

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2019 – March 22, 2020.

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: <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* Corporate Web site (1)	Industry Referrals (1), LM On Air Recruitment Ads (1), LM Communications

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

**WBTF(FM), WBVX(FM), WCDA(FM), WGKS(FM), WLXG(AM)  
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**Job Title: Account Executives\* Referral Sources of Hirees: Industry Referrals (1), LM On Air Recruitment Ads (1), LM Communications Corporate Web site (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	3	No
Regional Help Wanted . com	Dale Mulder	PO Box 319 Mt Zion, IL 62549	845-827-1382	0	No
Key News Journal (see 6-h of this report)	Patrice Muhammad	3579 Laredo Dr Lexington, Ky 40517	859-492-6642	1	No
Kentucky Broadcasting Association (KBA)	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	2	No
LM On Air Recruitment Ads	Craig Olive / GM	401 West Main Street Lexington, KY 40507	859-233-1515	2	No
Industry Referral	N/A	N/A	N/A	3	No
Indeed.com	N/A	Indeed.com	N/A	3	No
Lexington Area Minority Business Expo (see section 6(d) of this report)	N/A	Lexington Heritage Hall	N/A	0	No
LM Communications Corporate Web site	Cathryn Gibson	LM Communications, 401 West Main Street, Lexington, KY 40507	859-233-1515	4	No

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

5) **Total # of Interviewees Referred:** For the period from March 23, 2019 through March 22, 2020, this Employment Unit interviewed **20** interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives:**

a) Frederick Douglas High School, Lexington, Kentucky 40512; Friday, Sept 13, 2019  
Employment Unit Participant: LM V.P of New Business Development, Alan Stein

Alan Stein, LM V.P was the speaker of a High School level class discussion on relevant media jobs in the new world markets. He led the discussion among 42 students as well as informed them of sales and marketing career opportunities among media companies such as LM Communications.

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- b) Initiative: Participant in Kentucky State Internship Program, Lexington, KY, July 2019-Feb 2020  
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. Two (2) selected 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.

- c) Initiative: LM Promotions Internship Opportunity, Lexington, KY, May 2019-July 2019  
Employment Unit Participant: Kerri Stein, Promotions Director, LM Communications

During this internship program students applied to our LM web site for the opportunity to work with our Promotions Director in the day to day tasks of this position. One student was selected and spent time in the areas of the interaction between Station Promotions and the sales team, VP of Operations, Program Directors and accounting personnel. Student was provided hands on opportunities to work on the development and execution of station promotions and remotes.

- d) Initiative: Lexington Area Minority Business Expo, Lexington Convention Center -8/2/19  
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 General Manager. LM Communications hosted a booth and visited with expo participants regarding business opportunities in the radio and broadcast industry.

- e) Initiative: LM Disc Jockey Internship Program, Lexington, KY – Apr 2019-Dec 2019  
Employment Unit Participants: LM Communications Group General Manager and Station Program Director, Morning Team Disc Jockeys.

During this internship program, one college student was selected in the Spring and one from the Fall semester from applications sent in via the LM web site as well as postings on EKU and UK intern Web sites. These (2) school-selected students spent time each morning with the Hits 106.3 Morning Show Team as well as with the Program Director. The interns had opportunities to learn about the operations and preparations needed to put on a first-class radio Morning Show. They also gained experience and insight into social media on air support as well as pod casting. Students were selected by their objectives after leaving school, and their desire to enter into the industry in which the internship is conducted.

- f) Tate's Creek High School, Lexington, Kentucky 40512; Tuesday, April 9th, 2019  
Employment Unit Participant: LM V.P of New Business Development, Alan Stein

Alan Stein, LM V.P was one of the speakers of this High School level Career Day event. Alan spoke on the different type of media jobs in the radio industry. He also informed this group of 100+ students of sales and marketing career opportunities at LM Communications.

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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. LM On Air Recruitment Ads--Ongoing**

LM Communications put together various 30 sec ads recruiting for Account Executives and ran them on all 6 LM Radio Stations encouraging interested applicants to contact LM Communications about the open Account Executive positions.

**2. 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.
- **University of Kentucky job web site:** <https://uky-csm.symplicity.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 and intern opportunities in media upon their graduation.
- **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 both radio and TV broadcasters in the state of Kentucky.