

**April 1, 2018 – March 31, 2019 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, 2018 to March 31, 2019 (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, 2018 to March 31, 2019

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 Editor	In house promotion	6
2. President	In house promotion	3
3. Development Director	Ashley Roundtree & Associates	2
4. Broadcast Engineer	LPM Website	1
5. Production Technician	LPM Website	1
6. Events & Special Projects Coordinator	Personal Contact	7
7. Culture Editor	LPM Website	3
8. Media Sales Representative	Personal Contact	3
9. Investigative Reporter	Investigative Reporters & Editors	5
10. Education Reporter	CPB website	3

Total Number of Persons Interviewed During Applicable Period: 34

Appendix 1 to

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Covering the Period from April 1, 2018 to March 31, 2019

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 Interviewee</u>	<u>Number of Interviewees from each source</u>
1. Investigative Editor	In House	1
	Investigative Reporters & Editors	1
	LPM Website	1
	Personal Contact	3
2. <b>President</b>	Development Resources	3
3. <b>Development Director</b>	Ashley Roundtree & Associates	2
4. <b>Broadcast Engineer</b>	LPM Website	1
5. <b>Production Technician</b>	LPM Website	1
6. <b>Events &amp; Special Projects Coordinator</b>	Personal Contact	7
7. <b>Culture Editor</b>	LPM Website	3
8. <b>Media Sales Representative</b>	Personal Contact	1
	Indeed	2
9. Investigative Reporter	Investigative Reporters & Editors	3
	Journalismjobs.com	1
	Personal Contact	1
10. <b>Education Reporter</b>	CPB website	1
	LPM Website	2

Total Number of Persons Interviewed During Applicable Period: 34

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from April 1, 2018 to March 31, 2019

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, 9, 10

Total Number of Interviewees This Source Has Provided During This Period: 8

**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: # 4, 5, 8, 9

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, 2, 3, 7, 9, 10

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: # 2, 3

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, 6, 7, 8, 9, 10

Total Number of Interviewees This Source Has Provided During This Period: 1

- F. Journalismjobs.com**  
<http://www.journalismjobs.com>  
Full Time Positions for Which This Source Was Utilized: # 1, 7, 9, 10  
Total Number of Interviewees This Source Has Provided During This Period: 1
- 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, 8, 9, 10  
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, 6, 8, 9  
Total Number of Interviewees This Source Has Provided During This Period: 13
- I. National Association of Hispanic Journalist**  
<http://www.nahjcareercenter.com/recruiters/products>  
Full Time Positions for Which This Source Was Utilized: # 2, 7, 10  
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: # 6  
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, 9  
Total Number of Interviewees This Source Has Provided During This Period: 0
- L. Online News Association**  
<http://journalists.org/>  
Full Time Positions for Which This Source Was Utilized: # 1, 9  
Total Number of Interviewees This Source Has Provided During This Period: 0
- M. Investigative Reporters & Editors**  
<http://ire.org/jobs/post-job/>  
Full Time Positions for Which This Source Was Utilized: # 1, 9  
Total Number of Interviewees This Source Has Provided During This Period: 4
- N. Indeed.com**  
<http://indeed.com>  
Full Time Positions for Which This Source Was Utilized: # 8  
Total Number of Interviewees This Source Has Provided During This Period: 2
- O. AdFed of Louisville**  
<http://aaflouisville.org>  
Full Time Positions for Which This Source Was Utilized: # 8  
Total Number of Interviewees This Source Has Provided During This Period: 0

- P. **LinkedIn**  
<http://linkedin.com>  
Full Time Positions for Which This Source Was Utilized: # 2, 8  
Total Number of Interviewees This Source Has Provided During This Period: 0
- Q. **Public Radio Association of Development Officers - PRADO**  
[prado@listserv.syr.edu](mailto:prado@listserv.syr.edu)  
Full Time Positions for Which This Source Was Utilized: # 8  
Total Number of Interviewees This Source Has Provided During This Period: 0
- R. **Young Professionals Association of Louisville**  
<https://www.ypal.org/>  
Full Time Positions for Which This Source Was Utilized: # 8  
Total Number of Interviewees This Source Has Provided During This Period: 0
- S. **Society of Broadcast Engineers**  
<https://www.sbe.org/>  
Full Time Positions for Which This Source Was Utilized: # 4, 5  
Total Number of Interviewees This Source Has Provided During This Period: 0
- T. **Development Resources (recruiting service)**  
1820 N. Fort Myer Drive  
Suite 702  
Arlington, Virginia 22209  
Full Time Positions for Which This Source Was Utilized: # 2  
Total Number of Interviewees This Source Has Provided During This Period: 3
- U. **Ashley Roundtree & Associates (recruiting service)**  
2525 Nelson Miller Parkway  
Suite 106  
Louisville, Kentucky 40223  
Full Time Positions for Which This Source Was Utilized: # 3  
Total Number of Interviewees This Source Has Provided During This Period: 2
- V. **Louisville Urban League Website**  
[CSanchez@lul.org](mailto:CSanchez@lul.org)  
Full Time Positions for Which This Source Was Utilized: # 6  
Total Number of Interviewees This Source Has Provided During This Period: 0
- W. **Education Writers Association**  
[leason@ewa.org](mailto:leason@ewa.org)  
Full Time Positions for Which This Source Was Utilized: # 10  
Total Number of Interviewees This Source Has Provided During This Period: 0
- X. **AD. Chronicle of Philanthropy**  
<https://www.philanthropy.com/jobs>  
Full Time Positions for Which This Source Was Utilized: # 2  
Total Number of Interviewees This Source Has Provided During This Period: 0

**Y. National Association of Broadcasters**

<https://www.nab.org>

Full Time Positions for Which This Source Was Utilized: # 2

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

**Z. Association of Fundraising Professionals**

17437 Carey Road #265

Westfield, Indiana 46074

Full Time Positions for Which This Source Was Utilized: # 3

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, 2018 to March 31, 2019

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
  - Louisville Urban League
  - 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:
  - Bellarmine University
  - University of Louisville
  - Spalding University
  - Sullivan University
- Participation in Job Fairs by Station Personnel: We participate in job fairs by station personnel. We participated in the University of Louisville NonProfit fair in September 2018 educating students about our organization and what we offer, the University of Louisville Student Advisors in August of 2018 that would give feedback on the stations' and what they would like offered and the Bellarmine University Strategic Communication Class Project



- Work offering real world marketing and videography projects.
- Training Program for Station Personnel: We provide on-the-job training to upgrade the skills of our employees. LPM's managers participated in employee inclusion and harassment training with Josh Poe, Members of the management team attended the PRPD conference during the fall. Staff members received additional on-air training as part of an on-going performance review. Select staff participated in the Leadership Louisville program Two members of our classical music station attended the Association of Music Personnel in Public Radio conference while our CFO attended the Public Media Business Association conference last summer. Newsroom staff attended the PRNDI conference as well.
  - 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 Jefferson County Technical College, Western Kentucky University, University of Cincinnati, University of Louisville, Manual High School and Community Montessori school 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 8 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. Four participants took part in a job shadowing program at LPM during this reporting period. The participants were from local elementary and high schools and universities. The 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, professional groups, non-profits as well as other interested groups. We participated in the Jefferson County Public Schools Media Arts Pathways Advisory Board in September of 2018 to advise educators and JCPS administrators on real world opportunities for professional experience.