

Narrative Statement Regarding Outreach

WLJC has established, maintained and carried out a positive continuing program of specific practices designed to ensure equal opportunity and nondiscrimination in every aspect of WLJC employment policy and practice. Since the FCC's rules have gone into effect on March 10th, 2003, the Station's employment unit has implemented two supplemental outreach activities, as provided by Section 73.2080(c)(2).

During this reporting period, March 22, 2010 – March 21, 2011 there were zero full time job vacancies. WLJC routinely advertises full-time job vacancies on its website www.wljc.com and in the Three Forks Tradition Newspaper, a popular local newspaper. Furthermore, the Station will expand its recruitment efforts by routinely posting job vacancies on various web sites that should reach a broader base of applicants, for example the Kentucky Broadcaster's Association's web site, www.kba.org.

The station engaged in supplemental outreach activities that help provide information about opportunities in broadcasting in general. For example, the station in conjunction with the Kentucky Higher Education assistance Authority (KHEAA) participated in a \$1000.00 scholarship program that was designed to supplement one student's higher education opportunity in the broadcast industry. In addition, WLJC management personnel participated in a training program designed to ensure equal employment opportunity and preventing discrimination.

Annual EEO Public file Report

For the Period Beginning March 22, 2010 and Ending March 21, 2011

This Report consists of:

- Part 1 Station Information
- Part 2 Recruitment sources/interviewees for each full-time vacancy
- Part 3 Recruitment Initiatives

Preparer: Rachel Bogale

Signature: _____

Title: Chief Financial Officer

Date: March 21, 2011

Telephone: (606) 464-3600

Part 1

This Report covers the following employment units:

<u>Call Sign</u>	<u>FM/TV</u>	<u>Facility ID#</u>	<u>Community of License</u>	<u>State</u>
WLJC	TV	27696	Beattyville	Ky.
WLJC	FM	27695	Beattyville	Ky.

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of 0 full-time Job vacancies were filled by the employment unit.

Part 2

FULL-TIME VACANCY

Job Title: N/A

1 A source with an (*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY # 1

Activity: Scholarship

Date: 06/15/10 Preparer: Rachel Bogale

Host/sponsor of Activity: WLJC / KHEAA

Participating Station Personnel: Jonathan Drake

Description of activity and scope of station participation:

WLJC offered a \$1000.00 scholarship to a graduating senior who had been accepted to an accredited higher education institute with a major in Broadcasting. The application was posted on the WLJC website www.wljc.com and listed in the directory of the **Kentucky Higher Education Assistance Authority (KHEAA)**. The **Kentucky Higher Education Assistance Authority (KHEAA)** is a public corporation and governmental agency of the Commonwealth established in 1966 to improve students' access to higher education. To that end, KHEAA administers several financial aid programs and disseminates information about higher education opportunities.

KHEAA
Attn: Ms. Melissa F. Justice, Esq.
P.O. Box 798
Frankfort, KY 40602-0798
Fax: (502) 696-7293

The WLJC \$1000.00 broadcasting scholarship was awarded on 06/08/2010 to Sarah E Clevenger, 43 Sarah Elizabeth Drive, Lost Creek, Ky. 41339 and was paid to Western Kentucky University on her behalf.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY # 2

Activity: Provision of training to management level personnel

Date: March 18, 2011

Host/sponsor of Activity: Fred Pryor Seminars

Participating Station Personnel: Kim Mitchell

Description of activity and scope of station participation:

WLJC sponsored training for personnel supervisor Kim Mitchell. The training included methods of ensuring equal employment opportunity and preventing discrimination. Kim earned .6 CEUs