

**2018-19 ANNUAL EEO PUBLIC FILE  
REPORT Marquee Broadcasting Kentucky, Inc,**

Station:	WNKY (DT)
Community of License:	Bowling Green, Kentucky
Reporting Period:	April 1 <sup>st</sup> 2018-March 31, 2019
No. of Full-time Employees:	More than 10
Small Market Exemption:	Yes

During the Reporting Period, a total of 11 full time positions were filled. The information required by FCC Rule 73.2080(c) (6) is provided in the charts that follow.

**INITIATIVES**

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated 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).*

Marquee Broadcasting Kentucky, Inc. management personnel participated in the following events in order to promote outreach generally, most within the Warren County School district in Bowling Green, KY: The station hosted several Job Shadow opportunities for students from Western Kentucky University. The Job Shadows took place on 11/7/2018, 11/13/2018 & 2/8/2019.

Meteorologist Cody Bailey participated in a Career Fair at Natcher Elementary School on 4/17/2018, an Ag Safety Day event on 9/17/2018 and a Classroom Talk at Jody Richards Elementary School on 12/7/2018, which was also attended by weatherman Scott Burchett.

News Director- Deborah Highland, Operations Manager- Stephen Stringfield, and on-air talent: Cody Bailey, Kristy Steward, Matthew White and Matt Foster participated in a Career Fair at Warren East High School on 3/26/2019.

WNKY Sales Management volunteered for "The Great Shake" event on 3/25/2019 to judge elementary and middle school students from 4th-8th grade on everything from their handshake and charisma, to their table manners and current event knowledge.

Marquee Broadcasting Kentucky, Inc. also conducts outreach to residents in the community who might be interested in broadcasting as a career through on-site involvement in community events by members of the WNKY staff who are involved in the hiring process. During the reporting period, WNKY participated in more than **52** community events.

In our outreach efforts, we have ongoing arrangements with several in-state universities in addition to the local state employment office to advertise our vacancies. These institutions have a substantial minority and female enrollment or client base.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.*

Marquee Broadcasting Kentucky, Inc. has established training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions. This training includes outside seminars, as well as internal training to improve skills. During the reporting period, WNKY's General Manager attended NAB Small Market Television Exchange September 13-16, 2018 in Nashville, TN. They attended sessions on topics including Hiring, Recruiting, Training, Management, and Leadership Development. WNKY Sales Team and News Director attended the Kentucky Broadcasters Association Annual Conference in Bowling Green, KY on October 8-9, 2018. The educational sessions covered everything from News, Sales, Management, HR, Engineering, Copyright Law, Digital Sales and FCC.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

Marquee Broadcasting Kentucky Inc. General Manager, Sales, News and Production teams participated in the Southcentral Kentucky Launch initiative on November 15, 2018 at South Warren High School. **SCK LAUNCH Experience** is an interactive career expo where eighth-graders can explore the area's high-demand sectors: Construction, Healthcare, Hospitality, Manufacturing, Professional Services, Transportation, Distribution and Logistics, and Public Services. The WNKY staff set up a green screen and a camera to allow over 3,500 area high school students a chance to be a Broadcaster and see themselves on TV.

In the 1st Quarter of 2019, WNKY General Manager participated as a Student Ambassador for Warren East High School. The purpose of this mentorship was to help instruct high school students on leadership and how to effectively market community-based promotional events.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Marquee Broadcasting Kentucky, Inc. hosted 4 internships with Western Kentucky University during the reporting period. Two of these were in News/Production and two in Sales/Admin.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

Marquee Broadcasting Kentucky, Inc. ensures that every upper level job opening is listed in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities. This includes the Kentucky Broadcasters Association, professional organizations and industry publications.

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

Marquee Broadcasting Kentucky, Inc. provides regular training to management-level personnel as to methods of ensuring that we adhere to principles of equal employment opportunity and prevent discrimination. All personnel involved in hiring review EEO guidelines and WNKY's hiring policies and practices prior to the announcement of any open positions.

*Provided **training to personnel** on methods to advance their knowledge and growth with changing technology in the Broadcast industry.*

Marquee Broadcasting Kentucky, Inc. provides regular training to personnel as to methods of cutting edge technology for growth and promotion in the Broadcasting industry.

Anchor training was provided in-house on 2/21/2019.

Marquee Broadcasting Kentucky, Inc. continuously cross trains and performs on the job training for Master Control Operators, Production Assistants and Executive Sales personnel.

*Participated 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.*

Marquee Broadcasting Kentucky, Inc. participated in a Small Business Expo for the Glasgow/Barren County Chamber of Commerce on August 28, 2018. This event allowed WNKY the opportunity to network with other small business for the purpose of recruiting, as well as promote our local news and network programming.

#### LIST OF POSITIONS FILLED

DATE POSTED	DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
02/26/2018	04/30/2018	News Director	Employee Referral
05/01/2018	05/23/2018	Morning Meteorologist	Employee Referral
08/20/2018	10/01/2018	AM/ Noon Editor/ Director	Internal posting
05/15/2018	10/01/2018	Commercial Producer	WNKY website Jobs Section
09/25/2018	11/05/2018	Executive Assistant	Employee Referral
08/06/2018	12/17/2018	MMJ/ Reporter	WNKY website Jobs Section
08/06/2018	01/01/2019	MMJ/ Reporter	Industry Professional
11/01/2018	01/02/2019	Account Exec/ Sales	Community Event
11/01/2018	01/07/2019	Account Exec/ Sales	Employee Referral
11/26/2018	02/04/2019	Lead Photographer	Indeed.com
01/25/2019	02/18/2019	Noon/PM Editor/Director	Internal Posting

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bowling Green Daily News	0
Facebook Job Posting on WNKY page	0
TV Jobs.com	5
MediaChek.com	0
Western Kentucky University- Broadcast Department/Internships	0
Facebook- Bowling Green Help wanted	0
Facebook - Help Wanted in Warren County, KY	0
Employee Referral	3
Chamber of Commerce, Bowling Green, KY	0
Eastern Kentucky University	0
University of Kentucky	0
University of Louisville	0
MTSU	0
Kentucky Dept. of Employment Services	0
WNKY Job Board, internal posting	2
Kentucky Broadcasters Association	0
WNKY Television Advertisement	0
WNKY website	2
Walk In	1
Referral from another professional outside of Company	4
Indeed.com	17
Client Referral	1

## RECRUITING SOURCES USED

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Job Title of Position: **News Director**

Date of Hire: 04/30/2018

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
TVJobs.com	N	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Online posting	Admin@tvjobs.com
TVJobs.com	N	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Online posting	Admin@tvjobs.com
TVJobs.com	N	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Online Posting	Admin@tvjobs.com
TVJobs.com	N	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Online Posting	Admin@tvjobs.com
TVJobs.com	N	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Online Posting	Admin@tvjobs.com
Indeed.com	N	<a href="http://www.indeed.com">www.indeed.com</a>	Online Posting	Admin@indeed.com
Indeed.com	N	<a href="http://www.indeed.com">www.indeed.com</a>	Online Posting	Admin@indeed.com
Indeed.com	N	<a href="http://www.indeed.com">www.indeed.com</a>	Online Posting	Admin@indeed.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **Morning Meteorologist**

Date of Hire: 05/23/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Industry Professional	N	202 W. Main St. Salisbury, MD 21801	Sarah Truitt	410-742-4747 sarah_truitt@wmdt.com
Industry Professional	N	202 W. Main St. Salisbury, MD 21801	Sarah Truitt	410-742-4747 sarah_truitt@wmdt.com
Industry Professional	N	202 W. Main St. Salisbury, MD 21801	Sarah Truitt	410-742-4747 sarah_truitt@wmdt.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.



Job Title of Position: **AM/Noon Editor/Director**

Date of Hire: 10/01/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Stephan Stringfield	270-781-2140 stephan.stringfield@wnky.com
WNKY website Jobs Section	N	Online posting <a href="http://www.wnky.com/about-us/job-openings/">www.wnky.com/about-us/job-openings/</a>	Stephan Stringfield	270-781-1020 stephan.stringfield@wnky.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **Commercial Producer**

Date of Hire: 10/01/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
WNKY.com	N	325 Emmett Ave Bowling Green, KY 42102	Atlee McHeffey	270-781-2140 atlee.mcheffey@wnky.com
Indeed.com	N	www.indeed.com	Online posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com

Job Title of Position: **Executive Assistant**

Date of Hire: 11/05/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140 julie.milam@wnky.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com

Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **MMJ/ Reporter**

Date of Hire: 12/17/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Industry Professional	N	855 Battery Street San Francisco, CA 94111	Bob Butler	415-765-8601
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

Job Title of Position: **MMJ/ Reporter**

Date of Hire: 01/01/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Industry Professional	N	855 Battery Street San Francisco, CA 94111	Bob Butler	415-765-8601
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com

Job Title of Position: **Account Exec/ Sales**

Date of Hire: 01/02/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Client Referral	N	5872 Scottsville Rd Bowling Green, KY 42101	McKinzie Willard	270-782-3402
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42101	Julie Milam	270-781-2140 julie.milam@wnky.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position **Account Exec Sales**

Date of Hire: 01/07/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Client Referral	N	5872 Scottsville Rd Bowling Green, KY 42101	McKinzie Willard	270-782-3402
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Employee Referral	N	325 Emmett Ave Bowling Green. KY 42101	Julie Milam	270-781-2140 julie.milam@wnky.com

Job Title of Position: **Lead Photographer**

Date of Hire: 02/04/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com
Indeed.com	N	www.indeed.com	Online Posting	Admin@indeed.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **Noon/PM Editor/ Director**

Date of Hire: 02/18/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Stephan Stringfield	270-781-2140 stephan.stringfield@wnky.com
Walk In	N	325 Emmett Ave Bowling Green, KY 42102	Stephan Stringfield	270-781-2140 stephan.stringfield@wnky.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.