# Annual EEO Public File Report WNKY-TV 40 IS AN EQUAL OPPORTUNITY EMPLOYER

Coverage Period: April 1st, 2021- March 31st, 2022

Station's Comprising Station Employment Unit: WNKY-TV 40, Bowling Green, KY

1: Vacancy Information		
Full-time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree
Account Executive	4/12/21	Indeed.com
Account Executive	4/23/21	Indeed.com
Traffic Assistant	5/3/21	Indeed.com
Sales Coordinator	5/10/21	Indeed.com
MMJ/Reporter	5/10/21	Indeed.com
Account Executive	5/27/21	Indeed.com
Sports Reporter	8/9/21	Indeed.com
Sports Reporter	8/16/21	Internal Candidate
Sales Coordinator	8/30/21	External Referral
Creative Content Producer	10/1/21	Internal Candidate
News Director	10/18/21	Employee Referral
Account Executive	10/19/21	Internal Candidate
Account Executive	12/1/21	External Referral
Account Executive	1/17/22	External Referral
Account Executive	1/18/22	Indeed.com
Web Content Producer	2/14/22	Indeed.com
Business Manager	3/14/22	Indeed.com

# **Total Number of Persons Interviewed During Applicable Period:**

Recruitment Source (Company, Address, Telephone #, Contact Person)	Total Number of Interviewees This Source Has Provided During this Period (If Any)	Full-time Positions for Which Source Was Utilized
nternal Applicant	3	All Positions
WNKY		All I Ositions
1018 Chestnut Street		
Bowling Green, KY 42101		
Indeed.com	28	All Positions
TVJobs.com	0	All Positions
Futoreal Deferral	5	All Decisions
External Referral	3	All Positions
Employee Referral	4	All Positions

Internal Posting	0	All Positions
WNKY Website	5	All Positions
Facebook	0	All Positions
Total Number of Interviewees	41	
Total Number of interviewees	71	

Included in this total number of people interviewed during the applicable period we had 3 internal promotions (which resulted from a full recruitment effort).

<sup>\*</sup> Asterisk notes recruitment sources which requested job notification announcements. (none)

### Section 3: Supplemental Outreach Activities

### 1. Community involvement and speaking engagements regarding career opportunities in broadcasting

General outreach efforts are bolstered by public speaking engagements by staff which includes, but is not limited to schools, civic and church organizations and area colleges. This year's engagements include:

- 4/30/21 Executive staff attended DSSKY Pre-Derby Gala.
- 5/10/21 Executive staff attended DSSKY Duffins for Down Syndrome.
- 5/31/21 On Air staff attended the PKD Foundation Jack Rabbit Jog.
- 6/12/21 Executive and On Air staff attended the Family Enrichment Center Venetian Ball.
- 6/12/21 Executive staff attended Phoenix Rising Jewel Heist.
- Between 6/25/21 and 7/23/21 Executive, On Air, and other station staff attended BB&T's Concerts in the Park.
- 7/17/21 Executive and On Air staff attended the Historic Railpark Wine Fest.
- 8/6/21 Executive, On Air, and other station staff attended ACS Purses, Pouts & Pearls emceed by GM Julie Milam.
- 8/14/21 Executive and On Air staff attended the BG Kids on the Block Scotty's Pound the Pavement.
- 8/28/21 Executive and On Air staff attended the Ark for Hart Dawgy Dash.
- Between 9/21 and 12/21 News Director Whitney Scott taught a Broadcasting Law & Ethics course at WKU.
- Between 9/1 and 9/30 station staff attended the Glory Baby Ministry 30 Days of Giveaways virtually.
- 9/11/21 Executive and On Air staff attended the R.A.W. BBQ Competition.
- 9/18/21 Station staff attended the ACS Bark for Life.
- 9/18/21 Executive staff attended the DSSKY Step up for Down Syndrome.
- 9/20/21 Executive staff attended the BG Kids on the Block Jamie's Shot.
- 9/21/21 Executive and On Air staff attended the Alzheimer's Association Walk to End Alzheimer's emceed by GM Julie Milam and Chief Meteorologist Scott Burchett.
- 9/23/21 Executive staff attended the Historic Railpark Railpark Rendezvous.
- 9/25/21 Executive, On Air and other station staff attended the BG International Festival.
- 10/4/21 Executive, On Air, and other station staff attended the Hot Rods bourbon & Brewfest.
- 10/15/21 Executive and On Air staff attended the Historic Railpark & DSSKY Boo Bash.
- 10/20/21 Chief Meteorologist Scott Burchett gave weather demonstrations at the Buddy House.
- 10/21/21 Station staff attended the Historic Railpark Haunted Lantern Tours.
- 11/7/21 Station staff attended the BG 26.2 & Half Marathon.
- 12/3/21 Executive and On Air staff attended the Smith Grove's Christmas Parade.
- 12/4/21 Executive, On Air, and other station staff attended the Bowling Green Christmas Parade.
- 12/4/21 Executive, On Air, and other station staff attended the Glasgow Christmas Parade.
- Between 1/22 and 3/22 News Director Whitney Scott taught a Broadcasting Law & Ethics course at WKU (course completed in 5/22).
- 2/11/22 Executive staff attended the History Railpark Romance at the Railpark.
- 2/25/22 Executive staff attended the CASA Boogie Down Bourbon Street.
- 3/11/22 Executive, On Air, and other station staff attended the ACS Purses, Pouts & Pearls emceed by GM Julie Milam.

## 2. Internship Program

The station provides year-round news, weather, and production internship programs for college students. These programs are designed to assist students interested in pursuing a career in broadcasting. In this reporting year, we accepted students from Western Kentucky University. Our internships are "for credit only".

#### 3. Job Fairs

4/30/21 A high school senior shadowed GM Julie Milam for the day to learn about sales & marketing. 10/21/21 All departments participated in the Bowling Green Chamber of Commerce SCK Launch at the Knicely Center. 3/9/22 All departments participated in a station tour/job shadowing for Warren East and South Warren High Schools.

#### 4. Training regarding equal employment opportunities and discrimination prevention

The station provides on-going training to all station personnel, including those at management level, designed to ensure equal employment opportunities and to prevent discrimination and harassment. The video is titled "Harassment: Sex, Religion and Beyond". All employees are required to view this video as part of their on-boarding training process.

## 5. Staff Training

The station has a policy of promoting from within and therefore offers many internal cross training opportunities. The training programs are designed to enable station personnel to acquire skills that could qualify them for higher level positions. In this reporting year the station has offered training for the following:

- In House Director Training
- In House Editor Training
- In House Videographer Training
- In House Producer Training
- In House Production Training
- In House Traffic Training
- In House MCO Training
- In House Engineering Training
- In House Field Production Training
- In House Film Processing Training

**On Air Notice:** Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request WNKY-TV to provide them with information about full-time openings at the station. Such requests must include the organization's name, mailing address, e-mail address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices. Requests should be directed to: Personnel, WNKY-TV, P.O. Box 149, Bowling Green, KY 42102. We appreciate your organization's help in publicizing our job openings! WNKY-TV is an Equal Opportunity Employer.