

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 22, 2021 - March 21, 2022.

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 Executive	LM on-air recruitment ads
2. Sports Brand Manager, WLXG	Industry referral
3. Controller/Bookkeeper	Industry referral

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Job Title: Account Executive**Referral Sources of Hiree: LM On Air Recruitment Ads**

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	0	No
LinkedIn	Rachael Chaves	LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA	www.Linkedin.com	0	No
Zip Recruiter . com	Self posted	Zip Recruiter . com	Zip recruiter . com	1	No
Lexington Bluegrass Area Minority Business Expo (see section 6 of this report)	Tiffany Madsen	Virtual Conf	859-258-3323	1	No
Kentucky Broadcasters 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	1	No
Industry Referral	N/A	N/A	N/A	0	No
Indeed.com	N/A	Indeed.com	N/A	1	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

Job Title: Sports Brand Manager, WLXG**Referral Source of Hiree: Industry referral**

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	N/A	N/A	1	No
Kentucky Broadcasters Assoc (KBA)	Karen Mucci	101 Enterprise Drive, Frankfort KY 40601	502-682-2896	0	No
Sportscasters Talent Agency of America	Jon Chelesnik	Staatalent.com	949-648-7822	0	No
Industry Referral	N/A	N/A	N/A	2	No

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Job Title: Controller/Bookkeeper**Referral Source of Hiree: Industry referral**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Kentucky Broadcasters Assoc (KBA)	Karen Mucci	101 Enterprise Drive, Frankfort KY 40601	502-682-2896	1	No
Industry Referral	N/A	Staatalent.com	949-648-7822	1	No
LM Communications Corp Web site	Cathryn Gibson	401 West Main Street, Lexington, KY 40507	859-233-1515	0	No

5) **Total # of Interviewees Referred:** For the period from March 22, 2021 through March 21, 2022, this Employment Unit interviewed 11 interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives:**

a) Initiative: Lexington Area Minority Business Expo, Virtual Conference August 5th and 6th of 2022.

Employment Unit Participant: LM Group President & Owner, General Manager, Directors of Digital 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 local minority- and women- owned businesses with other businesses and organizations in the community. Expo participants met with LM Communications Program Manager (WBTF-FM) and General Manager. LM Communications was granted opportunities within the virtual event as well as video chat to make participants aware of radio and digital career opportunities.

b) Initiative: Participant in University of Kentucky Internship Program, Lexington, KY, May – July 2021.

Employment Unit Participants: LM Communications Group General Manager, Stations’ Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this internship program, students were interviewed then selected by LM 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 spent time with Program Directors, Sales Directors, and the General Manager to learn about the various duties, roles, and 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 internships.

c) Initiative: Management-Level EEO Training

In February and March 2022, the employment unit’s GM, National Sales manager, Programmers and Account Executives participated in an online five-module course on understanding and overcoming racism. The course is designed to help individuals identify and overcome internal and external racism, by empowering them with history and emotional and situational intelligence¹. Sales management and GM of LM Communications met with the CEO and Founder of Positive Communication Habits And Thought Process (PCHATP) to implement the training for the employment unit, and discussed career opportunities in sales and programming. Discussions centered around using PCHATP’s vast network of business contacts to make known career opportunities with LM Communications.

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d) Initiative: Participation in other activities designed by the station employment unit to further the goal of disseminating information as to employment opportunities in digital and 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 radio and digital Account Executives and aired them on all 5 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 attended in-person and virtual community and networking events searching out prospects to fill future openings with the broadcasting organization. Example: Red Cross bi-monthly virtual board meetings.

e) 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:

- **Kentucky Broadcasters Association:** <http://www.kba.org>. LM Communications posted openings on the classified job opportunity section of the website. Kentucky Broadcasters Association caters to radio and television broadcasters in the state of Kentucky.
- **University of Kentucky:** <http://www.uky.edu> Career job search website at the University of Kentucky. LM Communications has classified ad space on this site for University of Kentucky students looking for career and intern opportunities in media upon their graduation.

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