

**April 1, 2022 - March 31, 2023 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 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, 2022, to March 31, 2023 (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 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 in 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 in Appendix 1.

For purposes of this Report, a vacancy is deemed “filled” not when the offer was extended but when the hire 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

Annual EEO Public File Report Form

Covering the Period from April 1, 2022, to March 31, 2023

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. Business and Development Reporter	National Association of Hispanic Journalists	4
2. Data Reporter	Corporation for Public Broadcasting	4
3. Capitol Reporter, KPR	Asian American Journalist Association	4
4. Wealth and Poverty Reporter	LPM Website	3
5. Managing Editor, KyCIR	National Association of Black Journalists	5
6. Associate Producer	LPM Website	4
7. Wealth and Poverty Reporter	Corporation for Public Broadcasting	4
8. Health Reporter	LPM Website	4
9. Business Partnership Manager	LinkedIn	4

Total Number of Persons Interviewed During Applicable Period: 36

Appendix 1

Annual EEO Public File Report Form

Covering the Period from April 1, 2022, to March 31, 2023

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. Business and Development Reporter	NAHJ	1
	LPM	1
	AAJA	1
	Journalism Jobs	1
2. Data Reporter	LinkedIn	1
	CPB	1
	LPM	1
	NABJ	1
3. Capitol Reporter, KPR	LPM	1
	AAJA	1
	CPB	1
	LinkedIn	1
4. Wealth and Poverty Reporter	LPM	1
	ONA	1
	CPB	1
5. Managing Editor, KyCIR	ONA	1
	Journalism Jobs	1
	CPB	1
	NABJ	2

Appendix 1 (cont.)

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Covering the Period from April 1, 2022, to March 31, 2023

6. Associate Producer	ONA	1
	CPB	2
	LPM	1
7. Wealth and Poverty Reporter	NAHJ	1
	LPM	1
	CPB	1
	NABJ	1
8. Health Reporter	AAJA	1
	NAHJ	1
	LPM	1
	CPB	1
9. Business Partnership Manager	ONA	1
	LPM	1
	LinkedIn	1
	CPB	1

Total Number of Persons Interviewed During Applicable Period: 36

Appendix 2

Annual EEO Public File Report Form

Covering the period from April 1, 2022, to March 31, 2023

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 (LPM):**
<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, 7, 8, 9
Total Number of Interviewees This Source Has Provided During This Period: 8
- B. **National Association of Black Journalists (NABJ):**
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, 7, 8, 9
Total Number of Interviewees This Source Has Provided During This Period: 4
- C. **Current Newspaper & Website:**
<http://www.current.org/jobs>
Telephone Number 877-745-8776 ext. 1
Full Time Positions for Which This Source Was Utilized: 0
Total Number of Interviewees This Source Has Provided During This Period: 0
- D. **CPB Jobline:**
<http://www.CPB Jobline.org/jobline>
Full Time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 6, 7, 8, 9
Total Number of Interviewees This Source Has Provided During This Period: 9
- E. **Journalismjobs.com:**
<http://www.journalismjobs.com>
Full Time Positions for Which This Source Was Utilized:#1, 2, 3, 4, 5, 6, 7, 8, 9
Total Number of Interviewees This Source Has Provided During This Period: 2
- F. **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
Total Number of Interviewees This Source Has Provided During This Period: 0

- G. **National Association of Hispanic Journalist (NAHJ):**
<http://www.nahjcareercenter.com/recruiters/products>
Full Time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 6, 7, 8, 9
Total Number of Interviewees This Source Has Provided During This Period: 3
- H. **American Asian Journalist Association (AAJA):**
<http://www.aaja.org/category/jobs-opportunities/>
Full Time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 6, 7, 8, 9
Total Number of Interviewees This Source Has Provided During This Period: 3
- I. **Online News Association (ONA):**
<http://journalists.org/>
Full Time Positions for Which This Source Was Utilized: #5, 6, 7
Total Number of Interviewees This Source Has Provided During This Period: 4
- J. **LinkedIn:**
<http://linkedin.com>
Full Time Positions for Which This Source Was Utilized: #1, 2, 3, 4, 5, 6, 7, 8, 9
Total Number of Interviewees This Source Has Provided During This Period: 3
- K.. **Association of Fundraising Professionals (AFP):**
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
- L. **Public Media Journalists Association (PMJA):**
<https://pmja.org/>
Full Time Positions for Which This Source Was Utilized: 0
Total Number of Interviewees This Source Has Provided During This Period: 0

Appendix 3

Annual EEO Public File Report Form

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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:

- Bellarmine 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.

Jacob Grissom interned with Louisville Public Media from May 2022 to August 2022.

Michael Collins interned with Louisville Public Media from May 2022 to August 2022.

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for high level position:

In July 2021, LPM introduced its new professional development policy to all staff. It states the following:

LPM prioritizes continued learning and professional development for our employees. This benefit provides for one full professional development exercise for each employee annually;

LPM will cover all costs associated, including registration, travel and lodging, and meals. These can be conferences, training, or other formats. Professional development should be aligned with the employee's current job or with their future goals at LPM. Managers will coordinate so that everyone in a department doesn't attend the same training. Employees who use this benefit are strongly encouraged to share what they learned with their teams.

In addition, LPM will cover the cost of one professional membership per employee annually. This must align with their current job. For example, the company provided financial and hourly resources for Lia Murphy and Dennis Stovall to engage in professional memberships and education courses.

Michelle Tyrene Johnson, our Associate Producer, took an online writing MasterClass by Malcolm Gladwell in the fall of 2022.

Alex Biscardi, our Associate Producer, signed up for an annual membership in the Association of Independent Producers (AIR) in 2022.

Justin Hicks, our Data Reporter, attended the National Institute for Computer-Assited Reporting conference hosted by IRE in March of 2023.

Cara Hicks, our Digital Director, signed up for the online course Digital Ads for Fundraising: Basics and Beyond, presented by M+R from February to March of 2023.

Cara Hicks, our Digital Director, Ellen Oost, our Vice President of Development and Marketing, Stephen George, our President and CEO, Gabrielle Jones, our VP of Content, and Ashlee Clark, our VP of Digital, were part of UNC Table Stakes starting in December of 2021.

Marquel Lett, our Major Gifts Officer, attended Veritus Group Major Gift Academy in 2022.

Gray Smith, our Vice President of Corporate Support, Kelly Wilkinson, our Director for Membership, and Rachel Firkins, our Director of Events, attended the Public Media Development and Marketing Conference (PMDMC) in July of 2022.

Dennis Stovall, our Vice President of Finance completed continuing education courses towards his CPA

licensing requirement during the reporting period.

Establishment of a mentoring program for station personnel:

Mentorship Overview

What is a mentor?

A mentor is an experienced and engaged team member who has a good understanding of the work environment. They are willing to provide time, be accessible and partner/support the new employee during their first three (3) months on the job. The ideal mentor is a resource who is friendly, interpersonally effective, demonstrates patience, and is a positive role model with good communication skills. The estimated time commitment for the mentor varies but is approximately six to ten hours the first three months.

Who can be a mentor?

Departmental staff can volunteer to participate in the program and will be assigned to the new employee by their immediate supervisor/manager. In general, a mentor will be a peer of the new hire. The supervisor/manager is expected to review the program guidelines with the volunteering employee prior to them meeting the new hire. This will include a discussion on the program goals and expectations of them in their role prior to meeting with the new employee.

Goals of the Mentor Program

1. To assist in helping the new employee feel welcomed and connected during their first day, first week and throughout their first 3 months on the job.
2. To help the new employee adjust to LPM culture and their new work environment.

Manager's Responsibilities Pertaining to the Mentor

1. Select positive role models as a Mentor
2. Ensure that participation in the program is strictly voluntary
3. Ensure that the Mentor will have time to be accessible to the new employee
4. Check in with the Mentor and new employee regularly to assess if the "Mentor Role" is helpful

Role of the Mentor

1. Introduce yourself and welcome the new employee on their first day of work
2. Plan to follow up with them on a weekly basis for the first 3 months
3. Show the employee resources in the workplace
4. Provide them with information (as requested by the manager) to help them get acclimated, feel comfortable in their new job and as a part of their new team
5. Give the new employee an opportunity to connect with them and their peers
6. To always remain professional
7. To refer the new employee to their supervisor/manager for job specific questions

A Mentor Does Not:

1. Replace the supervisor/managers role or take on any supervisory or lead duties
2. Act as the “go-to” person re: assignments, business decisions, etc.
3. Provide training and/or assess performance
4. Act as a career mentor or job coach.

Roberto Roldan mentored Jacob Munoz, our Business and Development Reporter, from April 4, 2022, to July 4, 2022.

Jacob Ryan mentored Justin Hicks, our Data Reporter, from May 2, 2022, to August 2, 2022.

Yasmine Jumaa mentored Divya Karthikeyan, our KPR Capitol Reporter from May 3, 2022, to August 3, 2022.

Jasmine Demers mentored Patrica Borns, our first Wealth and Poverty Reporter, from June 1, 2022 to July 15, 2022. Jasmine also mentored Lily Burris, our second Wealth and Poverty Reporter from October 20, 2022, to January 10, 2023.

Ashlee Clark mentored Adeshina Emmauel, our Managing Editor of KyCIR, from June 14, 2022, to September 14, 2022.

Michelle Tyrene Johnson mentored Alex Cooper, our Associate Producer, from July 25, 2022, to October 25, 2022.

Aprile Rickert mentored Morgan Watkins, our Health Reporter, from February 27, 2023, to May 27, 2023.

John Grantz mentored John Maclean, III, our Business Partnership Manager, from March 28, 2023, to June 28, 2023.