overview of traffic responsibilities.

- f) Initiative: Job News USA.com Job Fair, Clarion Hotel, Lex, KY-6/16/16
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 6, 2016. Approximately 20+ companies participated and over 400 attended the job fair and station personnel were available to answer questions about LM Communications' jobs and career opportunities.

- g) 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: 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.

2. Initiative: KBA WKU Radio Talent Institute, KBA, Western Kentucky University-7/18/16

The owner participated in this annual event with other senior media executives in Kentucky. The owner was asked to speak on the topic of "Becoming an Entrepreneur" and to speak with the students about what it takes to make it as an entrepreneur in the media business. He also discussed career opportunities at LM Communications in the various departments of the company. The goal was to educate the students as well as to inform them of opportunities within LM Communications that they might not have been aware of otherwise.

(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.

**WBTF(FM), WBVX(FM), WCDA(FM), WGKS(FM), WLXG(AM)
Are Equal Opportunity Employers.**

- **University of Kentucky job web site:** <https://uky-csm.symphlicity.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.