

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 24, 2024 through March 23, 2025.

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: COLIVE@LMCOMM.COM

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
Account Executive	Indeed.com

Job Title: Account Executive**Referral Sources of Hire: 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	1	No
LinkedIn	Rachael Chaves	LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA	www.Linkedin.com	0	No
Lexington Bluegrass Area Minority Business Expo	Tiffany Madsen	Central Bank Center Lexington, Kentucky 40507	859-258-3323	1	No
Kentucky Broadcasters Association (KBA)	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	1	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	0	No
Indeed.com	N/A	Indeed.com	N/A	2	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

5) **Total # of Interviewees Referred:** For the period from March 24, 2024 through March 23, 2025, this Employment Unit interviewed **6** interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives:**

a) Initiative: Lexington Area Minority Business Expo, Conference August 4th of 2024.

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 thru exposure within the event to make participants aware of radio and digital career opportunities at LM Communications.

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

b) Initiative: Participant in University of Kentucky Internship Program, Lexington, KY, May – July 2024.

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.

c) Initiative: Participant in Asbury University Internship Program, Lexington, KY, Aug – Dec 2024.

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

During this internship program, one student was interviewed then selected by LM personnel to be given an internship at LM Communications. The student spent time in the areas of sales, programming, production, promotions, and office administration. The student 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. The student was provided hands-on opportunities to assist with on-site remotes and various client and promotional activities during their internship.

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 position.

2. Participation in Employment Related Activities in the Community – Ongoing

The owner and senior 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 management attended community and networking events searching out prospects to fill future openings with the broadcasting organization. Examples include Red Cross bi-monthly board meetings, Thursday Night Live downtown music event, Local Small Business of the Year awards lunch, and Lexington Commerce business happy hour mixers.

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 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.
- **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.

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