

WKYT-TV
EEO PUBLIC FILE REPORT
April 1, 2012 – March 31, 2013

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Account Executive	1 – 40, 44, 46, 47, 48	44
Account Executive	1 – 40, 44, 46, 47, 48	37
Meteorologist	1 – 40, 42, 44, 46, 47, 48	42
Multi-Media Reporter	1 – 40, 44, 46, 47, 48	47
News Producer PT	1 – 40, 44, 46, 47, 48	46
News Producer	1 – 40, 44, 46, 47, 48	46
News Producer	1 – 40, 44, 46, 47, 48	40
Online Content Producer	1 – 40, 44, 46, 47, 48	46
Photographer/Editor - New Project	1 – 40, 42, 44, 46, 47, 48	40
Special Projects Reporter	1 – 40, 44, 46, 47, 48	44
Studio Floor Director PT	1 – 40, 44, 46, 47, 48	37
Weekend Assignment Editor	1 – 40, 44, 46, 47, 48	37
News Producer PT	1 – 40, 44, 46, 47, 48	46
Features Reporter PT	1 – 40, 42, 44, 46, 47, 48	40

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	NAB, post job postings on website: www.nab.org/bcc 1771 N Street, NW Washington, DC 20036 (202)429-5300	N	0
2	Ohio Center for Broadcasting 6703 Madison Rd. Cincinnati, OH 45227 (513)271-6060	N	0
3	MediaLine www.medialine.com P O Box 51909 Pacific Grove, CA 93950 (800)237-8073	N	0
4	Southern Ohio College 1011 Glendale Milford Road Cincinnati, OH 45215 (513)771-2424	N	0
5	Career Development Center NKU- University Center 320 Highland Heights, KY 41099 (859)572-5680	Y	0
6	Western KY University Career Services Center 1 Big Red Way Bowling Green, KY 42101-3576 (270)745-0111	N	0
7	Morehead State University Career Services Rhonda Crisp 322 Allie Young Hall Morehead, KY 40351 (606)783-2233	N	0
8	James W. Stuckert Career Center University of Kentucky 408 Rose St. Lexington, KY 40506-0494 (859)257-2746	N	0
9	Lexington Urban League Job Development Coordinator 148 DeWeese St. Lexington, KY 40507 (859)233-1561 Email: INFO@ullexfay.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
10	W18AN-TV P O Box 2025 Lincoln Memorial University Harrogate, TN 37752 (423)869-6312	N	0
11	Lexington Community College Career Center 408 Rose St. Lexington, KY 40506-0494 (859)257-2746	N	0
12	Kentucky State University Career Counseling 400 East Main Street Frankfort, KY 40601 (502)597-6000	N	0
13	Asbury College Sally Foster 1 Macklem Drive Wilmore, KY 40390 (859)858-3511	N	0
14	Rust College Student Career Services Chiquita Wall, Director 150 Rust Avenue Holly Springs, MS 38635 (662)252-8000	N	0
15	Norfolk State University Benjamin F. Ellis, Director Career Services Center Goodwin Student Center – Room 306/311 700 Park Avenue Norfolk, VA 23504 (757)823-8462	N	0
16	Specs Howard School of Broadcast Arts Dick Kernen – VP Industry Relations 19900 W. 9 Mile Road Southfield, MI 40875-3953 (248)358-9000	N	0
17	Mr. Ryan Murphy Radio-Television News Director Association The National Press Building 529 14 th St., NW, Suite 425 Washington, DC 20045 (202)659-6510	N	0
18	Native American Journalists Association Al Neuharth Media Center 555 Dakota Street Vermillion, SD 57069 (605)677-5282	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
19	University of Southern California California Chicano News Media Association Annenberg School of Journalism 300 South Grand Avenue – Suite 3950 Los Angeles, CA 90071 (213)437-4408	N	0
20	Society of Professional Journalists 3909 N. Meridian Street Indianapolis, IN 46208-4045 (317)927-8000	N	0
21	National College of Business & Technology Carol Eaton 628 E Main Street Lexington, KY 40508-2312 (859)253-0621	Y	0
22	Central State University Career Services Center Lisa Taylor DeVond – Director P.O. Box 1004 Wilberforce, OH 45384 (937)376-6383	N	0
23	The Leadership Institute Employment Placement Services 1101 N. Highland Street Arlington, VA 22201-2854 (703)247-2000	N	0
24	National Association of Black Journalists University of Maryland 8701-A Adelpia Rd. Adelphia, MD 20783 (301)445-7100	N	0
25	Career Planning & Placement Center Clark Atlanta University 223 James P. Brawley Drive, SW Atlanta, GA 30314 (404)880-6701	N	0
26	Grambling State University Career Planning & Placement Center Cynthia Lemelle – Director GSU Box 4264 Grambling, LA 71245 (800)569-4714	N	0
27	Hampton University Student Support Services Jean S. Williamson – Director Hampton, VA 23668 (757)727-5000	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
28	Jackson State University Career Counseling and Placemen Obra Hackett – Director 1400 Lynch Stree Jackson, MS 39217 (800)848-6817	N	0
29	Brubach Enterprises P.O. Box 34949 Bethesda, MD 20827 (301)571-0102	N	0
30	Southern University and A & M College Career Services Al B. Barron – Director P.O. Box 10980 Baton Rouge, LA 70813 (225)771-4500	N	0
31	Florida A & M University Pearl Stewart – Director of Career Development Division of Journalism Tallahassee, FL 32307 (850)599-3000	N	0
32	Virginia State University Lisa Townes Memorial Hall – 207 P.O. Box 9410 Petersburg, VA 23806 (804)524-5211	N	0
33	Eastern Kentucky University 571 Student Services Building Richmond, KY 40475 (859)622-1303	Y	0
34	NAACP Placement Offices 498 Georgetown Street Lexington, KY 40508 (859)252-7336	N	0
35	Specerian College Ms. Toni Webb-Dir. Graduate Employee Office 1575 Winchester Rd. Lexington, KY 40505 (859)223-9608	Y	0
36	Other Gray TV Stations – jploeger@wsaw.com Jane Ploeger WSAW-TV 1114 Grand Avenue Wausau, WI 54403 (715)845-4211	N	0
37	WKYT Web Site www.wkyt.com	N	43
38	Walk In	N	9

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
39	WKYT Internal Candidate	N	0
40	WKYT Employee Referral	N	14
41	WKYT Commercial	N	0
42	Client Referral	N	1
43	Lexington Herald Leader Newspaper Advertisement Classified Advertising 100 Midland Avenue Lexington, KY 40508 (859)233-7878	N	0
44	Jobnetwork.com	N	12
45	tvspy.com	N	0
46	TVJobs.com	N	101
47	Gray Television Internal Candidate	N	3
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			183

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Activity designed to help disseminate broadcasting employment opportunity information	<p>The EBCE (Experienced Based Career Education) program is coordinated through the Fayette County School System and runs throughout the school year. High School students spend time at job sites to learn more about various jobs and career opportunities. Students usually spend three to four hours a day for two to six weeks at WKYT, usually in the news department or the production department shadowing and observing the various jobs in each department. During the reporting period, 9 EBCE students participated at WKYT as follows:</p> <p>In the Spring of 2012, 1 student participated in the news department.</p> <p>In the Fall of 2012, 1 student participated the in news department.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Job Fairs	<p>WKYT participated in the following job/career fairs during the reporting period:</p> <ol style="list-style-type: none"> 1. Morehead State University on 10/2/12, where more than 240 students and alumni attended. Representing WKYT were the Sr. V.P.-Broadcast Operations and a Senior Marketing Consultant. 2. Western Kentucky University on 3/20/13 – approximately 430 students and alumni attended. Representing Gray Television were the Business and Human Resources Manager, News Director, and Sales Manager at WBKO-TV. 3. Morehead State University on 3/5/13, where approximately 225 students and alumni attended and 73 organizations were set up at the job fair. Representing WKYT were a Senior Marketing Consultant the Senior V.P. Broadcasting Operations.
3	Management EEO training	<p>WKYT's Senior Management team participated in a training session that was conducted by the station's Sr. V.P. of Operations that outlined and re-emphasized correct EEO procedures regarding job postings and hiring practices.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Internship program	<p>WKYT offers internships with several different universities. During the reporting period, 20 interns participated at WKYT as follows:</p> <ol style="list-style-type: none"> 1. In the Spring of 2012, 4 students participated in the news and sales/marketing department. Two of these students were attending Morehead State University and 1 was from Berea College and one was from Georgetown College. 2. In the Winter of 2012, 11 students participated in the News, Sales & Marketing, Sports, and Promotions departments. Three were from the University of Kentucky, three from Georgetown College, two from Transylvania College, one from Morehead State University, one from Bluegrass Community & Technical College and one from Eastern Kentucky University. 3. In the Fall of 2012, we had four students participate in the News department. Three were from the University of Kentucky and one was from Eastern Kentucky University. We also had one student from Transylvania participate in the Promotions department. 4. In the Spring of 2013 we had one student from Transylvania University participate in the Promotions department. <p>Interns at WKYT are supervised by the following station staff:</p> <ol style="list-style-type: none"> 1. V.P. News 2. News Exec. Producer 3. Sales Manager 4. Sr. V.P. – Broadcast Operations 5. Promotion/Creative Services Manager

