

**EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period March 24, 2023 thru March 23, 2024.

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. Accounting CPA (3 positions)	Industry Referrals
2. Program Director	LM Communications Website

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

**Job Title: Accounting CPA (3 positions)****Referral Sources of Hiree: 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)
UK Job Fair (see section 6 (d) of this report)	Joan Anderson	University of Kentucky campus	859-257-0550	0	No
LinkedIn	Rachael Chaves	LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA	www.Linkedin.com	0	No
WTVQ Job Fair (see section 6 (c) of this report)	Tim Wagner	Madison Co Telford YMCA	859-294-6063	0	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	0	No
Kentucky Broadcasters Association (KBA)	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	0	No
LM Communications Corporate Website	Cathryn Gibson	LM Communications, 401 West Main Street, Lexington, KY 40507	859-233-1515	1	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	3	No
Indeed.com	Self-posting	Indeed.com	N/A	3	No

**Job Title: Program Director****Referral Source of Hiree: LM Communications Website**

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 Website	Cathryn Gibson	LM Communications, 401 West Main St Lexington, KY 40507	859-233-1515	2	No
Industry Referral	N/A	N/A	N/A	1	No
Kentucky Broadcasters Association (KBA)	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	1	No

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5) **Total # of Interviewees Referred:** For the period from March 24, 2023 through March 23, 2024, this Employment Unit interviewed **12** interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives:**

a) Initiative: Lexington Area **Minority Business Expo**, Conference July 28th of 2023.

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, digital, and other department 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 were interviewed and then selected by LM personnel to be given internships at LM Communications. Three (3) 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.

c) Initiative: Participant in **WTVQ Kentucky Employed Job Fair**, Richmond, KY, February 8, 2024.

LM Communications Group General Manager participated in the Kentucky Employed Job Fair held at the Madison County Telford YMCA in Richmond, Kentucky. WTVQ TV 36 and LM Communications stations ran on air promotional announcements encouraging employment-seeking persons from all over the Lexington DMA to attend this job fair. LM Communications booth at the job fair was used to greet job seekers and pass out information on current openings as well answer questions concerning employment opportunities.

d) Initiative: Participant in **University of Kentucky Job Fair**, Lexington, KY, October 17, 2023

LM Communications Sales Manager participated in this University of Kentucky job expo held at the UK Campus College of Communications. LM Communications participated with a booth and met with students that were interested in learning more about employment opportunities within LM Communications organization. LM Sales Manager discussed career opportunities within LM Communications in the areas of Radio/Digital Sales, Operations, Accounting, On Air and Programming departments.

e) 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 positions in accounting and sales departments.

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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 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.

### f) 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 both radio and TV broadcasters in the state of Kentucky.
- **Indeed.com: <http://www.indeed.com>**. LM Communications uses paid and free postings to reach large and diverse audiences on job openings within the Sales, Accounting, and Operations departments.