

## EEO PUBLIC FILE REPORT

For the reporting period of April 1, 2012 through March 31, 2013

**This report covers the following station employment unit (SEU):**

Licensee / Permittee Name	Call Sign and Type	Community of License (City, State)	FCC Facility ID Number	LMA
Salem Media Group LLC	WFIA-AM	Louisville, KY	55504	N/A
Salem Media of KY, Inc.	WFIA-FM	New Albany, IN	48371	N/A
Salem Media of KY, Inc.	WGTK-AM	Louisville, KY	63936	N/A

### I. VACANCY LIST

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy:

Job No.	Job Vacancy Title	Recruitment Source that Referred Hired Person	Date Filled	RS's Contacted to Fill Vacancy
1	Account Executive	Linked In	4/16/2012	11,15,16,12,6
2	Account Executive	Referral	4/16/2013	11,15,16,12,6
3	Account Executive	Referral	6/25/2012	11,12,5,
4	Account Executive	Rehire	7/9/2012	11,12,5,17
5	Account Executive	Referral	2/21/2013	11,15,16,12,5,6
6	Sales Manager	Referral	3/25/2013	1,3,7,8,14,15

### II. RECRUITMENT SOURCE LIST

During the reporting period, the following recruitment sources ("RS") were contacted as vacancies for full-time SEU jobs opened. There were a total of 20 people interviewed for full-time positions.

RS No.	Recruitment Source	(*)	Address, Telephone and Contact Person of RS	Number of Interviewees Referred by RS
* Denotes those organizations that requested notification of vacancy information				
1	Randstad Work Solutions		Bridgette Gray 305 West Broadway Louisville, KY 40202 Email: <a href="http://www.randstadstaffing.com">www.randstadstaffing.com</a>	0
2	Bellarmine College Central Network Services		Debbie Femi Bellarmine University 2001 Newburg Road Louisville, KY 40205	0

			<a href="http://www.collegecentral.com">www.collegecentral.com</a>	
3	Advantage Staffing		Kim Williams 3125 South 2 <sup>nd</sup> Louisville, KY 40208 502-459-9600	0
4	Christian Jobs		4880 Santa Rosa Road Camarillo, CA 93012 805-987-0400 Email: <a href="mailto:marla.watanabe@salem.cc">marla.watanabe@salem.cc</a>	0
5	American Advertising Federation – Louisville		130 St Matthews Ave. Suite 302 Louisville, KY 40207 Email: <a href="http://www.louisvilleadfed.org">www.louisvilleadfed.org</a>	1
6	Job New Job Fair		Andy Dietz <a href="http://WWW.JobNewsLouisville.com">WWW.JobNewsLouisville.com</a> 502-412-7500	1
7	Salem Communications		4880 Santa Rosa Road Camarillo, CA 93012 805-987-0400 Email: <a href="mailto:marla.watanabe@salem.cc">marla.watanabe@salem.cc</a>	0
8	Education & Workforce Development Cabinet		OET Office Monica Collins 600 West Cedar Street Louisville, KY 40202 <a href="mailto:MonicaA.Collins@kygov">MonicaA.Collins@kygov</a> 502-595-4173	0
<b>OTHER SOURCES OF INTERVIEWEES</b>				
<b>No.</b>	<b>Description of Other Sources</b>			<b>Number of Interviewees</b>
9	WFIA AM/FM website			1
10	WFIA AM/FM Facebook			0
11	WFIA AM/FM On-Air			7
12	WGTK website			2
13	WGTK Facebook			0
14	Job Posting on Station Bulletin Board			0
15	Referrals			9
16	Linked In			1
17	TV&RadioJobs.com			0
18	Unknown			1
<b>Total Number of Interviewees</b>				<b>23</b>

### III. OUTREACH INITIATIVES

The following outreach initiatives were completed by the SEU during the reporting period:

#### A. Management Training:

1. Human Resource Manager for Salem Communications conducts monthly HR Network Training sessions via teleconference and PowerPoint presentations. SEU's HR Manager/Office Managers participates in these training sessions each month and they are routinely communicated with SEU's General Manager & other management team members to keep all apprised on company & SEU's policy on equal employment. March's HR Network Agenda was an EEO Presentation by Salem Corporate Counsel.

**B. Educational Institutions:**

1. The SEU has developed a Mentoring Program with students from Maryhurst. The Mentoring Program gives students an opportunity to work hands on in each department in hopes that the student will gain self-confidence & social skills that will assist them in making career choices.
2. The SEU's HR Manager & President of I-Comm (Integrated Communication Organization) on the University of Louisville campus will work together with students interested in Communications to have the opportunity to set a time to tour our stations or shadow for a day. Station information will be posted on University Social Media websites giving students contact information on how to contact SEU's HR Manager & schedule a day. President of I-Comm in process of posting information.

**C. Internship Program:**

1. Station Unit's Internship Program is set up to allow student the opportunity to work with a major market media group. Students are given a handbook that will guide them through all departments of the industry. The SEU's works with each student to establish a schedule and an outline of day to day work responsibilities for the intern. During this reporting period one student has applied for Summer Internship Program from the University of Louisville.

**D. Jobs Fairs:**

Participation in the career fair included staffing a table, providing information about current job openings at the SEU, handing out applications and collecting resumes.

1. On March 13, 2013 the SEU's HR Manager attended Job News Job Fair, Jeffersonville, IN.
2. On March 4, 2013 the SEU's HR Manager maintained a recruiting booth on the premises of the Education & Workforce Development Cabinet offices.
3. On October 30, 2012 the SEU's HR Manager attended a Career Fair at Westport Teenage Parent Program School. Students explored their options

on career choices in broadcasting. Answered question regarding our experience in our chosen career fields in order to help the students in making a decision on their own career paths. The Fair was held at Westport Teenage Parent Program School in Louisville, KY.

4. On March 20, 2013 the SEU's HR Manager attended an Internship Job Fair at the University of Louisville.

#### **E. Job Banks and Internet Programs:**

The employment unit participated in job banks and internet programs designed to provide general information about opportunities in broadcasting and to encourage women and minorities to consider future employment in broadcasting. In addition, all job openings have been posted on websites to ensure broad internet recruitment. During this reporting period the following job bank have been used:

TV&Radiojobs.com