

**WBKI-TV**

**SALEM, INDIANA**

**INDEPENDENCE TELEVISION COMPANY**

**EEO REPORT FOR PERIOD ENDING MARCH 31, 2019**

## WDRB-TV/WBKI-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 WBKI-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, 2018 to and including March 31, 2019.

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 WBKI-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@wdrb.com](mailto:humanresources@wdrb.com).

It is the policy of WDRB-TV and WBKI-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.

WDRB-TV/WBKI-TV

APPENDIX I TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2018 TO MARCH 31, 2019

Station(s) Comprising Station Employment Unit: WDRB-TV and WBKI-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 #1 10/06/2017	1-28	wdrb.com 04/16/2018	5
2. Sports Anchor/Reporter #1 02/02/2018	1-28	wdrb.com 06/01/2018	3
3. Digital Success Manager 03/28/2018	1-28, 32-33	employee referral 04/30/2018	5
4. Digital Services & Social Media Specialist 03/28/2018	1-28, 32-33	employee referral 05/29/2018	8
5. Digital Campaign Specialist #1, #2 03/28/2018	1-28, 33	employee referral, Recruitment 05/16/2018, 05/16/2018	3
6. Senior Account Manager 03/30/2018	1-28	employee referral 04/16/2018	2
7. Account Manager #2 03/30/2018	1-28, 33	wdrb.com 01/07/2019	5
8. Creative Services Marketing Coordinator 04/03/2018	1-28, 32-33	LinkedIn 08/09/2018	8
9. Graphic Designer 05/23/2018	1-28, 30, 32-33	Louisvilleadfed.org 08/02/2018	5
10. Photojournalist #1 05/23/2018	1-29, 38	Employee Referral 08/13/2018	5

11. Broadcast Engineer	1-28	Internal Employee	2
06/01/2018		07/16/2018	
12. Reporter	1-29	employee referral	3
06/11/2018		09/10/2018	
13. Creative Services Videographer Producer #1	1-28, 33	internal employee	7
07/05/2018		09/04/2018	
14. Photojournalist #2	1-29, 38	indeed.com	3
08/03/2018		09/26/2018	
15. News Video Editor	1-29	employee referral	1
08/03/2018		09/17/2018	
16. Sports Anchor/Reporter #2	1-29	employee referral	4
08/07/2018		10/10/2018	
17. Production Assistant-Technical Director	1-28	wdrb.com	2
09/19/2018		11/01/2018	
18. Morning News Reporter	1-29	employee referral	3
10/26/2018		01/16/2019	
19. Morning News Producer	1-29	wdrb.com	2
12/13/2018		01/10/2019	
20. CFO	1, 3, 4, 7, 8, 14, 16, 19, 21, 25, 26, 32, 38, 43-45	LinkedIn	14
11/29/2018		03/11/2019	
21. Creative Services Videographer Producer #2	1-28, 33	wdrb.com	7
01/08/2019		03/18/2019	
22. News Producer	1-29	employee referral	1
01/17/2019		03/20/2019	

Total Number of Persons Interviewed During Applicable Period: 98

## Appendix 2 - RECRUITMENT SOURCE LIST

<u>RS #</u>	<u>RS INFORMATION</u>	<u># OF INTERVIEWEES PROVIDED BY RS APRIL 1, 2018-MARCH 31, 2019</u>
	* Entitled to receive notification of job openings	
1	* Kimberly Palmore and Michelle Reiss Spalding University 851 S. 4th Street Louisville, KY 40203 (502)585-9911 <a href="mailto:mreiss@spalding.edu">mreiss@spalding.edu</a> <a href="mailto:kpalmore@spalding.edu">kpalmore@spalding.edu</a>	
2	Kate Dunn Lou. Metro Dept. of Human Resources 517 Court Place, Suite 301 Louisville, KY 40202 (502)754-3601	
3	* KY Dept. of Employment Services c/o Order Taking Unit 600 W. Cedar Street Louisville, KY 40203 (502)574-3601	
4	* I.D.E.T.S. Indiana State Employment Services 2125 State St. Suite 16 New Albany, IN 47151-1287 (812)948-6102	
5	Workforce Development Specialist Louisville Urban League 1535 West Broadway Louisville, KY 40203 (502)585-4622	
6	University of Louisville Cards Career Link Floyd Street/Cardinal Blvd. Louisville, KY 40292 (502)852-5555	
7	* Center for Accessible Living Keith Hosey and A. Jones 305 W. Broadway, Suite 200 Louisville, KY 40202 (502)589-6620	

- 8 \* Franeisha Jones  
Bellarmine University  
2001 Newburg Road  
Louisville, KY 40205-0671  
(502)452-8000
- 9 Gina Stephen  
KY Dept. of Vocational Rehab.  
200 Juneau Dr., Suite 2  
Louisville, KY 40243  
(502)254-3195
- 10 Jo Frye and/or Sherry Klein  
Sullivan College  
3101 Bardstown Road  
Louisville, KY 40205  
(502)456-6507 or (502) 456-6504
- 11 Debra Eberle or Lynn Prinz  
Indiana University Southeast  
4201 Grantline Road  
New Albany, IN 47150  
(812)941-2265
- 12 Michelle Pruitt  
Center for Women & Families  
P.O. Box 2048  
226 West Breckinridge Street  
Louisville, KY 40201  
(502)753-3204
- 13 Jennifer Harris  
Lincoln Foundation  
233 West Broadway, Suite 400  
Louisville, KY 40202  
(502)585-4733
- 14 WDRB.com  
624 W. Muhammad Ali Blvd.  
Louisville, KY 40203  
(502)584-6441
- 15 Harbor House-Kay Dalton  
2231 Lower Hunters Trace  
Louisville, KY 40216  
(502)719-0072
- 16 \* American National University (formerly National College)  
Tammy Southerling

4205 Dixie Highway  
Louisville, KY 40216  
(502)447-7634

17 Southwest Center  
Attn: Brenda Tierney  
8009 Terry Road  
Louisville, KY 40258  
(502) 935-1848

18 Collective Talent  
1721 Richardson Place  
Tampa, FL 33606  
(813)254-9695

19 WDRB-TV In-house Employees

14

20 WDRB-TV Employee Referrals

17

21 WDRB-TV Client Referrals

22 Daymar College  
4112 Fern Valley Road  
Louisville, KY 40219  
(502)495-1040

23 Brown Mackie College  
Chastity Trzop  
3605 Fern Valley Road  
Louisville, KY 40219  
(502)810-6113

24 Goodwill Industries of KY  
Elvin Stampley and Sonya Ragland  
332 W. Broadway, Suite 1000  
Louisville, KY 40202  
(502)574-4069

25 \* St. Stephen Church  
Attn: Human Resources  
1018 S. 15th Street  
Louisville, KY 40210

26 \* 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)

27 crew.cc

Jefferson Community & Technical College

- 28 Kentucky Broadcasters Association  
101 Enterprise Drive  
Frankfort, KY 40601  
[Laura@kba.org](mailto:Laura@kba.org)
- 29 TVJobs.com 6  
Broadcast Employment Services  
P.O. Box 4116  
Oceanside, CA 92052  
(800)374-0119
- 30 Louisvilleadfed.org 1  
Robin Miller  
200 Distillery Commons, Suite 100  
Louisville, KY 40203  
(502)\_582-2444
- 31 Spots n Dots Ads  
Emily McKay  
[ads@spotsndots.com](mailto:ads@spotsndots.com)  
(888) 884-2630
- 32 Linked In 16  
2029 Stierlin Court  
Mountain View, CA 94043
- 33 Recruitology 10  
98 Battery Street, Suite 601  
San Francisco, CA 94111  
[partnerships@recruitology.com](mailto:partnerships@recruitology.com)  
(415) 263-1300
- 34 Media Bistro  
770 Broadway, 15th Floor  
New York, NY 10003  
[job.info@mediabistro.com](mailto:job.info@mediabistro.com)
- 35 Career Builder  
13047 Collection Center Drive  
Chicago, IL 60693-0130  
(800) 891-8880
- 36 602 Communications  
Sandy Lizik  
(602) 954-8373  
[slizik@602communications.com](mailto:slizik@602communications.com)
- 37 Broadcasting & Cable  
28 East 28th Street, 12th Floor



New York, NY 10016  
(212) 378-0400, ext. 517

- 38 Indeed.com 10  
(800)475-4361
- 39 TVNewsStorytellers.com  
Matt Mrozinski  
[Tvnstorytellers@gmail.com](mailto:Tvnstorytellers@gmail.com)
- 40 Education Writers Association  
3516 Connecticut Avenue NW  
Washington, DC 20008  
(202) 452-9830
- 41 Journalismjobs.com  
(510) 508-7386  
[info@journalismjobs.com](mailto:info@journalismjobs.com)
- 42 RealMatch Inc.  
Mediajobs connection presented by Poynter  
205 Lexington Ave. 8th Floor  
New York, NY 10016  
(732) 659-6410  
[support@realmatch.com](mailto:support@realmatch.com)
- 43 National Black MBA Association  
400 W. Peachtree Street NW, Suite 203  
Atlanta, GA 30308  
(404) 260-5444  
[www.nbmbaa.org](http://www.nbmbaa.org)
- 44 National Association of Women MBAs  
1109 Rhode Island St. NE  
Albuquerque, NM 87110  
(804) 885-5622  
[www.nawmba.careerwebsite.com](http://www.nawmba.careerwebsite.com)
- 45 Glassdoor.com 1  
(888) 355-9323

**Total Interviewees Over Reporting Period**

**98**

**WDRB-TV/WBKI-TV**

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

**COVERING THE PERIOD FROM APRIL 1, 2018 TO MARCH 31, 2019**

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

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

<b><u>DATE</u></b>	<b><u>RECRUITMENT INITIATIVE &amp; BRIEF DESCRIPTION</u></b>
4/1/18 Ongoing	Internship Program for college students. College students majoring in Broadcast Journalism, Communications, Production, or Human Resources receive credit hours for training. During this reporting period, we have had four interns; two in our News Department who attended University of Kentucky and Indiana University Southeast, one in our Sports department who attended University of Kentucky, and one in our Production Department who attended Spalding University.
4/1/18 Ongoing	Internship Program in the Production Department for high school students from the Broadcast Program at Trinity High School. Students participate in 15 on-site sessions in exchange for high school credit. During this reporting period, we had two interns.
4/1/18 Ongoing	Job Shadow Program for high school and college students. Students "shadow" an employee in the broadcasting or marketing career they are interested in. During this reporting period, we had job shadows from DuPont Manual High School (2), Trinity High School (5), Oldham County High School, North Bullitt High School, and Miami University.
4/1/18 Ongoing	Tours of our station given to students age 9 and up, and various organizations. A complete and detailed report is available on request.
4/12/18	Indiana University Southeast Job Fair. Set up a booth at the job fair to recruit applicants and/or interns.
4/1/18 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.
4/1/18 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.
4/1/18 Ongoing	Weather classes are conducted by our meteorologists at various schools in our viewing area. Students also visit our weather lab in the station.
4/1/18 Ongoing	Station talent are emcees, guest speakers and readers at various schools and public events.