

**Kentucky River Broadcasting  
Annual EEO Report  
April 1, 2010-March 31, 2011**

The purpose of this EEO Public File Report (Annual EEO 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 comprised of the stations listed:

**WCYO & WIRV**

- 1. Non Discrimination-** This company does not practice in any employment discrimination based on race, color, religion, national origin or gender. General Manager of station is responsible for enforcing EEO policy, reviewing supervisory performance, conducting continuing educational programs designed to inform employees of EEO programs and continually reviewing EEO policies to ensure compliance. Stations also take periodic measures to review pay ranges, salary scales, fringe benefits, procedures for promotions, seniority practices and recruitment measures.

**Vacancy Information**

| Full Time Positions Filled by Job Title | Date Position Hired | Total # Interviewed | Recruitment Sources Used | Recruitment Source of Hire |
|---|---------------------|---------------------|--------------------------|----------------------------|
| Ad Sales Associate                      | 10/18/10            | 2                   | 1                        | 1                          |

- 2. Mandatory Outreach-**

*Prong 1-Recruitment:* **Recruitment Source Information**

Job openings that aren't filled by internal employee promotions or intern hire are disseminated into the community through station website, Kentucky Broadcasters Association Job Bank, local university career centers and by posting in station locations. Notice of job openings are also sent to recruitment organizations and promoted at job fairs.

| Source Name              | Address                                      | Contact Person          | # of Interviews from Source |
|--------------------------|--|-------------------------|-----------------------------|
| 1. Kentucky Broadcasters | <a href="http://www.kba.org">www.kba.org</a> | NA (website submission) | 1                           |

|             |  |  |  |
|-------------|--|--|--|
| Association |  |  |  |
|-------------|--|--|--|

**Sources Used:**

[www.wcyofm.com](http://www.wcyofm.com) Flagship station. Vacancy openings will be listed on front page of site.

*Kentucky Broadcasters Association.* [www.kba.org](http://www.kba.org). Vacancy openings will be listed in job bank. Contact, President Kelly Wallingford. [Kelly@wcyofm.com](mailto:Kelly@wcyofm.com)

*Eastern Kentucky University.* Career coordinator, Gladys Johnson. 859-622-1296

*Berea College.* Career Development Director, James Atkinson. 859-985-3656

*Richmond Register.* Classifieds, 859-623-1669.

*Eastern Kentucky University.* CommunicationNOW Job Fair. Jim Gleason, 859-333-1133.

**Prong 2-Community Organizations: Supplemental Source Information**

Community organizations are placed on stations vacancy email listing. These organizations are notified of job opening that is not used as a source of internal employee promotion or intern hiring.

*Vacancy Listing of Organizations:*

Eastern Kentucky University Career Services- [www.career.eku.edu](http://www.career.eku.edu)

Berea College Career Services-[www.berea.edu/careerdevelopment](http://www.berea.edu/careerdevelopment)

Kentucky Broadcasters Association- [www.kba.org](http://www.kba.org)

Richmond Register- [www.richmondregister.com](http://www.richmondregister.com)

**Prong 3- Outreach Programs**

**Internship Program:** This organization established an internship program to teach skills to students pursuing a career in radio broadcasting. Hosted 3 interns for this calendar period. 1 intern was hired part time after completing his internship program. Internship coordinator at Eastern Kentucky University is Traci Patrick, Career Counselor. Phone 859-622-2202. [Email-traci.patrick@eku.edu](mailto:Email-traci.patrick@eku.edu)

**Community Events:** During this calendar period, staff assisted local Boy Scout group who wanted to know more about broadcasters and the Madison County Youth in Action Team. Both were given tours and shadowed staff members. A staff member also talked about radio at the Cub Scouts Pinewood Derby.

**Workshops:** Organization production and sales staff participated in Kentucky Broadcasters Association Annual Convention. Staff swapped business cards with broadcasters from other organizations to relay to each other when vacancies would occur.

**Career Fairs:** Organization participated in ECU Spring and Fall Career Fairs with the department of Communications to promote interns/part time openings.