

**WDRB & WMYO TELEVISION**  
**EEO Report**  
**Narrative Statement**

The Commission's new EEO rules became effective March 10, 2003. Since the new rules became effective, Independence Television Company has used several recruiting methods as job positions have become available in the station employment unit, which is comprised of WDRB-TV and WMYO-TV. In addition, Independence Television Company is developing long-term recruitment and outreach initiatives.

Independence Television Company has had several job openings at all levels of its operations. Since April 1, 2011, Independence Television Company has filled 15 full-time positions. Independence Television Company used several methods to recruit for these open positions. Some of the most successful recruitment sources have been advertisements placed on the Job News Network (jobnewslouisville.com), TVJobs.com website, our own WDRB-TV website (WDRB.com), and employee and client referrals. Independence Television Company also has developed recruiting relationships with several area colleges, including the University of Louisville, Spalding College, Bellarmine College and Indiana University Southeast. Finally, Independence Television Company recruited job applicants at the Louisville Urban League Career Expo, which we participated in.

In addition to participating in the career fairs, Independence Television Company's long-term recruitment and outreach initiatives include a continuing commitment to educational and career guidance. Independence Television Company has developed a "Job Shadow" program for high school students that allow them to "shadow" station employees as they work. This program will allow students to observe first-hand the operations of the broadcast industry and explore broadcasting career options. Independence Television Company has also developed a college internship program to allow college students majoring in broadcasting to earn college credit while gaining hands-on experience in the broadcast industry. We continue to seek out new recruitment sources that would like to be notified of job openings. Moreover, Independence Television Company will continue to develop new outreach and recruitment methods in furtherance of its EEO program requirements. We are proud of the programs that we currently use but we are always looking for opportunities to improve and add to our existing programs.

## WDRB-TV/WMYO-TV

### ANNUAL EEO PUBLIC FILE REPORT

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This EEO Public File Report ("Report") complies with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the following station(s): WDRB-TV and WMYO-TV, Louisville, KY. This report is required in the public inspection files of these stations, and posted on their respective websites.

The information contained in this Report covers the time period beginning April 1, 2011 to and including March 31, 2012.

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 (including, if applicable, Organizations entitled to notification pursuant to Section 73.2080©(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©(2) of the FCC rules.

Independence Television Company, WDRB-TV and WMYO-TV are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify in writing:

WDRB-TV Human Resources Department at 624 W. Muhammad Ali Blvd., Louisville, Kentucky 40203, or email [humanresources@fox41.com](mailto:humanresources@fox41.com).

It is the policy of WDRB-TV and WMYO-TV to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, or any other characteristic protected by law, in all personnel actions.

Independence Television Company, WDRB-TV and WMYO-TV are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify in writing:

Human Resources Department at 624 W. Muhammad Ali Blvd., Louisville, Kentucky 40203, or email [humanresources@fox41.com](mailto:humanresources@fox41.com). We are an Equal Opportunity Employer.

**WDRB-TV/WMYO-TV**

**APPENDIX I TO ANNUAL EEO PUBLIC FILE REPORT FORM**

**COVERING THE PERIOD FROM APRIL 1, 2011 TO MARCH 31, 2012**

Station(s) Comprising Station Employment Unit: WDRB-TV and WMYO-TV

Section 1: Vacancy Information

Full-time Positions Filled By Job Title (Dates indicate posting of position.)	RS Notified	Recruitment Source of Hiree (Dates indicate date filled)	Total Number of Interviewees From All Sources For This Position
1. Account Manager #4 & #5 1/19/2011	1-28, 30, 32, 34, 51	fox41.com & JobNewsLouisville.com 4/28/2011	7
2. Account Executive #3 2/18/2011	1-28, 30, 32	In-House 12/27/2010	1
3. Weekend Anchor/Reporter 1/24/2011	1-28, 30, 32	TVJobs.com 4/12/2011	5
4. Producer #3 3/7/2011	1-33	In-House 4/29/2011	3
5. Sr. Network Administrator 3/23/2011	1-32, 50-52, 53	Outsourced	
6. News Assignment Editor #1 & #2 5/18/2011	1-32, 50, 51	wdrb.com 6/24/2011 & 7/29/2011	4
7. Accounts Receivable Clerk 5/4/2011	1-32, 50, 51	Indiana University. Southeast 5/31/2011	5
8. Account Executive #4 & #5 6/15/2011	1-32, 50, 51	wdrb.com & In-house 8/26/2011 & 12/26/2011	6
9. Account Executive #6 & #7 6/15/2011	1-32, 34, 50, 51	Employee/Client Referral & wdrb.com 12/12/2011 & 1/30/12	6

10. Web Content Manager 6/17/2011	1-33, 50, 51	wdrb.com 7/25/2011	2
11. Sports Reporter/Anchor 7/14/2011	1-33, 50, 51	tvjobs.com 8/25 /2011	2
12. Morning News Anchor 7/14/2011	1-33, 50, 51	TVJobs.com 8/15/2011	3
13. Photographer/Editor #1 7/18/2011	1-33, 50, 51	tvjobs.com 8/29/2011	3
14. Photographer/Editor #2 9/9/2011	1-33, 50, 51	tvjobs.com 11/28/2011	3
15. Account Manager #6 1/9/2012	1, 3-13, 15-32, 50, 51	Employee/Client Referral 2/27/2012	8
16. Administrative Assistant 2/10/2012	1, 3-13, 15-32, 50, 51		OPEN
17. Creative Director 2/18/2012	1, 3-13, 15-32, 50, 51		OPEN
18. General Assignment Reporter 2/21/2012	1, 3-13, 15-33, 50, 51		OPEN
19. Accounts Payable 03/12/2012	1, 3-13, 15-32, 50, 51		OPEN

Total Number of Persons Interviewed During Applicable Period: 58

## WDRB-TV/WMYO-TV

### APPENDIX 3- RECRUITMENT INITIATIVES TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2011 TO MARCH 31, 2012

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Station(s) Comprising Station Employment Unit: WDRB-TV and WMYO-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WDRB-TV and WMYO-TV

#### DATE RECRUITMENT INITIATIVE & BRIEF DESCRIPTION

- 4/1/11 Ongoing Internship Program for college students. College students majoring in Broadcast Journalism, Communications or Human Resources receive credit hours for training. During this reporting period, we have had four interns. Two in our Production Department. One attended University of Louisville and the other Saint Louis University. We had two interns in our News Department. One was from Yale and the other the University of Louisville.
- 4/1/11 Ongoing Job Shadow Program for high school and college students. Students “shadow” an employee in the broadcasting career they are interested in. During this reporting period, Meteorologist Jude Redfield hosted a student from Ivy Tech College. Production Dept. hosted a student from Bullitt East High School. News Anchors/Reporters/Producers hosted students from Ballard High School, Assumption High School, Oldham County High School, Indiana University, University of Dayton, Hanover College, and University of Louisville.
- 4/1/11 Ongoing Tours of our station given to students age 9 and up, and various organizations. A complete and detailed report is available on request.
- 3/21/12 Louisville Urban League Career Expo. Set up a booth at the job fair to recruit applicants and/or interns.
- 4/1/11 Ongoing Speakers Bureau Program – Various employees (talent, anchors, meteorologists, managers, engineers, etc.) speak at public events, churches, schools, organizations, etc. A complete and detailed report is available on request.
- 4/1/11 Ongoing Provided materials and items to make a television “storefront” in the Junior Achievement Exchange City. In our store, students can learn about television broadcasting, reporting, anchoring, editorials, etc. We provided lights, cameras, tripods, graphic backdrops and items needed to produce a “mock” television broadcast.
- 4/1/11 Ongoing Weather classes are conducted by our meteorologists at various schools in our viewing area.
- WDRB’s News Department has teamed up with several Louisville-area high schools for “TV JOURNALISM 101.” The project is designed to encourage future broadcast journalists in this region, train them in the techniques they’ll need in their future careers, and provide exposure for their best current efforts.

Students in journalism classes from each school will write, produce, and edit a video news story on an issue of local interest. Reporters and anchors from the WDRB News Department will serve as mentors to students, personally advising and assisting them throughout the process. Those WDRB journalists also serve as judges to determine which story is the best overall.

One segment from each school will be featured on "WDRB in the Morning" and posted on WDRB.com, where viewers will vote the "Viewers' Choice" award. The finalists, determined by WDRB journalists, will be announced and featured in a thirty minute news special to air on Thanksgiving Day. The winning students will get a college scholarship.

## Appendix 2 - RECRUITMENT SOURCE LIST

<u>RS #</u>	<u>RS INFORMATION</u>	<u># OF INTERVIEWEES PROVIDED BY RS APRIL 1, 2011-MARCH 31, 2012</u>
	* Entitled to receive notification of job openings	
*1	Iverson Warinner Spalding University 851 S. 4th Street Louisville, KY 40203 (502)585-9911	
*2	Mrs. Booker AARP 600 W. Cedar Street Louisville, KY 40203 (502)584-0309	
3	Milton Finger Lou. Metro Dept. of Human Resources 517 Court Place, Suite 301 Louisville, KY 40202 (502)754-3601	
4	KY Dept. of Employment Services c/o Order Taking Unit 600 W. Cedar Street Louisville, KY 40203 (502)574-3601	
*5	I.D.E.T.S. Indiana State Employment Services P.O. Box 1287 New Albany, IN 47151-1287 (812)948-6102	
6	Richard Brooks Career Develop. Center/Skills Bank Louisville Urban League 1535 West Broadway Louisville, KY 40203 (502)585-4622	
*7	University of Louisville Office, Placement & Coop. Education Floyd Street/Cardinal Blvd. Louisville, KY 40292 (502)852-5555	



- \*8 Center for Accessible Living  
Keith Hosey  
305 W. Broadway, Suite 200  
Louisville, KY 40202  
(502)589-6620
- 9 Ann Zeman  
Bellarmine College  
2001 Newburg Road  
Louisville, KY 40205-0671  
(502)452-8000
- \*10 Debbie Chandler  
KY Dept. of Vocational Rehab.  
200 Juneau Dr., Suite 2  
Louisville, KY 40243  
(502)254-3195
- 11 Jeanette Carroll  
Neighborhood Place  
4401 Rangeland Road  
Louisville, KY 40219  
(502)962-3160
- 12 Jo Frye  
Sullivan College  
3101 Bardstown Road  
Louisville, KY 40205  
(502)456-6507
- \*13 Debra Eberle or Lynn Prinz 3  
Indiana University Southeast  
4201 Grantline Road  
New Albany, IN 47150  
(812)941-2265
- 14 Mary Fewell  
AD2 Job Bank  
3400 Robards Court  
Louisville, KY 40218
- 15 Melvin Turner 1  
Minority Affairs Services Bldg.  
University of Louisville  
Louisville, KY 40292  
(502)852-5555
- \*16 Michelle Pruitt  
Center for Women & Families  
226 West Breckinridge Street  
Louisville, KY 40201

	(502)753-3204	
17	Sherman Bush Jefferson Community College 109 East Broadway Louisville, KY 40202 (502)584-2327	
18	Sherry Klein Sullivan College 3101 Bardstown Road Louisville, KY 40205 (502)456-6504	
*19	Jennifer Harris Lincoln Foundation 233 West Broadway, Suite 400 Louisville, KY 40202 (502)585-4733	
20	WDRB.com (Fox41.com) 624 W. Muhammad Ali Blvd. Louisville, KY 40203 (502)584-6441	21
*21	Harbor House-Kay Dalton 2231 Lower Hunters Trace Louisville, KY 40216 (502)719-0072	
*22	Tammy Southerling National College of Business & Technology 4205 Dixie Highway Louisville, KY 40216 (502)447-7634	
*23	Southwest Center Attn: Brenda Tierney 8009 Terry Road Louisville, KY 40258 (502) 935-1848	
*24	Collective Talent 1721 Richardson Place Tampa, FL 33606 (813)254-9695	
25	WDRB-TV In-house Employees	4
26	WDRB-TV Employee/Client Referrals/ Walk-Ins	11

- \*27 Daymar College  
Caroline Houchins  
4112 Fern Valley Road  
Louisville, KY 40219  
(502)495-1040
  
- \*28 Brown Mackie College  
Laurel Hunt  
3605 Fern Valley Road  
Louisville, KY 40219  
(502)810-6113
  
- \*29 Goodwill Industries of KY  
Elvin Stampley and Sonya Ragland  
332 W. Broadway, Suite 1000  
Louisville, KY 40202  
(502)574-4069
  
- \*30 St. Stephen Church  
Attn: Human Resources  
1018 S. 15th Street  
Louisville, KY 40210
  
- \*31 Bridgepointe Services  
Terry Richards  
1329 Applegate Lane  
Clarksville, IN 47131-2488  
(812)283-7908 X122
  
- 32 Job News Network 4  
jobnewslouisville.com  
  
(502)412-7500
  
- 33 TVJobs.com 12  
Broadcast Employment Services  
P.O. Box 4116  
Oceanside, CA 92052  
(800)374-0119
  
- 34 Louisvilleadfed.org 2  
Robin Miller  
200 Distillery Commons, Suite 100  
Louisville, KY 40203  
(502)\_582-2444
  
- 35 Courier Journal/Careerbuilder.com  
P.O. Box 740031  
Louisville, KY 40201-7431  
(502)582-2211

- 36 B-Roll.net
- 37 TVSpy.com  
150 W. 22nd St., 5th Floor  
New York, NY 10011
- 38 Television Week (Electronic Media)  
1155 Gratiot Ave.  
Detroit, MI 48207  
(323)370-2415
- 39 NABJ  
Boxwood Technology  
[billing@boxwoodtech.com](mailto:billing@boxwoodtech.com)
- 40 Louisville Technical Institute  
3901 Atkinson Square Dr.  
Louisville, KY 40205  
(502)456-6509
- 41 Spots-n-Dots & spotsndots.com  
167 Oakdale Rd.  
Johnson City, NY 13790  
(888)8842630
- 42 Employmentguide.com  
5301 Robin Hood Rd.  
Norfolk, VA 23513  
(877)876-4039
- 43 Scott Jones  
Society of Broadcast Engineers  
[kjones@sbe.org](mailto:kjones@sbe.org)  
(317)846-9000
- 44 Broadcasting & Cable Classifieds  
Yuki Atsumi, Multichannel News Classifieds  
360 Park Avenue South, 14th Floor  
New York, NY 10010  
(646) 746-6949
- 45 Ajilon Financial Services  
101 Bullitt Lane, Suite 206  
Louisville, KY 40222  
(502) 339-9007
- 46 Credit Manager's Association  
Kim Schoenbachler  
[kimsc@orrcorp.com](mailto:kimsc@orrcorp.com)  
(502) 774-6462

- 47 RTNDA.com
- 48 Marketing Ideanet  
602 Communications  
602communications.com  
(919)217-4438
- 49 Medialine.com  
P.O. Box 51909  
Pacific Grove, CA 93950  
(800)237-8073
- \*50 ITT Technical Institute  
9500 Ormsby Station Rd., Suite 100  
Louisville, KY 40223-5392  
[tsmitchell@it-tech.edu](mailto:tsmitchell@it-tech.edu)  
(502)327-7424
- \*51 Campbellsville University  
Teresa Elmore, Director of Career Services  
1 University Drive UPO 917  
Campbellsville, KY 42718  
(270)789-5192  
[tmelmore@campbellsville.edu](mailto:tmelmore@campbellsville.edu)
- 52 Craigslist.com
- 53 Louisville Jobs Today  
[louisville@jobstoday.me](mailto:louisville@jobstoday.me)  
(415)508-5386 Ext. 102

**Total Interviewees Over Reporting Period**

**58**