

Annual EEO Public File Report



The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): **WBKI-TV, Campbellsville, Kentucky and WBKI-CA, Louisville, Kentucky** and is required to be placed in the public inspection files of the station, and posted on its website.

The information contained in this Report covers the time period beginning **April 1, 200** to and including **March 31, 2010** (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or, over the telephone.



Appendix 1 to Annual EEO Public File Report Form
Covering the Period from **April 1, 2009** to **March 31, 2010**
Station(s) Comprising Station Employment Unit: **WBKI-TV & WBKI-CA**

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree
1	National Sales Manager	Internal
2	Account Executive	WBKI Website
3	Account Executive	WBKI Website
4	Account Executive	Ad Fed of Louisville
5	Account Executive	WBKI Website
6	Producer	Internship Program
7	Producer	Internship Program
8	Courier	Employee Referral
9		
10		
11		

Total Number of Persons Interviewed During Applicable Period: 15



Appendix 2 to Annual EEO Public File Report Form
Covering the Period from **April 1, 2008** to **March 31, 2009**
Station(s) Comprising Station Employment Unit: **WBKI-TV & WBKI-CA**

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A WBKI Website	8	2 - 7
B Advertising Federation of Louisville Website	3	2 - 5
C Director of Diversity, Greater Louisville, Inc.	4	2 - 5
D		
E		
F		
G		
H		
I		
J		
K		
L		



Appendix 3 to Annual EEO Public File Report Form
Covering the Period from **April 1, 2009 to March 31, 2010**
Station Comprising Station Employment Unit: **WBKI-TV & WBKI-CA**

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by WBKI-TV & WBKI-CA.**

HIGH SCHOOLS

Various High Schools have brought students in who are interested in communications to tour the building and discuss job opportunities in the broadcast industry.

April 11, 2008 – Atherton High School –
Tour given by Terry Glaser, General Sales Manager

October 9, 2008 - Seneca High School –
Tour given by Terry Glaser, General Sales Manager

January 14, 2008 – Saint Frances High School –
Tour given by Terry Glaser, General Sales Manager

WBKI INTERNSHIP PROGRAM

Craig Hoffman, News & Community Relations Director, continually works with local and state Colleges and Universities to obtain interns for our station. This past year we have had nine (9) interns at one time or another working daily on the production of “CW Louisville Live this Morning Show”. These interns have come to us from Western Kentucky University where they have studied Broadcast Journalism. Two (2) of these interns were, in turn, hired as full-time producers for the station.

COLLEGES

Students from several colleges have been in to talk one-one-one with the CEO of WBKI, Carol Lafever. Among these are Centre College (Danville, KY), Stephens College (Columbia, Missouri), and Jefferson Community & Technical College (Louisville, KY).

Students from JCTC were so motivated by the experience that they are producing a 30 minute program to air on WBKI.



BOY SCOUTS

Boy Scout Troops were given tours of the station on April 17, 2008 and on March 17, 2009 by Craig Hoffman, News & Community Relations Director. The troops were escorted through every department in the station – giving them the opportunity to see how a television station operates. Any questions the Scouts had were answered by Craig and other employees at WBKI.

LANESVILLE ELEMENTARY SCHOOL

On April 18, 2008, Mike Sizemore, National Sales manager, participated in “Bring Your Dad to School Day” at Lanesville Elementary School in Lanesville, Indiana. He spoke to the children about the advertising side of broadcast television and the importance of this venue to the operations of a TV station.

HALLOWEEN ON THE SQUARE

On October 25, 2009, Mike Sizemore, National Sales Manager, participated in Halloween on the Square in Corydon, Indiana which was sponsored by Old Capitol Business Association. He talked about CW programs and how they related to Halloween in the television broadcasting business. He also explained how commercials are made and answered any questions relating to the broadcast industry.

MISCELLANEOUS

Through the course of the year, many individuals interested in the broadcast industry scheduled appointments to sit down and talk with various managers.

Tailer Maxwell – On 5 separate occasions came in and talked to Dan Spangler, Regional Station Manager, about careers in television, including Sales and Talent.

March 25, 2009 - Brittany Stevens from the Louisville JAMfest Nationals came into the station to discuss broadcast career opportunities with Dan Spangler, Regional Station Manager, and Terry Glaser, General Sales Manager.

September 1, 2009 – Seema Sheth, winner of WBKI’s “America’s Next Top Model” Casting Call, was given the opportunity to host part of the Muscular Dystrophy Telethon televised live on WBKI. She had expressed interest in broadcast talent as a career.