



## EEO Public File Report Form

Covering the Period from April 1, 2010 to March 31, 2011

Station(s) comprising Station Employment Unit:

**Louisville, Kentucky Market:**  
**WLRS(FM), WDJX(FM), WXMA(FM), WMJM(FM), WGZB(FM)**

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): **WLRS(FM), WDJX(FM), WXMA(FM), WMJM(FM), and WGZB(FM)** licensed to **MLB-Louisville IV, LLC.** and is required to be placed in the public inspection files of these stations, and posted on the websites.

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices from MLB-Louisville III, LLC, please provide name of company, contact information, mailing address, telephone number, email address, fax number and category of interest. Contact: Dale Schaefer, General Manager at Main Line Broadcasting, 520 South Fourth Avenue, 2<sup>nd</sup> Floor, Louisville, KY 40202. [dschaefer@mainlinelouisville.com](mailto:dschaefer@mainlinelouisville.com).

The information contained in this Report covers the time period beginning **April 1, 2010 to and including March 31, 2011.** 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.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. 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.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

It is the policy of MLB-Louisville IV, LLC. to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach. See following pages for a brief description of the initiative outreach.

**Section 1: Vacancy Information**

	Full-time Positions Filled By Job Title	Recruitment Source used to fill vacancy (RS ID)	Number of Interviewees for position from sources listed	Number hired for position	Recruitment source for Hiree
1	<b>Account Executive</b>	A, B, C	9	4	A, C
1	<b>General Sales Manager</b>	C	1	1	C
1	<b>Traffic Director</b>	A, C	7	1	C

Total Number of Persons Interviewed During Applicable Period: 17  
 Total Number of Persons Hired During Applicable Period: 6

\*\* RS ID included in next few pages for recruitment source used to fill vacancy.

\*\*NOTE: Station(S) changed call letters/formats during Applicable Period: NA

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Section 2: Recruitment Source Information

<b>RS ID</b>	<b>Recruitment Source</b>	<b>Vacancy notification requested? (Yes or No)</b>	<b>Vacancy notification for which position?</b>	<b>Number of Interviews Referred by Recruitment Source</b>
A	Main Line Broadcasting On Air Recruitment 520 South Fourth Ave. Louisville, KY 40202 502-625-1220 Dale Schaefer, GM	Y	Account Executive	8
			Traffic Director	4
B	Job News (Trade Magazine) <a href="http://louisville.jobnewsusa.com">http://louisville.jobnewsusa.com</a> (website only) Contact: John Casi 9000 Wessex, Ste 212 Louisville, KY 4022 877-361-8843	Y	Account Executive	1
C	Word-of-Mouth (which includes referrals from vendors, clients, former work associates and casual acquaintances)	Y	GSM	1
			Traffic Director	3

**Outreach Recruitment Initiative:**

The station must engage in and complete at least four of the following menu options within each two-year period of its eight-year license term:

'10-'11	Menu Options
	#1 Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions
	#2 Hosting of at least one job fair.
	#3 Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
X	#4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities (KBA)
X	#5 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
	#6 Participation 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).
	#7 Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
X	#8 Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions. (Co-Learn), (RAB and NAB Radio Show)
	#9 Establishment of a mentoring program for station personnel.
	#10 Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
X	#11 Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.

(continued on next page)

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'10-'11	<b>Menu Options</b>
	#12 Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
	#13 Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
	#14 Provision of training to management level as to methods of ensuring equal employment opportunity and preventing discrimination
	#15 Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
	#16 Participation 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.

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #4)**

**Participation in at least four events sponsored by  
organizations representing groups present in the  
community interested in broadcast employment issues,  
including conventions, career days, workshops and  
similar activities**

Date of Event: 2010 (Monthly)

Location of Event: Kentucky Broadcasters Association, Frankfort, Kentucky

Event Sponsor Information

Sponsor Name: KBA

Contact Person:

Website: www.kba.org

Brief Description of Event:

The Kentucky Broadcasters Association (KBA) unites public and commercial radio and television stations across the state of Kentucky.

The purpose of the KBA is to represent and further the interest of broadcasters, communicate relevant information to broadcasters through meetings and publications, and provide educational services through conventions, workshops, or other appropriate means in order to better serve the public. Monthly association meetings attended by Tom Ulmer, General Sales Manager to discuss with membership employment opportunities at the stations.

Name(s)/Title(s) of Station Personnel Attending:

Tom Ulmer, General Sales Manager

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #4)**

**Participation in at least four events sponsored by  
organizations representing groups present in the  
community interested in broadcast employment issues,  
including conventions, career days, workshops and  
similar activities**

Date of Event: Oct. 2010

Location of Event: Kentucky Broadcasters Association – State Conference, Pikeville,  
Kentucky

Event Sponsor Information

Sponsor Name: KBA

Contact Person:

Website: www.kba.org

Brief Description of Event:

The Kentucky Broadcasters Association (KBA) unites public and commercial radio and television stations across the state of Kentucky.

The purpose of the KBA is to represent and further the interest of broadcasters, communicate relevant information to broadcasters through meetings and publications, and provide educational services through conventions, workshops, or other appropriate means in order to better serve the public.

Name(s)/Title(s) of Station Personnel Attending:

Tom Ulmer, General Sales Manager  
Doug James, VP of Sales

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**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #5)**

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

Date of Event: 2010

Location of Event: Radio Station, Louisville, Kentucky

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: Valerie Sickles

Address:

Telephone: 502-625-1244

Brief Description of Event:

We provide our interns with a well rounded experience. Although they work primarily with the promotions department, they are also exposed to programming, production, on air opportunities and also accompany an account executive on a sales call. Interns assist with all aspects of the promotion department including creating remote packages, assisting on site at live remotes, appearances and special events, copywriting, liners, updating entertainment calendar, etc.

Name(s)/Title(s) of Station Personnel Attending:

Brandi Settle – University of Louisville – Feb – May 2010 – WDJX

Rachel Walker – Bellarmine University – Feb – May 2010 – WDJX

Will Blackmon – Jefferson Community & Technical College – Oct 2010 – Feb 2011 – WGZB/WMJM

Gabrielle Fuller – Bellarmine University – Jan – May 2011 – WXMA

Ashley Irvin – University of Louisville – Jan – May 2011 – WXMA

Aimee Jewell – University of Louisville – Jan – May 2011 – WXMA

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**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #8)**

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

Date of Event: 2010 - 2011

Location of Event: Radio Station, Louisville, Kentucky

Event Sponsor Information

Sponsor Name: Co-Learn

Contact Person: Co-Learn Software Company

Website: www.colearn.com

Brief Description of Event:

The Center for Online Learning (co-Learn) is the Web-based training platform developed by The Center for Sales Strategy (CSS) to extend CSS' time-tested, street-proven sales training to media organizations of all types and all sizes worldwide.

Name(s)/Title(s) of Station Personnel Attending:

Jeff Maclin, Account Executive  
Jim Coyle, Account Executive  
Ben Barker, Account Executive  
Meagan Jacoby, Account Executive

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**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #8)**

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

Date of Event: September 29-October 1, 2010

Location of Event: RAB and NAB Radio Show  
Washington, DC

Event Sponsor Information

Sponsor Name: RAB and NAB

Contact Person:

Website: www.rab.com  
www.nab.org

Brief Description of Event:

This event allows radio broadcasters and industry colleagues to come together to share knowledge, discover the latest innovations, network with industry leaders and explore creative business strategies to help radio flourish in the digital age. The show also featured exclusive vendor resource and networking destination: The Marketplace, and a wide variety of sessions focused on: Sales and Marketing, Finance, Legislative/Regulatory Issues, Digital Media, Management, Programming, and Engineering.

Name(s)/Title(s) of Station Personnel Attending:

Tom Ulmer, General Sales Manager  
Doug James, VP of Sales  
Holly Bussey, General Sales Manager

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**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #11)**

**Sponsorship of at least two events in the community  
designed to inform and educate members of the public  
as to employment opportunities in broadcasting.**

Date of Event: 2011 (Monthly)

Location of Event: Assumption High School Job Shadow Program

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: Alyssa Johnson

Address:

Telephone: (502) 458-9551

Brief Description of Event:

Tour and educational synopsis of radio station and the jobs that are available.

Name(s)/Title(s) of Station Personnel Attending:

Sarah Jordan, On-air Talent

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**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #11)**

**Sponsorship of at least two events in the community  
designed to inform and educate members of the public  
as to employment opportunities in broadcasting.**

Date of Event: 2010 – 2011 (Monthly)

Location of Event: JCPS Fern Creek High School Magnet Program

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: Stephanie Fluhr

Address:

Telephone: (502) 485-8251

Brief Description of Event:

Tour and educational synopsis of radio station and the jobs that are available.

Name(s)/Title(s) of Station Personnel Attending:

Sarah Jordan, On-air Talent

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**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #11)**

**Sponsorship of at least two events in the community  
designed to inform and educate members of the public  
as to employment opportunities in broadcasting.**

Date of Event: 2010 – 2011 (Monthly)

Location of Event: Floyd Central High School – Southern Indiana

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: Louis Engebretson

Address:

Telephone: (812) 923-8811

Brief Description of Event:

Tour and educational synopsis of radio station and the jobs that are available.

Name(s)/Title(s) of Station Personnel Attending:

Sarah Jordan, On-air Talent

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**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)**

**Activities Undertaken by Stations  
(Menu Option #11)**

**Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.**

Date of Event: March 2011

Location of Event: US Army Corps of Engineers – Louisville District Women’s History Month Celebration

Event Sponsor Information

Sponsor Name: US Army Corps of Engineers

Contact Person:

Address: 600 Dr. Martin Luther King Place

Telephone: 502-315-6100

Brief Description of Event:

Women from various fields (media, athletics and government) in the local community to educational synopsis of radio station and the jobs that are available.

Name(s)/Title(s) of Station Personnel Attending:

Sarah Jordan, On-air Talent

## EEO Outreach Requirements

### I. Recruitment for All Full-time Vacancies

- Promote the job on the radio station(s).
- Advertise in local newspapers.
- Advertise in relevant trade periodicals.
- Post openings within the station.
- All ads & job vacancies must contain a statement that the broadcaster is an equal opportunity employer ("EOE").

### II. Notification to Community Groups

- Air monthly announcements (PSA's) inviting eligible organizations to contact the station so that the station can add them to its mailing list for notices of job openings.
- Keep Affidavits on file
  - Keep current list on file