

WNKY-TV

***EEO
PUBLIC FILE
REPORT***

April 1st 2006 through March 31st, 2007

This report has been prepared on behalf of MMK License, LLC, the Station Employment Unit that operates WNKY (TV), Bowling Green, Kentucky.

The information contained in this report covers the time period beginning April 1st, 2006 to and including March 31st, 2007.

The following is a list of all full-time job vacancies filled during the above time period:

Vacancies Filled	Recruitment Source for Candidate Ultimately Hired
Account Executive	Professional Referral
One Creative Services Assistant	Professional Referral
One Meteorologist	Online Job Posting
One Weather Person	In-House Promotion of Part Time Person
One Chief Engineer	Online Job Posting

Total Persons Interviewed and Recruitment Sources:

Position	TPI	Recruitment Source
Account Executive	8	Professional Referral, Newspaper Recruited Competition
One Creative Services Assistant	5	Professional Referral, Newspaper
One Meteorologist	1	Professional Referral, Broadcasting website (tvjobs.com)
One Weather Person	1	In-house promotion of part time Employee
One Chief Engineer	1	Broadcasting website (tvjobs.com)

Recruitment sources regularly used to advertise full time positions are:

Career Services Center
Western Kentucky University
Wetherby Administration Building, Room 109
Bowling Green, KY 42101

Employment Clearinghouse
National Association of Broadcasters
1771 N Street, NW
Washington, DC 20036

Kentucky Department for Employment Services
P.O. Box 90003
Bowling Green, KY 42101

Midway College, Career Services
512 E Stephens St.
Midway, KY 40347

Morehead State University, Career Services
322 Allie Young Hall
Morehead, KY 40351

Eastern Kentucky University, Career Services
521 Lancaster Ave.
Richmond, KY 40475

Berea College, Career Development
2198 Fairchild Hall
Berea, KY 40404

Faxes are sent to:

Bowling Green Daily News
270-781-1020

Openings are listed on the following websites:

WNKY (TV) 40
National Association of Broadcasters (NAB)

Society of Broadcast Engineers

Other Resources:

WNKY (TV) Staff Referral

WNKY (TV) EEO INITIATIVES (Supplemental)

Outreach Activities/Brief Description

1. MMK License LLC provides regular training to management level personnel as to methods of ensuring that we adhere to principles of equal employment opportunity and prevents discrimination. Further, all personnel involved in hiring review EEO guidelines and hiring practice prior to the announcement of any open positions.
2. MMK License LLC has established a training program designed to enable station personnel to acquire skill that could qualify them for higher-level positions within the organization. This training program includes outside seminars, as well as internal training to improve skills.
3. MMK License, LLC has also established a training program designed to assist members of the local community to acquire skills needed for entry-level broadcast employment. Students from Western Kentucky University and other area schools are encouraged to apply for available internships (up to 3) each semester
4. MMK License, LLC also ensures that every upper level job opening is listed in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities. This includes professional organizations such as the Society of Broadcast Engineers and the National Association of Broadcasters, and industry publications.

NARRATIVE STATEMENT

MMK License, LLC since assuming ownership of Kentucky broadcast station WNKY (TV), has been fully omitted to a broad and inclusive outreach for recruitment of ethnic-minority candidates. We have crafted our recruitment strategies to meet this goal and make our candidates aware of our commitment to equal opportunity employment.

We regularly include notifications that we are and equal opportunity employer when running vacancy announcements, and that state the same on our applications. Furthermore, we state the same in our policy information that is given to new hires.

In our outreach efforts, we have ongoing arrangements with several in-state universities in addition to the local state employment office to advertise our vacancies. These institutions have a substantial minority enrollment or client base.