

**April 1, 2016 – March 31, 2017 Annual EEO Public File Report  
WFPL, WFPK and WUOL**

**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): WUOL-FM, WFPK-FM, and WFPL-FM and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning to and including April 1, 2016 to March 31, 2017 (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(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) 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, over the telephone or by e-mail.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from April 1, 2016 to March 31, 2017

Station(s) Comprising Station Employment Unit: WUOL-FM, WFPK-FM, and WFPL-FM

Section 1: Vacancy Information

<u>Full-time Positions Filled By Job Title</u>	<u>Recruitment Source of Hiree</u>	<u>Total Number of Interviewees from all sources for this Position</u>
1. Investigative Reporter	Open Position	2
2. Digital Editor	Website ad placement	4
3. Economy Reporter	Website ad placement	3
4. Data Journalist	Website ad placement	2
5. Arts & Cultural Reporter	Website ad placement	2
6. Health Reporter	Website ad placement	3
7. Underwriting Associate	Website ad placement	5
8. President	Recruiting Consultant	3

Total Number of Persons Interviewed During Applicable Period: 24

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from April 1, 2016 to March 31, 2017

Station(s) Comprising Station Employment Unit: WUOL-FM, WFPK-FM, and WFPL-FM

Section 2: Recruitment Source Information

Recruitment Source:

- A. Louisville Public Media websites:**  
<http://www.louisvillepublicmedia.org/employment.htm> -  
This is the website for stations WUOL-FM, WFPK-FM and WFPL-FM  
619 S. Fourth Street  
Louisville, KY 40202  
Telephone Number, Contact Person: (502) 814-6526, Contact: Dennis Stovall  
Full-time Positions for Which This Source Was Utilized: # 1, 2, 3, 4, 5, 6, 7, 8  
Total Number of Interviewees This Source Has Provided During This Period: 3
- B. Kentucky Association of Broadcasters** <http://www.kba.org>  
101 Enterprise Drive  
Frankfort KY 40601  
Telephone Number, Contact Person: Patti L. Pullen, 888-843-5221  
Full-time Positions for Which This Source Was Utilized: # 1, 2, 3, 4, 5, 6, 7, 8  
Total Number of Interviewees This Source Has Provided During This Period: 0
- C. National Association of Black Journalists**  
1100 Knight Hall  
Suite 3100  
College Park, Maryland 20742  
Telephone Number, 301-405-0248  
Full-time Positions for Which This Source Was Utilized: #1, 3, 4, 6  
Total Number of Interviewees This Source Has Provided During This Period: 0
- D. Current Newspaper & Website**  
<http://www.Current.org/jobs>  
Telephone Number 877-745-8776 ext. 1  
Full Time Positions for Which This Source Was Utilized: #8  
Total Number of Interviewees This Source Has Provided During This Period: 0

- E. CPB Jobline**  
<http://www.cpb.org/jobline>  
Full Time Positions for Which This Source Was Utilized: # 1, 2, 3, 4, 5, 6, 7  
Total Number of Interviewees This Source Has Provided During This Period: 1
- F. Journalism.com**  
<http://www.journalism.com>  
Full Time Positions for Which This Source Was Utilized: #1  
Total Number of Interviewees This Source Has Provided During This Period: 3
- G. LPM Membership Newsletter**  
Newsletter to Louisville Public Media members  
Full Time Positions for Which This Source Was Utilized: # 1, 2, 3, 4, 5, 6, 7  
Total Number of Interviewees This Source Has Provided During This Period: 0
- H. Personal Contact**  
Full Time Positions for Which This Source Was Utilized: # 1, 2, 3, 4, 5, 6, 7, 8  
Total Number of Interviewees This Source Has Provided During This Period: 16
- I. National Association of Hispanic Journalist**  
<http://www.nahjcareercenter.com/recruiters/products>  
Full Time Positions for Which This Source Was Utilized: # 1, 3, 4, 6  
Total Number of Interviewees This Source Has Provided During This Period: 0
- J. Center for Non-Profit Excellence**  
Full Time Positions for Which This Source Was Utilized: # 1  
Total Number of Interviewees This Source Has Provided During This Period: 0
- K. American Asian Journalist Association**  
<http://www.aaja.org/category/jobs-opportunities/>  
Full Time Positions for Which This Source Was Utilized: # 1, 3, 4, 6  
Total Number of Interviewees This Source Has Provided During This Period: 0
- L. Society of Professional Journalist**  
- <http://jobs.spj.org/employers/>  
Full Time Positions for Which This Source Was Utilized: # 1  
Total Number of Interviewees This Source Has Provided During This Period: 0
- M. Online News Association**  
<http://journalists.org/>  
Full Time Positions for Which This Source Was Utilized: # 6, 8, 9, 11,  
Total Number of Interviewees This Source Has Provided During This Period: 0
- N. Investigative Reporters & Editors**  
<http://ire.org/jobs/post-job/>  
Full Time Positions for Which This Source Was Utilized: #1  
Total Number of Interviewees This Source Has Provided During This Period: 1

O. **Journalismnext.com**

<http://journalismnext.com>

Full Time Positions for Which This Source Was Utilized: # 1

Total Number of Interviewees This Source Has Provided During This Period: 0

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from April 1, 2016 to March 31, 2017

Station(s) Comprising Station Employment Unit: WUOL-FM, WFPK-FM,  
WFPL-FM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WUOL-FM, WFPK-FM, WFPL-FM

To ensure non-discrimination and foster full consideration of all qualified candidates whenever full-time job vacancies occur, we utilize the following recruitment procedures:

- Participation in other activities designed by the station to further the goal of disseminating employment opportunity information to job candidates who might otherwise be unaware of such opportunities: We work with employment services, including state employment agencies, which refer job candidates without regard to their race, color, religion, national origin, sex, age or disability. Some of these employment referral services are:
  - Kentucky Department of Employment Services
  - WorkForce Express – Indiana Workforce Development
  - Greater Louisville Works, Inc.
- Internship Program: When we recruit prospective employees from educational institutions, such recruitment efforts include schools and colleges with minority and female enrollments. Some educational institutions we contact for recruitment purposes include:
  - Bellermine University
  - University of Louisville
  - Spalding University
  - Sullivan University
- Participation in Job Fairs by Station Personnel: We participate in job fairs by station personnel who have substantial responsibility in hiring. We will be participating in the upcoming University of Louisville and Bellermine University job fairs.

- Training Program for Station Personnel: We provide on-the-job training to upgrade the skills of our employees. We provided skills training for our entire staff via NPR's diversity training program. The executive editor and director of radio attended the PRPD conference during the fall. Staff members also attended the NICAR conference. Staff members received additional on-air training as part of an on-going performance review. Two members of our classical music station attended the Association of Music Personnel in Public Radio conference.
  
- Internship Program: We provide internships or other assistance to individuals, schools, or colleges in programs designed to enable qualified minorities and women to learn about various facets of the business and to compete in the broadcast employment market on an equitable basis.
  - We provide internships in 5 areas of study, actively seeking minority involvement by referral, contact with a wide variety of higher education institutions such as Kentucky State University and Jefferson Community College and contact with university organizations that emphasize ethnic and gender diversity. If the opportunity presents itself we hire qualified interns for paid positions. We offer classroom presentations on intern and volunteer opportunities throughout the community, affording a wide audience for this information.
  - There were 11 participants in this program during this reporting period. The participants were active between April and March. We are looking to expand our intern program during the upcoming reporting year.
  
- Participation in educational institutional programs/events relating to broadcasting careers: We provide high school apprenticeships in our newsroom drawing from schools that are located in Louisville. This internship program is also offered in marketing and membership services.
  
- Community Events (at least 2) to Inform and Educate Members of the Public about Broadcasting Careers: Louisville Public Media offers tours of the station to high school and college students, area Scout Troops, professional groups, non-profits as well as other interested groups.