

2013 ANNUAL EEO PUBLIC FILE REPORT

MMK License, LLC

Station:	WNKY(DT)
Community of License:	Bowling Green, Kentucky
Reporting Period:	April 1, 2012 – March 24, 2013
No. of Full-time Employees:	More than 10
Small Market Exemption:	Yes

During the Reporting Period, a total of two 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):

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

MMK License, LLC has established a training program designed to assist members of the local community to acquire skills needed for entry level broadcast employment. During the reporting period, students from Western Kentucky University and other area schools were encouraged to apply for available internships (up to 3).

Starting January 2013 through May 2013, an intern worked. She will be graduating from Western Kentucky University in May with a major in Broadcasting and a minor in Sales.

Starting February 18, 2013 an intern from William Woods University has been hosting WNKY's Bowling Green Today Show.

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

MMK License, LLC has established training programs designed to enable station personnel to acquire skill that could qualify them for higher-level positions within the organization. This training program includes outside seminars, as well as internal training to improve skills. During the reporting period, WNKY's Sales Staff participated in the Jim Doyle Sales Training 101

a 26 chapter, 26 week course.

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

MMK License, LLC provides regular training to management-level personnel as to methods of ensuring that we adhere to principles of equal employment opportunity and prevent discrimination. We provide guidelines to our employees on preventing and reporting discrimination. All personnel involved in hiring review EEO guidelines and WNKY's hiring policies and practices prior to the announcement of any open positions.

*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.*

MMK License, LLC also 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 professional organizations such as the Society of Broadcast Engineers and the National Association of Broadcasters, and industry publications.

We regularly include notifications that we are an equal opportunity employer when running vacancy announcements and that state the same on our employment applications. Furthermore, we state the same in our policy information that is given to new hires.

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. On April 3, 2012 and on October 14, 2012 WNKY'S General Manager lectured at Western University and talked about careers in broadcasting. On October 18, 2012, the General Manager met with the entire faculty of Western Kentucky University (WKU) School of Broadcasting proposing to WKU that WNKY rebroadcast their student weekly newscast. MMK License, LLC also conducts outreach to residents in the community who might be interested in broadcasting as a career by on-site involvement in

community events by members of the staff of WNKY who are involved in the hiring process. During the reporting period, WNKY participated in over 50 community events.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/26/12	Sales Assistant	Broadcaster
1/10/13	Master Control Operator	Bowling Green Daily News

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Newspaper	6
Professional Referral	1

RECRUITING SOURCES USED

The following sources were used to advertise for both full-time positions

Job Title of Position: Sales Assistant

Date of Hire: 11/26/12

Job Title of Position: Master Control Operator

Date of Hire: 1/10/13

REFERRAL SOURCE	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Austin Peay University	Career Services Center P.O. Box 4745 Clarksville, TN 37044		(p) 931-221-7896 (f) 931-221-7100
Berea College	Office of Career Services		(p) 859-985-3316

REFERRAL SOURCE	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
	CPO 21908 Berea, KY 42134		(f) 859-985-3917
Bowling Green Community College	2355 Nashville Rd. Bowling Green, KY 42101		(p) 270-720-2550
Centre College	Career Services 600 West Walnut Street Danville, KY 40422		(p) 859-238-5238 (f) 859-238-5757 web.centre.edu/career/employers.htm
Daymar Junior College	2424 Airway Dr Bowling Green, KY 42103		(p) 270-843-6750 srascoe@draughons.edu
Eastern Kentucky University	Career Services Office CPO 26A 521 Lancaster Ave. Richmond, KY 40475-3102		(p) 859-622-1568 (f) 859-622-1570 Career.eku.edu
University of Kentucky	James W. Stuckert Career Center 408 Rose Street Lexington, KY 40506		(p) 859-323-2746 (f) 859-323-1085 ukcareercenter@email.uky.edu
University of Louisville	University of Louisville Career Center SAC West 310 Louisville, KY 40292		(p) 502-852-4740 Campuslife.louisville.edu/career-old/employers
Western Kentucky University	1906 College Heights Blvd #11051 Bowling Green, KY 42101-1051		(p) 270-745-3095 (f) 270-745-3094 Career.services@wku.edu
WKU, Dept of Journalism	Gordon Wilson Hall, Room 313A Bowling Green, KY 42101	Kat Williams	(p) 270-745-4144 Kat.williams@wku.edu
Kentucky Department for Employment Services	P.O. Box 90003 Bowling Green, KY 42101		
Bowling Green Daily News			(f) 270-781-1020 classifieds@BGDailyNew.Com
WNKY Staff Referral			

The above sources were each notified of the two full-time job openings regardless of whether they specifically requested to be notified.