



EEO Public File Report Form

Covering the Period from April 1, 2012 to March 31, 2013

Station(s) comprising Station Employment Unit:

Louisville, Kentucky Market:

**WDJX(FM), WXMA(FM), WMJM(FM), WGZB-FM, WLRS(FM)
and WESI(FM) (formerly WLRS(FM))**

The purpose of this EEO Public File 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): **WDJX(FM), WXMA(FM), WMJM(FM), WGZB-FM, and WESI(FM) formerly WLRS(FM)** licensed to **MLB-Louisville IV, LLC**, and is required to be placed in the public inspection files of these stations, and posted on the websites.

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices from MLB-Louisville III, LLC, please provide name of company, contact information, mailing address, telephone number, email address, fax number and category of interest. Contact: Dale Schaefer, General Manager at Main Line Broadcasting, 520 South Fourth Avenue, 2nd Floor, Louisville, KY 40202. dschaefer@mainlinelouisville.com.

The information contained in this Report covers the time period beginning **April 1, 2012 to and including March 31, 2013**. 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 Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. 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.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

It is the policy of MLB-Louisville IV, LLC, to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach. See following pages for a brief description of the initiative outreach.

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Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source used to fill vacancy (RS ID)	Number of Interviewees for position from sources listed	Number hired for position	Recruitment source for Hiree
1	Account Executive	A, C,D, H, I, J, K	25	5	A
1	Program Director	C, E, F, H, I, J, K	13	1	E
1	New Business Director	A*, C,	3	1	C

Total Number of Persons Interviewed During Applicable Period: 41

Total Number of Persons Hired During Applicable Period: 7*

* Candidate who answered an ad for another position filled this position.

** RS ID included in next few pages for recruitment source used to fill vacancy.

**NOTE: Station(S) changed call letters/formats during Applicable Period: Yes

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Section 2: Recruitment Source Information

RS ID	Recruitment Source	Vacancy notification requested? (Yes or No)	Vacancy notification for which position?	Number of Interviews Referred by Recruitment Source
A	Main Line Broadcasting On Air Recruitment 520 South Fourth Ave. Louisville, KY 40202 502-625-1220 Dale Schaefer, GM	N	Account Executive New Business Director	21
B	Job News (Trade Magazine) http://louisville.jobnewsusa.com (website only) Contact: John Casi 9000 Wessex, Ste 212 Louisville, KY 4022 877-361-8843	N		
C	Word-of-Mouth (which includes referrals from vendors, clients, former work associates and casual acquaintances)	N	Account Executive Program Director New Business Director	4 2 3
D	KY Broadcasters Association 101 Enterprise Drive Frankfort, KY 40601 www.kba.org Phone: 888-843-5221 Contact: Patty	N	Account Executive	
E	All Access (www.allaccess.com) Website only	N	Program Director	9
F	Radio-Info (www.radio-info.com) Website only	N	Program Director	2
G	Facebook (www.facebook.com)	N		
H	University of Louisville Student Affairs Department Louisville, KY 40292 (502) 852-5555 / 852-6933 Fax: 502-852-5844	N	Account Executive Program Director	

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I	University of Kentucky Office of Student Involvement 203 Student Center Lexington, KY 40506 (859-257-8867)	N	Account Executive Program Director	
J	Louisville Urban League 1535 W. Broadway Louisville, KY 40203 www.lul.org	N	Account Executive Program Director	
K	NAACP Louisville Branch 1245 Catapla Court Louisville, KY 40211 Phone: 5002-776-7608 www.lounaACP.com	N	Account Executive Program Director	

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Outreach Recruitment Initiative:

The station must engage in and complete at least four of the following menu options within each two-year period of its eight-year license term:

'12-'14	Menu Options
XX	#1 Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions. (see attached)
	#2 Hosting of at least one job fair.
	#3 Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
XXX	#4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities (see attached)
X	#5 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. (see attached)
	#6 Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).
X	#7 Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting. (see attached)
X	#8 Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions. (see attached)
	#9 Establishment of a mentoring program for station personnel.
XXXX XXX	#10 Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
XXXXX XX	#11 Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting. (see attached)

(continued on next page)

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'12-'14	Menu Options
	#12 Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
	#13 Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
	#14 Provision of training to management level as to methods of ensuring equal employment opportunity and preventing discrimination
	#15 Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
	#16 Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

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EEO Outreach Requirements

I. Recruitment for All Full-time Vacancies

 X

Promote the job on the radio station(s).

Advertise in local newspapers.

Advertise in relevant trade periodicals.

 X

Post openings within the station.

 X

All ads & job vacancies must contain a statement that the broadcaster is an equal opportunity employer ("EOE").

 X

Promote job openings at job fairs.

II. Notification to Community Groups

 X

Air monthly announcements (PSA's) inviting eligible organizations to contact the station so that the station can add them to its mailing list for notices of job openings.

- Keep Affidavits on file
- Keep current list on file