

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2020 – March 22, 2021.

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*	Industry Referrals (3), LinkedIn (1), KBA (1)
2. Program Director, WBVX	Exigent Circumstances
3. Program Director, WCDA/WGKS	Exigent Circumstances

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

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

**5). Job Title: Account Executives\***

**Referral Sources of Hires: Industry Referrals (3), LinkedIn (1), Kentucky Broadcasters Association (KBA) (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	859-257-0550	2	No
LinkedIn	Rachael Chaves	LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA	www.Linkedin.com	2	No
Eastern Kentucky University	Self posted	Communication.Eku.edu/jobs	845-622-5094	1	No
Key News Journal	Patrice Muhammad	3579 Laredo Dr Lexington, Ky 40517	859-492-6642	1	No
Kentucky Broadcasters Association (KBA)	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	3	No
LM On Air Recruitment Ads	Craig Olive / GM	401 West Main Street Lexington, KY 40507	859-233-1515	3	No
Industry Referral	N/A	N/A	N/A	6	No
Indeed.com	N/A	Indeed.com	N/A	2	No
Western Kentucky University	N/A	Wku.edu.career. /topjobs	270-745-0111	0	No
LM Communications Corporate Web site	Cathryn Gibson	LM Communications, 401 West Main Street, Lexington, KY 40507	859-233-1515	0	No

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

**Job Title: Program Director, WBVX-FM**

**Exigent circumstances**

**Job Title: Program Director, WCDA/WGKS-FM**

**Exigent circumstances**

**6) Total # of Interviewees Referred:** For the period from March 23, 2020 through March 22, 2021, this Employment Unit interviewed 20 interviewees for full-time job vacancies.

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## 7) Supplemental Recruitment Initiatives:

### a) Participation in events or programs sponsored by educational institutions

#### 1. Academies of Lexington, Lexington, Kentucky; Thursday, April 9, 2020

Employment Unit Participant: LM V.P of New Business Development

LM's Vice President was one of the speakers in a virtual videoconference meeting of 70-plus high school level students. His discussion included topics on relevant media jobs in the U.S markets as well as sales and marketing career opportunities among local media companies such as LM Communications.

#### 2. University of Kentucky School of Journalism, Lexington, Kentucky; Tuesday, November 17, 2020

Employment Unit Participant: LM V.P of New Business Development

LM's Vice President was a guest panel member of this UK School of Journalism virtual event. The VP participated in the class panel discussion on electronic media's future impact on job growth in the U.S and in Kentucky. He also informed the group of 25+ grad students of sales and marketing career opportunities at LM Communications.

### b) 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.

#### Participation in Employment Related Virtual 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 attended virtual community and networking events searching out prospects to fill future openings with the broadcasting organization. Example: Red Cross bi-monthly Zoom board meetings.

### (c) 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.
- **Kentucky Broadcasters Association:** <http://www.kba.org>. LM Communications posted openings to the job opportunity section of the web site. Kentucky Broadcasting Association caters to both radio and TV broadcasters in the state of Kentucky

### (d) EEO Training

Station Employment Unit General Manager reviewed the FCC's EEO FAQ ("FAQs About Equal Employment Opportunity Rules") at <https://www.fcc.gov/general/eo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies. Management evaluated the FAQ's guidance as pertains to the Employment Unit's EEO practices.

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