

WBNA TV-21
EEO Public File Report
April 1, 2020 through March 31, 2021

I. Vacancy List

See Section II "Master Recruitment Source List" for recruitment source data

Job Title	Number of Vacancies	Recruitment Sources ("RS") used to fill vacancy	Number of People Interviewed	RS that referred hire
Account Executive	3	1, 2,3,4,5,6,7,8	3	2,5,7
Admin	1	2,5,7	1	2,5,7
General Manager	1	2,5,7	1	2,5,7

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II. Master Recruitment Source List (MRSL)

RS Number	RS Information	Source entitled to Vacany Info (Y/N)	No. of Potential Interviewees Referred by RS over reporting
1	On Air Advertising - EEO Announcements on WBNA	N	0
2	Indeed/Craigslist Job's Posting	N	0
3	WBNA Website - Career Page provides submission for resume	N	0
4	Direct Applicant (Submitted resume unsolicited - either mailed/dropped or submitted at prior Job Fairs)	N	0
5	Evangel World Prayer Center - Pastorial Referrals 5400 Minors Lane, Louisville 40219	Y	0
6	University of Louisville Intern Program	N	0
7	Internal (Employee Referral)	Y	1
8	Kentucky Broadcasters Association	N	0

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III. Recruitment Initiatives

RI Number	Type of Recruitment Initiative	Brief Description of Activity
1	On Air Advertising - EEO Announcements	WBNA Airs a series of spots highlighting our EEO stance along with contact information for the station
2	Mentoring young advertising executives	WBNA upper management continually mentors junior advertising executives for management positions.
3	Internship	WBNA maintains an on-going informal internship program to train any interested individual in the various operations of a broadcast facility. WBNA had four interns during the last term.
4	Event management for local Nonprofits	We use these events to network with attendees regarding the station and potential employment opportunities.
5	Asbury Media Student Outreach	WBNA works with Asbury's media department to develop new television production talent by airing a television program produced by their students.