

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2011 – March 22, 2012.

1) **Employment Unit: LM Communications, Inc. / LM Communications of Kentucky, LLC**

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: James E. MacFarlane / Group General Manager
	E-mail Address: JMAC@LMCOMM.COM

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

Job Title	Recruitment Source Referring Hiree
1. Assistant Bookkeeper	Help Wanted Lexington
2. Radio Salesperson	On-Air Recruitment
3. Radio Salesperson	On-Air Recruitment
4. Radio Salesperson	Help Wanted Lexington
5. Radio Salesperson	Help Wanted Lexington
6. Radio Salesperson	Help Wanted Lexington

**Stations WGKS(FM), WCDA(FM), WLXG(AM), WBVX(FM), and WBTF(FM)
are Equal Opportunity Employers.**

Job Title: Assistant Bookkeeper (1)

Referral Source(s) Help Wanted Lexington / May 2011 of Hiree:

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Mayor's Office of Employment	Arnold Gaither	Lexington, Kentucky	(859) 258-3100	0	No
American Women in Radio/TV	Sandy Davis	206 West Main Street Lexington, KY 40507	(859) 259-3639	0	No
Help Wanted Lexington	Eric Strauss	One Civic Center Plaza Poughkeepsie, NY 12610 www.lexingtonhelpwanted.com	(845) 471-1450	9	No
Eastern Kentucky University	Laura Melius	521 Lancaster Avenue Richmond, KY 40508	(859) 622-2765	0	No
Transylvania University	Susan Rayar	300 North Broadway Lexington, KY 40508	(859)233-8193	0	No
Kentucky State University	Kim Jones	400 East Main Street Frankfort, KY 40601	(502) 597-5948	0	No
Station Web Site	Jim MacFarlane	401 West Main Street Lexington, KY 40507	(859) 233-1515	2	No
N.A.A.C.P.	Attn: Employment Opportunity	498 Georgetown Road Lexington, KY 40508	(859) 252-7336	0	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No

Job Title: Radio Salesperson (2)

Referral Source(s) On-Air Recruitment/May 2011 of Hiree:

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Eastern Kentucky University	Laura Melius	521 Lancaster Avenue Richmond, KY 40508	(859) 622-2765	0	No
American Women in Radio/TV	Sandy Davis	206 West Main Street Lexington, KY 40507	(859) 259-3639	0	No
Help Wanted Lexington	Eric Strauss	One Civic Center Plaza Poughkeepsie, NY 12610 www.lexingtonhelpwanted.com	(845) 471-1450	1	No
Eastern Kentucky University	Laura Melius	521 Lancaster Avenue Richmond, KY 40508	(859) 622-2765	0	No
Transylvania University	Susan Rayar	300 North Broadway Lexington, KY 40508	(859)233-8193	0	No
Kentucky State University	Kim Jones	400 East Main Street Frankfort, KY 40601	(502) 597-5948	0	No
On-Air Recruitment	LMC Stations	401 West Main Street, Ste 301 Lexington, KY 40507	(859) 233-1515	4	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
N.A.A.C.P.	Attn: Employment Opportunity	498 Georgetown Road Lexington, KY 40508	(859) 252-7336	0	No
Inside Radio Publications	Gene McKay	Industry E-Newspaper 8777 N. Gainey Ctr Drive Scottsdale, AZ 85258	(480) 998-9898	1	No

Job Title: Radio Salesperson (3)

Referral Source(s) On-Air Recruitment/Sept. 2011 of Hiree:

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Mayor's Office of Employment	Arnold Gaither	Lexington, Kentucky	(859) 258-3100	0	No
American Women in Radio/TV	Sandy Davis	206 West Main Street Lexington, KY 40507	(859) 259-3639	0	No
Help Wanted Lexington	Eric Strauss	One Civic Center Plaza Poughkeepsie, NY 12610 www.lexingtonhelpwanted.com	(845) 471-1450	12	No
Eastern Kentucky University	Laura Melius	521 Lancaster Avenue Richmond, KY 40508	(859) 622-2765	0	No
Transylvania University	Susan Rayar	300 North Broadway Lexington, KY 40508	(859)233-8193	0	No
Kentucky State University	Kim Jones	400 East Main Street Frankfort, KY 40601	(502) 597-5948	1	No
On-Air Recruitment	LMC Stations	401 West Main Street, Ste 301 Lexington, KY 40507	(859) 233-1515	3	No
N.A.A.C.P.	Attn: Employment Opportunity	498 Georgetown Road Lexington, KY 40508	(859) 252-7336	0	No
Inside Radio Publications	Gene McKay	Industry E-Newspaper 8777 N. Gainey Ctr Drive Scottsdale, AZ 85258	(480) 998-9898	2	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No
Kentucky Association of Broadcasters	Gary White	101 Enterprise Drive Frankfort, KY 40601	(502) 848-0426	3	No

Job Title: Radio Salesperson (4) & (5)*

Referral Source(s) HelpWanted Lexington Nov/Dec 2011 of Hiree:

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
American Women in Radio/TV	Sandy Davis	206 West Main Street Lexington, KY 40507	(859) 259-3639	0	No
Help Wanted Lexington	Eric Strauss	One Civic Center Plaza Poughkeepsie, NY 12610 www.lexingtonhelpwanted.com	(845) 471-1450	13	No
Eastern Kentucky University	Laura Melius	521 Lancaster Avenue Richmond, KY 40508	(859) 622-2765	0	No
Transylvania University	Susan Rayar	300 North Broadway Lexington, KY 40508	(859)233-8193	0	No
Kentucky State University	Kim Jones	400 East Main Street Frankfort, KY 40601	(502) 597-5948	0	No
On-Air Recruitment	Jim MacFarlane	401 West Main Street, Ste 301 Lexington, KY 40507	(859) 233-1515	3	No
N.A.A.C.P.	Attn: Employment Opportunity	498 Georgetown Road Lexington, KY 40508	(859) 252-7336	0	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No
Kentucky Association of Broadcasters	Gary White	101 Enterprise Drive Frankfort, KY 40601	(502) 848-0426	2	No

* Two positions were filled from one flight of recruitment announcements.

Job Title: Radio Salesperson (6)

Referral Source(s) On-Air Recruitment/ January 2011 of Hiree:

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	0	No
American Women in Radio/TV	Sandy Davis	206 West Main Street Lexington, KY 40507	(859) 259-3639	0	No
Help Wanted Lexington	Eric Strauss	One Civic Center Plaza Poughkeepsie, NY 12610 www.lexingtonhelpwanted.com	(845) 471-1450	1	No
Eastern Kentucky University	Laura Melius	521 Lancaster Avenue Richmond, KY 40508	(859) 622-2765	0	No
Transylvania University	Susan Rayar	300 North Broadway Lexington, KY 40508	(859)233-8193	0	No
Kentucky State University	Kim Jones	400 East Main Street Frankfort, KY 40601	(502) 597-5948	0	No
On-Air Recruitment	Jim MacFarlane	401 West Main Street, Ste 301 Lexington, KY 40507	(859) 233-1515	3	No
N.A.A.C.P.	Attn: Employment Opportunity	498 Georgetown Road Lexington, KY 40508	(859) 252-7336	0	No
Inside Radio Publications	Gene McKay	Industry E-Newspaper 8777 N. Gainey Ctr Drive Scottsdale, AZ 85258	(480) 998-9898	1	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
WLEX-18 JOBS	Brooke Bentle	WLEX-TV 1065 Russell Cave Road Lexington, KY 40505 www.LEX18JOBS.COM	(859) 226-7662	0	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	0	No
National College	Tiffany Bryant	2376 Sir Barton Way Lexington, KY 40509	(859) 253-0621	0	No

6) **Total # of Interviewees Referred:** For the period from March 23, 2011, through March 22, 2011, this Employment Unit interviewed 66 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) **Initiative: Participant in Experience-Based Education Program (Internship Program). Bluegrass Community & Technical College, Lexington, Kentucky - May 2011 through June 2011**

Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Manager, and administrative staff.

During the internship program, a student from the Bluegrass Community & Technical College spent time with the stations' General Manager and each station's Program Director. The intern had opportunities to learn about the operations of each station and gained management experience and insight into careers in radio management. This internship was completed as part of a course for academic credit during the student's senior year. Student was selected by the school based on the student's written statement of objectives, grade average, and desire to enter into the industry in which the internship is conducted. The internship gave the student an opportunity to learn employable skills, and reinforced learning that has taken place in the classroom/shop/lab of the college.

(b) **Initiative: Participant in Experience-Based National College Internship Program, Lexington, Kentucky - July 2011**

Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Manager, and administrative staff.

During this 30 day internship program, the school-selected student spent time with the stations' General Manager and each station's Program Director. The intern had opportunities to learn about the operations of each station and gained management experience and insight into careers in radio management. Student was selected by National College faculty based on the student's objectives after leaving school, and his/her desire to enter into the industry in which the internship is conducted. The internship fulfilled part of graduation requirements.

(c) **Initiative: Participant in Experience-Based Education Program (Internship Program) Administered by the University of Kentucky Human Development Institute – September 6, 2011 through October 30, 2011**

Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Manager, and administrative staff.

The University of Kentucky internship program is a collaborative program of the University of Kentucky, Human Development Institute, Northern Kentucky University, and the Kentucky Office of Vocational Rehabilitation, and is designed to assist students with intellectual disabilities to achieve their postsecondary educational goals. The student-intern worked with each station's program director, production manager and sales manager during the course of the internship, where he/she had opportunities to learn about and explore the radio business and all of the career opportunities with each department.

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(d) Initiative: Participant in Experience-Based Education Program (EBCE) Internship Program. Fayette County School System, Lexington, Kentucky (Lafayette High School) – September 6, 2011 – October 21, 2011

Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Manager, and administrative staff.

During the Fayette County School System's Fall-Winter internship period, the stations' General Manager met with the EBCE intern to discuss careers in radio and the kinds of opportunities available at LM Communications. The EBCE intern worked with each station's program director, production manager and sales manager during the course of the internship, where he/she had opportunities to learn about and explore the radio business and all of the career opportunities with each department. The EBCE interns learned about the responsibilities involved in several jobs at the station employment unit and received hands-on experience and training in broadcasting.

(e) Initiative: Participant in Kentucky State University Cooperative Education Internship Program, Lexington, Kentucky - February 2012 – May 2012

Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Manager, and administrative staff.

During this 90 day internship program, the school-selected student spent time with the stations' General Manager and each station's Program Director. The intern had opportunities to learn about the operations of each station and gained management experience and insight into careers in radio management and was provided a productive work experience. Student was selected by the KSU Office of Career Counseling and Placement based on the student's objectives after leaving school and their desire to enter into the industry in which the internship is conducted.

(f) Initiative: Participant in Experience-Based Education Program (EBCE) Internship Program. Fayette County School System, Lexington, Kentucky (Tates Creek High School) – February 21, 2012 – Present

Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Sales Manager, and administrative staff.

During the Fayette County School System's Spring internship period, the stations' General Manager met with the EBCE intern to discuss careers in radio and the kinds of opportunities available at LM Communications. The EBCE intern worked with each station's program director, production manager and sales manager during the course of the internship, where he/she had opportunities to learn about and explore the radio business and all of the career opportunities with each department. The EBCE intern learned about the responsibilities involved in several jobs at the station employment unit and received hands-on experience and training in broadcasting.

(g) Initiative: Career Exploration Fair, Kentucky State University, Frankfort, KY – October 27, 2011, 10am-2:30pm

Employment Unit Participant: LM Group General Manager

The LM Communications Radio Group participated in this annual Career Fair at Kentucky State University. Approximately 300+ students attended the career fair and station personnel were available to answer questions about LM Communications' jobs and internships, and careers in broadcasting in general. LM Management also participated in a special career roundtable with employers participating in the career fair.

The Career Exploration Fair is considered by the University as an integral part of the total education process at the University, with a primary objective of acquainting graduating seniors and underclassmen with the various careers available for their consideration.

(h) Initiative: Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

1. Initiative: On-Air Recruitment Announcements on all LM Communications Radio Stations – Ongoing

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When there are job vacancies at any LM Communications Radio Stations, 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 stations air announcements urging listeners and prospective employees to apply for positions open with the station employment unit. All announcements contain a statement that LM Communications, Inc. is an Equal Opportunity Employer, such as “WGKS-FM, WBTF-FM, WCDA-FM, WBVX-FM, WLXG-AM are Equal Opportunity Employers.”

2. Initiative: 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 attend community events and networking events searching out prospects to fill future openings with the broadcasting organization.

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