

WLKY-TV
EEO PUBLIC FILE REPORT
April 1, 2010 - March 29, 2012

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Executive Producer Open Date: 2/4/2011 Hire Date: 5/16/2011	1-2, 4-5, 7, 9-11, 17, 19-42, 44-45, 48	10
Account Executive Open Date: 5/3/2011 Hire Date: 9/1/2011	1-2, 7, 10, 15, 17, 19, 21, 23, 25-27, 29, 31, 34, 38, 40-41, 45, 47-48	10
News Photographer Open Date: 7/11/2011 Hire Date: 10/3/2011	7, 13, 17, 19, 21, 23, 26-27, 31, 34, 38, 40-41, 45, 47-48	13
News Reporter Open Date: 7/28/2011 Hire Date: 10/3/2011	1-3, 7, 10, 12, 17, 19, 21, 23, 25-27, 29, 31, 34, 38, 40-41, 45, 48	3
Assistant Promotion Manager Open Date: 8/30/2011 Hire Date: 1/24/2012	1-2, 7, 13, 17, 19, 21, 23, 26-27, 29, 31, 34, 36, 38, 40-41, 45, 47-48	13
News Reporter Open Date: 8/30/2011 Hire Date: 10/17/2011	1-2, 7, 10, 12, 17, 19, 21, 23, 26-27, 29, 31, 34, 36, 38, 40-41, 45, 48	38
News Photographer Open Date: 8/30/2011 Hire Date: 10/26/2011	1-2, 6-7, 17, 19, 21, 23, 26-27, 29, 31, 34, 36, 38, 40-41, 45-48	47
DIGITAL EDITOR Open Date: 9/29/2011 Hire Date: 2/6/2012	1-2, 7, 10, 12, 17, 19, 21, 23, 26-27, 29, 31, 34, 36, 38, 40-41, 45-46, 48	10
Director of Engineering Open Date: 10/11/2011 Hire Date: 11/28/2011	7, 13, 19, 21, 27, 31, 38, 48	13
News Photographer Open Date: 11/2/2011 Hire Date: 11/7/2011	1-2, 7, 17-19, 21, 23, 26-27, 29, 31, 34, 36, 38, 40-41, 45, 48	18
Camera Operator Open Date: 11/9/2011 Hire Date: 11/9/2011	1-2, 7, 17-19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 45, 48	18
News Producer Open Date: 12/1/2011 Hire Date: 1/19/2012	1-2, 7, 17, 19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 45-48	38
News Reporter Open Date: 12/1/2011 Hire Date: 1/23/2012	1-2, 7, 17-19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 45, 48	18
Building Maintenance Supervisor Open Date: 12/14/2011 Hire Date: 1/1/2012	1-2, 7, 17-19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 45, 48	18

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News Photographer Open Date: 12/22/2011 Hire Date: 2/2/2012	1-2, 7-8, 15, 17, 19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 43, 45, 47-48	47
Weather Producer Open Date: 12/22/2011 Hire Date: 2/6/2012	1-2, 7, 16-19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 43, 45, 48	18
Editor Open Date: 12/22/2011 Hire Date: 1/30/2012	1-2, 7, 12, 17, 19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 43, 45, 47-48	47
News Reporter Open Date: 12/22/2011 Hire Date: 3/5/2012	1-3, 7, 10, 14, 17, 19, 21, 23, 25-27, 29, 31, 34, 36, 38, 40-41, 43, 45, 47-48	3
News Producer Open Date: 1/12/2012 Hire Date: 2/13/2012	1-2, 7, 10, 14, 17, 19, 21, 23, 26-27, 31, 34, 38, 40-41, 43, 45, 47-48	47
News Producer Open Date: 2/1/2012 Hire Date: 3/8/2012	1-3, 7, 10, 14, 17, 19, 21, 23, 26-27, 31, 34, 38, 40-41, 43, 45, 47-48	3
Technical Director Open Date: 2/8/2012 Hire Date: 3/12/2012	1-2, 7, 12, 17-19, 21, 23, 26-27, 31, 34, 36, 38, 40-41, 43, 45, 48	18

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Ad Federation of Louisville 200 Distillery Commons Suite 100 Louisville, Kentucky 40206 Phone : 502/582-2444 Url : http://www.louisvilleadfed.org/Default.aspx Email : Fax : Manual posting Robin Miller	N	1
2	Ad2 of Louisville 820 Dorsey Way Louisville, Kentucky 40223 Phone : 502/584-2918 Email : Fax : Manual posting Career Services	N	0
3	Agent Referral Mike Neelly	N	3
4	Alice Lloyd College 100 Purpose Road Pippa Passes, Kentucky 41844 Phone : 606-368-6136 Email : careerservices@alc.edu Fax : 1-606-368-6217 Janet Johnson	N	0
5	Bellarmino College 200 Newburg Road Louisville, Kentucky 40205 Phone : 502-452-8154 Email : mba@mbaweb.org Fax : 1-502-452-8050 Ann Zenan	N	0
6	Cold Call Mike Neelly	N	1
7	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813/254-9695 Url : http://collectivetalent.com/ Email : bille@michaelsmedia.com Fax : 1--- Michael Bille	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	E-mail Inquiry Mike Neelly	N	1
9	Eastern Kentucky University SSB Room 465, Cpo 62 Richmond, Kentucky 40475 Phone : 859-622-1568 Email : career@eku.edu Fax : 1-859-622-1570 Laura Melius	N	0
10	Employee Referral	N	13
11	Georgetown College 400 East College Street Georgetown , Kentucky 40324 Phone : 502-863-8122 Email : mba@mbaweb.org Fax : 1-502-868-7742 Jim Tussey	N	0
12	Hearst Career Website Mike Neelly	N	6
13	Hearst Employee	N	5
14	Hearst Referral Mike Neelly	N	3
15	Indeed.com	N	3
16	Indiana Career Connect	N	1
17	Indiana University Southeast 4201 Grant Line Rod New Albany, Indiana 47150 Phone : Email : mprinz@ius.edu Fax : 1--- Lynn Prinz	N	0
18	Internal Promotion-WLKY Bulletin Board	N	6
19	ITT Technical Institute 10509 Timberwood Circle Louisville, Kentucky Phone : 502/327-7424 Email : karcher@itt-tech.edu Fax : 1--- Tracey Chesser	N	0

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20	Jewish Family & Career Services 2821 Klempner Way FEE Louisville, Kentucky 40205 Phone : 502/452-6341 Email : Fax : Manual posting Leslie Sanders	N	0
21	Kentucky Broadcasters Assn. 101 Enterprise Drive Frankfort, Kentucky 40601 Phone : 502/848-0426 Email : kba@kba.org Fax : 1--- Gary White	N	1
22	Kentucky State University 400 Easr Main Street Frankfort , Kentucky 40601 Phone : 502-597-5948 Email : mba@mbaweb.org Fax : 1-502-597-6699 Veleria Shavers	N	0
23	Kentucky State University 400 East Main Street Frankfort, Kentucky 40601 Phone : Email : ron.banks@kysu.edu Fax : 1--- Ron Banks	N	0
24	Lindsey Wilson College 210 Lidsey Wilson Street Columbia , Kentucky 42728 Phone : 270-384-8065 Email : careerservices@lindsey.edu Fax : 1-270-384-8434 Amy Wells	N	0
25	Louisville Defender 1720 Dixie Highway Louisville, Kentucky 40216 Phone : 502/772-2591 Email : Fax : Manual posting Career Services	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	Louisville Urban League 1535 W. Broadway Louisville, Kentucky 40203 Phone : 502/561-6830 Email : Fax : Manual posting Juanita Sands	N	0
27	MediaLine PO Box 51909 Pacific Grove, California 93950 Phone : 800/237-8073 Email : mark@medialine.com Fax : 1--- Mark Shilstone	Y	0
28	Morehead State University 220 Allie Young Hall Morehead, Kentucky 40351 Phone : 606-783-2233 Email : mba@mbaweb.org Fax : 1-606-783-5018 Mike Hopper	N	0
29	National College of Business 2376 Sir Barton Way Lexington, Kentucky Phone : Email : Fax : Manual posting Martha Johannides	N	0
30	Nothern Kentucky University UC 230, Nunn Drive Highland Height, Kentucky 41099 Phone : 859-572-5680 Email : cdc@nku.edu Fax : 1-859-572-6996 Karen Chinetti	N	0
31	Ohio/Illinois Centers for Broadcasting 9885 Rockside Road Suite 160 Cleveland, Ohio 44125 Phone : 513/271-6060 Email : gary@beonair.com Fax : 1--- Gary James	Y	0

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32	Spalding University 851 South Fourth Street Louisville, Kentucky 40203 Phone : 502-585-9911 Email : mba@mbaweb.org Fax : 1-502-588-7170 Connie Holland	N	0
33	Spencerian College 4627 Dixie Highway Louisville, Kentucky 40213 Phone : 502/447-1000 Email : ngoodin@spencerian.edu Fax : 1--- Career Services	N	0
34	Sullivan University 3101 Bardstown Road Louisville, Kentucky 40205 Phone : 502/456-6504 Email : laallen@Sullivan.edu Fax : 1--- Lori Allen	N	0
35	Thomas More College 333 Thomas More Parkway Crestview Hills, Kentucky 41017 Phone : 859-341-5800 Email : mba@mbaweb.org Fax : 1-859-344-3607 Renee Noel	N	0
36	Tom Dolan Media Management Kentucky Phone : 301/668-1511 Email : Dolan@smartrecruit.com Fax : 1--- Tom Dolan	N	4
37	Transylvania University 300 North Broadway Lexington, Kentucky 40508 Phone : 859-233-8193 Email : mba@mbaweb.org Fax : 1-859-233-8785 Susan Rayer	N	0

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38	TVJobs.com Kentucky Phone : 760/754-8177 Url : http://tvjobs.com/ Email : admin@tvjobs.com Fax : 1--- Career Services	N	1
39	Union College 310 College Street Barbourville, Kentucky 40906 Phone : 606-546-1258 Email : mba@mbaweb.org Fax : 1-606-546-1522 Amanda Spencer	N	0
40	University of Kentucky 201 Matthews Bldg. Lexington, Kentucky 40506 Phone : Email : Fax : Manual posting Career Services	N	0
41	University of Louisville Grawemeyer Hall Louisville, Kentucky 40292 Phone : 502/852-5555 Email : stuart.esrock@louisville.edu Fax : 1--- Ann Perry	N	0
42	University of the Cumberlands 7528 College Station Williamsburg, Kentucky 40769 Phone : 606-589-4259 Url : www.cumberlandcollege.edu Email : dharp@ucumberlands.edu Fax : 1-606-539-4136 Debbie Harp	N	0
43	Vincennes University 1002 N. First Street Vincennes, Indiana 47591 Phone : 800/742-9198 Email : Fax : Manual posting J. Hitchcock	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
44	Western Kentucky University One Big Red Way Bowling Green , Kentucky 42101 Phone : 270-745-3095 Email : dan.onitsuka@wku.edu Fax : 1--- Dan Onitsuka	N	0
45	Western Ky. University 1906 College Heights Blvd. #11001 Bowling Green, Kentucky Phone : Email : Fax : Manual posting Career Services	N	0
46	WLKY Employee Mike Neelly	N	4
47	WLKY.com	N	21
48	WorkOne New Albany 3310 Grant Line Road New Albany, Indiana Phone : 812/948-6102 Email : Fax : 1-812-948-6118 Ellen Martin	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			74

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	4/19/2011	Participation in events or programs sponsored by educational institutions	WLKY Station Tours - On 4/19/11, Asst. Operations Manager Troy Middaugh conducted a tour of the station to Mt. Nebo Baptist Church, focusing on the newsroom, weather center and control room. As part of the tour, information on broadcast career opportunities were discussed.	2	EEO Director Asst. Operations Mgr.	0.25
2	5/16/2011	Establishment of an intern program designed to assist members of the community	For the Spring/Summer 2011 season, ten (10) college students interned in the news department for at least three (3) months to learn hands-on knowledge in the broadcasting field and receive academic accreditation for their studies. For the Fall/Winter 2011 season, for at least 3 months, one (1) college student interned in the Creative Services Dept; one (1) college student interned in the Production Dept and three (3) college students interned in the News Dept to learn hands-on knowledge in the broadcasting field and receive academic accreditation for their studies. In the Winter/Spring 2012 season for at least 3 months, one (1) college student interned in the Sales & Marketing Dept, and five (5) college students interned in the News Dept to learn hands-on knowledge in the broadcasting field and receive academic accreditation for their studies.	4	News Director Asst. News Director General Sales Manager Creative Services Mgr.	1.00

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3	5/18/2011	Participation in other activities designed by the station employment unit	WLKY was invited to serve on the Jefferson County Public Schools Communication/Media/Arts School Advisory Board, following our prior participation with their Design Team Program. This advisory board met on May 18th, 2011, September 28th, 2011 and March 21st, 2012. As part of our participation, WLKY also hosted the Ballard High School Broadcast Class on February 1st, 2012, where students toured the station, had a Q&A session with Executive Producer, Victor Roberto, and watched a live production of the noon newscast. This advisory board met with the new Superintendent Dr. Donna Hargans on September 28th, 2011 to discuss the role of this committee to create ways to engage students in real world career opportunities.	1	EEO Director	1.00
4	5/18/2011	Participation in events or programs sponsored by educational institutions	WLKY Station Tours - On 5/18/11, Asst. Operations Manager Troy Middaugh conducted a tour of the station with the Leadership Shelbyville group, focusing on the newsroom, weather center and control room. In addition, station GM Glenn Haygood addressed the group and answered questions. As part of the tour, information on broadcast career opportunities were discussed.	3	President & GM Asst. Operations Manager EEO Director	0.25
5	5/20/2011	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 5/20/11 at Holy Family School, giving information on how he started their career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25

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6	5/24/2011	Participation in events or programs sponsored by educational institutions	WLKY Station Tours - On 5/24/11, Asst. Operations Manager Troy Middaugh conducted a station tour with Trimble County High School students, focusing on the newsroom, weather center and control room. As part of the tour, information on broadcast career opportunities were discussed.	2	Asst. Operations Manager EEO Director	0.25
7	6/8/2011	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 7/5/11 at the Johnson Elementary School, giving information on how he started his career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25
8	7/5/2011	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 7/5/11 at Youth Group at Cadillac Center, giving information on how he started his career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25
9	8/9/2011	Participation in events or programs sponsored by educational institutions	WLKY Station Tours - On 8/9/11, Asst. Operations Manager Troy Middaugh conducted a station tour with the Apple Patch Community Group, focusing on the newsroom, weather center and control room. As part of the tour, information on broadcast career opportunities were discussed.	2	Asst. Operations Manager EEO Director	0.25
10	8/10/2011	Participation in events or programs sponsored by educational institutions	WLKY Station Tours - On 8/10/11, Asst. Operations Manager Troy Middaugh conducted a station tour with the Hardin County High School Television Production class, focusing on the newsroom, weather center and control room. In addition, Executive Producer Victor Roberto addressed the group for a Q&A session. As part of the tour, information on broadcast career opportunities were discussed.	3	Asst. Operations Manager Executive Producer EEO Director	0.25

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11	9/16/2011	Participation in job banks, internet programs and other programs designed to promote outreach	For the third year, WLKY has partnered with Breckinridge-Franklin Elementary School for their "Power Hour" sessions held on Friday mornings. This school is the only elementary school in the state of Kentucky with this magnet program established. Station personnel visit on select Fridays to discuss a particular topic of broadcasting. Students hear first-hand from WLKY staff members on how they perform their job duties, and the training necessary to prepare for their careers. On 9/16/11, Asst. Operations Manager, Troy Middaugh visited the school and discussed camera work with the students. On 9/23/11, Asst. Operations Manager, Troy Middaugh visited the school and continued his discussion of camera-work, both in-studio and in the field applications. On 10/21/11, Executive Producer Victor Roberto visited the school and discussed the station's daily news operation. On 1/20/12, Asst. Operations Manager Troy Middaugh visited the school and discussed studio lighting and production. On 1/27/12, Anchor Monica Hardin visited the school and discussed reporting and interviewing skills. On 2/3/12, Reporter Lexy Scheen visited the school and discussed interviewing skills. On 2/24/12, Reporter Lexy Scheen again visited the school to discuss interviewing and how to create a good story.	3	News Director Asst. Operations Manager EEO Director	1.00
12	10/19/2011	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 10/19/11 at Laukhuf Elementary School, giving information on how he started his career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25

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13	11/1/2011	Sponsorship of events in the community designed to increase public awareness	WLKY partnered with the Louisville Science Center to sponsor "Weatherblast" the entire month of November. The station provided a weather exhibit with a chroma-key wall designed for students to interact and see how a weather broadcast is put together. Every Friday in the month of November, one of WLKY's meteorologists was on hand at the Louisville Science Center to greet student groups and hold weather sessions, give live reports during newscasts and provide information on broadcast career opportunities. In addition, WLKY sponsored the IMAX film, "Tornado Alley," and hosted the November 2nd premiere of the film with Stormchaser Sean Casey and WLKY Chief Meteorologist Jay Cardosi emceeding. This film is scheduled to run for 18 months (From Nov. 2011) at the Louisville Science Center, and WLKY produced a 2 minute intro that airs at the beginning of every Tornado Alley viewing. Thousands of students have viewed this film through school field trips. The debut of the film was scheduled to coincide with the Louisville Science Center's "Weatherblast" month in November 2011, which WLKY was also the sponsor with a weather exhibit inside the center, giving students a hands-on look at the science of weather predicting, presented by members of the WLKY Weather Team.	5	General Manager News Director Asst. News Director Creative Services Director	0.50
14	1/18/2012	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 1/18/12 at Eisenhower Elementary School, giving information on how he started his career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25

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15	2/10/2012	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 2/10/12 at St. Athanasius School, giving information on how he started his career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25
16	2/15/2012	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 2/15/12 at Henryville Elementary School, giving information on how he started his career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25
17	2/24/2012	Participation in events or programs sponsored by educational institutions	WLKY Weather Class - WLKY Meteorologist Jared Heil conducted a Weather Classes on 2/24/12 at St. Agnes School, giving information on how he started his career and what a typical work day is like for our weather team. Students are given an opportunity to ask questions and video clips of the sessions are shown during the 5 pm newscast.	1	Meteorologist	0.25
18	3/20/2012	Participation in events or programs sponsored by educational institutions	WLKY Station Tours - On 3/20/12, Asst. Operations Manager Troy Middaugh conducted a station tour with Salem Middle School News class, focusing on the newsroom, weather center and control room. In addition, Executive Producer Victor Roberto conducted a Q&A session with the group. As part of the tour, information on broadcast career opportunities were discussed.	3	Asst. Operations Manager Executive Producer EEO Director	0.25

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19	3/21/2012	Co Sponsoring Job Fair	WLKY again for the 18th year is an Expo Sponsor for the annual Louisville Urban League Career Expo at the Kentucky International Convention Center from 10 am-4 pm. Bruce Burns and Debbie Roberson communicated and worked with staff at the Louisville Urban League to discuss the Expo set-up and advance publicity to maximize participation from job-seekers. The station supported the event by running a PSA schedule of 151 spots prior to the March 21st expo, provided live reports the morning and afternoon of the event, and participated with manning a booth. The expo had 75 exhibitors and more than 2,000 job-seekers in attendance.	3	General Sales Manager National Sales Manager EEO Director	1.00
TOTAL POINTS OVER REPORTING PERIOD:						8.00