

**April 1, 2020 - March 31, 2021 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, 2020 to March 31, 2021 (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 State Employment Unit during the Applicable Period;
2. For each 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 vacancies 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 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 email.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from April 1, 2020 to March 31, 2021

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. Associate Producer	National Association of Black Journalists	3
2. Data Reporter	American Asian Journalist Association	4
3. Music Director	PRADO	4
4. Music Education Manager	LPM Website	3
5. News Director	LPM Website	4
6. Broadcast Production Technician	LPM Website	4

Total Number of Persons Interviewed During Applicable Period: 22

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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. Associate Producer	National Association of Black Journalists	1
	LPM Website	1
	CPB Jobline	1
2. Data Reporter	LPM Website	1
	CPB Jobline	1
	Current Newspaper & Website	1
	American Asian Journalist Association	1
3. Music Director	PRADO	1
	LPM Website	2
	LinkedIn	1
4. Music Education Manager	LPM Website	2
	Current Newspaper & Website	1
5. News Director	LPM Website	1
	LinkedIn	2
	CPB Jobline	1
6. Broadcast Production Technician	Society of Broadcast Engineers	1
	LPM Website	2
	CPB Jobline	1

Total Number of Persons Interviewed During Applicable Period: 22

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Section 2: Recruitment Source Information

Recruitment Source:

A. **Louisville Public Media websites:**

<http://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) 814-6510, Contact: Lia Murphy

Full-time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 6

Total Number of Interviewees This Source Has Provided During This Period: 9

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

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

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, 4, 5, 6

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

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: #1, 2, 3, 4, 5, 6

Total Number of Interviewees This Source Has Provided During This Period: 2

E. **CPB Jobline:**

<http://www.CPB Jobline.org/jobline>

Full Time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 6

Total Number of Interviewees This Source Has Provided During This Period: 4

- F. **Journalismjobs.com:**
<http://www.journalismjobs.com>
Full Time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 6
Total Number of Interviewees This Source Has Provided During This Period: 0
- 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
Total Number of Interviewees This Source Has Provided During This Period: 0
- H. **Personal Contact**
Full Time Positions for Which This Source Was Utilized: 0
Total Number of Interviewees This Source Has Provided During This Period: 0
- I. **National Association of Hispanic Journalist**
<http://www.nahjcareercenter.com/recruiters/products>
Full Time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 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: 0
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, 2, 3, 4, 5, 6
Total Number of Interviewees This Source Has Provided During This Period: 1
- L. **Online News Association:**
<http://journalists.org/>
Full Time Positions for Which This Source Was Utilized: 0
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: 0
Total Number of Interviewees This Source Has Provided During This Period: 0
- N. **Indeed.com:**
<http://indeed.com>
Full Time Positions for Which This Source Was Utilized: 0
Total Number of Interviewees This Source Has Provided During This Period: 0
- O. **AdFed of Louisville:**
<http://aaflouisville.org>
Full Time Positions for Which This Source Was Utilized: 0
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: #1, 2, 3, 4, 5, 6
Total Number of Interviewees This Source Has Provided During This Period: 3

- Q. **Public Radio Association of Development Officers - PRADO:**
prado@listserv.syr.edu
 Full Time Positions for Which This Source Was Utilized: #3
 Total Number of Interviewees This Source Has Provided During This Period: 1
- R. **Young Professionals Association of Louisville:**
<https://www.ypal.org/>
 Full Time Positions for Which This Source Was Utilized: 0
 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: #6
 Total Number of Interviewees This Source Has Provided During This Period: 1
- T. **Development Resources** (recruiting service)
 1820 N. Fort Myer Drive, Suite 702
 Arlington, Virginia 22209
 Full Time Positions for Which This Source Was Utilized: 0
 Total Number of Interviewees This Source Has Provided During This Period: 0
- U. **Ashley Roundtree & Associates** (recruiting service)
 2525 Nelson Miller Parkway, Suite 106
 Louisville, Kentucky 40223
 Full Time Positions for Which This Source Was Utilized: 0
 Total Number of Interviewees This Source Has Provided During This Period: 0
- V. **Louisville Urban League Website:**
CSanchez@lul.org
 Full Time Positions for Which This Source Was Utilized: 0
 Total Number of Interviewees This Source Has Provided During This Period: 0
- W. **Education Writers Association:**
leason@ewa.org
 Full Time Positions for Which This Source Was Utilized: 0
 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: 0
 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: 0
 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: 0
 Total Number of Interviewees This Source Has Provided During This Period: 0

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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:

- Bellerme University
- University of Louisville
- Spalding University
- Sullivan University

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.

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.

FCC Schedule 396 Employment Program Report
Kentucky Public Radio, Inc.
Stations WUOL-FM, WFPK(FM), and WFPL(FM), Louisville, KY

Narrative Statement

Kentucky Public Radio, Inc. (“Louisville Public Media” or “LPM”), licensee of noncommercial educational radio stations WUOL-FM, WFPK(FM), and WFPL(FM) in Louisville, Kentucky, is committed to providing equal employment opportunities, and has achieved broad and inclusive outreach during the past two years in connection with its EEO program, including the recruitment of full-time job vacancies and its completion of supplemental employment initiatives and activities.

As full-time vacancies occur at its stations, LPM utilizes a variety of recruitment sources (such as the LPM website, the Kentucky Association of Broadcasters, the National Association of Black Journalists, Current Newspaper, the CPB Jobline Jobline, Journalism Jobs, the National Association of Hispanic Journalists, the American Asian Journalist Association, Indeed, LinkedIn, the Society of Broadcast Engineers, and several others and identified in its annual reports) to widely disseminate information as appropriate for a given opening and to seek qualified candidates for interviews.

In addition to its recruitment procedures, LPM regularly undertakes various non-vacancy-specific employment activities to supplement its EEO outreach efforts. During the past three years, such efforts have included: a student internship program; participation in university job fairs, participation in other activities to disseminate job information to candidate who might otherwise be unaware of such opportunities, such as by working with various employment agencies; training programs for station personnel; and various events with educational institutions and with community groups.

LPM is an equal opportunity employer, dedicated to racial, ethnic, LGBTQ, religious, economic and educational diversity. LPM strives to hire and retain highly qualified employees and prioritizes diversity and inclusion in our search and hiring process. Moreover, LPM is fully committed to the maximum utilization of human resources and the goals of equal employment opportunity. These objectives are reflected in all aspects of LPM’s daily operations, and LPM recruits, hires, and promotes without regard to race, color, religion, national origin, sex, sexual orientation, gender identity, age, physical or mental disability, veteran status, genetic information or any other legally protected status. LPM also works to review and analyze its EEO practices and results on a regular basis to ensure that its efforts positively impact the organization.

In sum, through its adherence to its EEO policies, its use of various recruitment sources to advertise positions when vacancies occur, and its completion of a variety of long-term employment activities, LPM has achieved broad outreach on employment matters in the past three years.