

**EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period March 22, 2022 thru March 23, 2023.

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

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 Executive	Indeed.com
2. Accounts Receivables Mgr.	Indeed.com

**WBTF(FM), WBVX(FM), WCDA(FM), WGKS(FM), WLXG(AM)  
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**Job Title: Account Executive****Referral Sources of Hiree: 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-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	1	No
Handshake Job and Careers (a job app for College students across the country)	Self posted	Handshakecareers.com	NA	1	No
Lexington Bluegrass Area Minority Business Expo (see section 6 (a) of this report)	Tiffany Madsen	Central Bank Center Lexington, Kentucky 40507	859-258-3323	1	No
Kentucky Broadcasting Association (KBA)	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	0	No
Eastern Kentucky University	Self posted	Eku.edu/jobboard	859-622-2100	0	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	1	No
Indeed.com	N/A	Indeed.com	N/A	4	No
Western Kentucky University	Self posted	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: Accounts Receivables Mgr.****Referral Source of Hiree: 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)
LM Communications Corp Web site	Cathryn Gibson	LM Communications, 401 West Main St Lexington, KY 40507	859-233-1515	0	No
Industry Referral	N/A	Staatalent.com	949-648-7822	1	No
Indeed.com	NA	Indeed.com	NA	3	No

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5) **Total # of Interviewees Referred:** For the period from March 22, 2022, through March 23, 2023, this Employment Unit interviewed **13** interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives:**

a) Initiative: Lexington Area **Minority Business Expo**, Conference August 5<sup>th</sup> 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 growth and success of minority and women owned businesses. This expo is designed to connect businesses with organizations wishing to engage and partner with minority and women-owned businesses. Expo participants spent time with LM Communications Program Manager (WBTF-FM) and General Manager. LM Communications was granted opportunities within the lunch program, networking hour and booth space to make participants aware of radio and digital career opportunities at LM Communications.

b) Initiative: Participant in **University of Kentucky Internship Program**, Lexington, KY, April of 2022 –Feb of 2023.  
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 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 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. One of the two interns was hired part time at LM Communications in Oct of 2022 to continue his learning experience and to explore possibilities for full time employment in the future.

c) Initiative: Participant in **Eastern Kentucky University Internship Program**, Richmond, KY, Aug of 2022 – May of 2023.  
Employment Unit Participants: LM Communications Group General Manager, Stations' Program Directors, ESPN Program Director, ESPN local live on air personalities, and Sales Managers.

During this internship program, students are interviewed then selected by LM personnel to be given internships at LM Communications. One (1) selected student spent time in the areas of programming, production, promotions, and live on air sports programs. The student is spending time with ESPN Program Director, On Air ESPN Local sports personalities, and the General Manager to learn about the various duties and roles of job opportunities within LM and other radio groups. The student's focus is on exposure to and the learning of duties and responsibilities of On Air sports broadcasting and programming of Sports broadcast content. The student was provided hands on opportunities to assist with on-site pre and post-game sports programming, on air in studio broadcast, interviewing skills in sports programming, and offsite remotes and promotional opportunities.

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 ran them on all 5 LM Radio Stations encouraging interested applicants to contact LM Communications about the open Account Executive positions.

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## **2. Participation in Employment Related In Person Activities in the Community – Ongoing**

The owner 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 not be unaware of such opportunities. The owner and senior and upper-level management attended in person community and networking events searching out prospects to fill future openings with the broadcasting organization. Examples include Lexington Commerce business happy hour mixers, Red Cross bi-monthly in person board meetings, Downtown Business Association luncheons, and The Annual Local Lexington Small Business of the Year awards lunch and banquet.

### 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:

- **Handshake jobs and careers: [handshakecareers.com](http://handshakecareers.com)** Handshake is a website and app that allows you to select Universities and Colleges across the country to have access to your job postings. LM Communications has classified ad space on this free site for students looking for career opportunities in media upon their graduation.
- **Kentucky Broadcasting Association: <http://www.kba.org>**. LM Communications posted openings on the free classified job opportunity section of the web site. Kentucky Broadcasting Association caters to both radio and TV broadcasters in the state of Kentucky.
- **University of Kentucky: <http://www.uky.edu>** Career Job search web site 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.