

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2010 – March 22, 2011.

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. Radio Salesperson	On-Air Recruitment
2. Radio Salesperson	On-Air Recruitment
3. Radio Salesperson	On-Air Recruitment
4. Radio Salesperson	On-Air Recruitment
5. Radio Salesperson	LEX18JOBS.COM
6. Radio Salesperson	On-Air Recruitment

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

Job Title: Radio Salesperson (1)

**Referral Source(s) On-Air Recruitment/July 2010
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' 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	2	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	8	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
Mayor' Office of Employment	Arnold Gaither	Lexington, Kentucky	(859) 258-3100	0	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No

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Job Title: Radio Salesperson (3)

**Referral Source(s) On-Air Recruitment/Sept. 2010
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' 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	2	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	8	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
Mayor' Office of Employment	Arnold Gaither	Lexington, Kentucky	(859) 258-3100	0	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No

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Job Title: Radio Salesperson (4)

**Referral Source(s) On-Air Recruitment/Nov. 2010
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' 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	6	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	2	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
Mayor' Office of Employment	Arnold Gaither	Lexington, Kentucky	(859) 258-3100	0	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No

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Job Title: Radio Salesperson (5)

**Referral Source(s) WLEX18-JOBS/ 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	1	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	2	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	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
WLEX-18 JOBS	Brooke Bentle	WLEX-TV 1065 Russell Cave Road Lexington, KY 40505 www.LEX18JOBS.COM	(859) 226-7662	1	No
Sullivan University	Allie Darden	2355 Harrodsburg Road Lexington, KY 40504	(859) 514-7680	1	No

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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	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	1	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

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6) **Total # of Interviewees Referred:** For the period from March 23, 2010, through March 22, 2011, this Employment Unit interviewed 55 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) **Initiative:** Participant in Experience-Based Education Program Senior Internship Program.
Sayre School, Lexington, Kentucky - March, 2010 – May, 2010

During the Sayre School Senior internship program a Sayre senior student spent time with the General Manager and Program Director of each of the LM Communications stations. 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 three month course for academic credit during the student's senior year. Student was selected by Sayre School Faculty Advisor based on the student's written statement of objectives, grade average, and desire to enter into the industry in which the internship is conducted.

(b) **Initiative: Career Fairs**

(i) Career Exploration Fair, Kentucky State University, Frankfort, KY – October 28, 2010, 10am-2:30pm

Participants: LM Group General Manager

The LM Communications Radio Group participated in this annual Career Fair at the Kentucky State University. Approximately 300+ students attended the career fair and station personnel were available to answer questions about LM Communications jobs and internships at LM Communications 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. The Career Exploration Fair is an annual initiative undertaken by LM Communications.

(ii) Career Fair, National College, Lexington, Kentucky – February 2, 2011 10am – 1pm

Participants: LM Communications Group General Manager

The LM Communications Radio Group participated in this first Career Fair at the National College Campus in Lexington. Approximately 100 students attended the career fair and station personnel were available to answer questions about LM Communications jobs and possible academic internships at LM Communications and careers in broadcasting.

(c) **Initiative:** Participant in Experience-Based Eastern Kentucky University Internship Program.
E.K.U. Richmond, Kentucky - May, 2010 – June, 2010

During this 30 day internship program the Eastern Kentucky University senior student spent time with the General Manager and Program Director of each of the LM Communications stations. 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 E.K.U. Faculty based on the student's objectives after leaving school and their desire to enter into the industry in which the internship is conducted. Internship is part of their graduation requirements.

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(d) Initiative: Participant in Experience-Based Education Program (EBCE) Internship Program. Fayette County School System, Lexington, Kentucky (Tates Creek High School) – November 3, 2010 – December 10, 2010

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

During the Fayette County School System's Fall internship period, the stations' General Manager met with the EBCE interns to discuss careers in radio and the kinds of opportunities available at LM Communications. The EBCE interns worked with each station's program director, production manager and sales manager during the course of the internship, where they 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. During the Fayette County Fall Internship period the station employment unit had one EBCE intern.

(e) Initiative: Participant in Academic Internship Program, National Business College, Lexington, Kentucky – January 5, 2011 – February 7, 2011

Participant: LM Communications Group General Manager, LM Communications Operations Manager, Production Manager, and LM Communications Traffic/Accounting Director

During this National Business College internship program the National College student spent time with the General Manager, Director of Operations, and the Traffic/Accounting Manager of the LM Communications stations. The intern had opportunities to learn about the operations of each station and gained management experience and insight into careers in radio management. Also experience and insights into the business operations of a radio station was gained.

(f) Initiative Participant in Experience-Based Education Program (EBCE) Internship Program. Fayette County School System, Lexington, Kentucky (Bryan Station High School) – January 5, 2011 – February 18, 2011

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

During the Fayette County School System's Winter internship period, the stations' General Manager met with the EBCE interns to discuss careers in radio and the kinds of opportunities available at LM Communications. The EBCE interns worked with each station's program director, production manager and sales manager during the course of the internship, where they 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. During the Fayette County Fall Internship period the station employment unit had one EBCE intern.

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(g) 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.

Initiative: On-Air Recruitment Announcements on all LM Communications Radio Stations – On Going

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 (e.g. sales). All announcements contain disclaimer that LM Communications, Inc. is an Equal Opportunity Employer, “WGKS-FM, WBTF-FM, WCDA-FM, WBVX-FM, WLXG-AM are Equal Opportunity Employers.”

(h) 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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