

EEO PUBLIC FILE REPORT APRIL 1, 2016 – MARCH 31, 2017

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 stations: WDHR, WPKE AM-FM, WXCC, WZLK, WLSI, WEKB, WBTH and WPRT and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning April 1, 2016 to and including March 31, 2017.

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 (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone;
- 3 The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
- 4 Data reflecting 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; and
- 5 A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree reported for work. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Annual EEO Public File Report Covering the Period from April 1, 2016 to March 31, 2017 Stations Comprising Station Employment Unit: WDHR, WPKE AM-FM, WXCC, WZLK, WLSI, WEKB, WBTH and WPRT

Total Full-Time Jobs Filled:	Date Filled:	Recruitment Source	Interviewees:
EKB-TV Sales Executive	4/25/16	*EKB Radio Stations	2
EKB-TV Sales Executive	4/25/16	*EKB Radio Stations	2
EKB-TV Weekend Meteorologist	6/22/16	TVJobs.com	2
Radio Sales Executive	8/11/16	*EKB Radio Stations	2
EKB-TV Sales Executive	8/29/16	Walk-in	1
EKB-TV Sales Manager	9/21/16	Internal Promotion	1
EKB-TV Sales Executive	10/27/16	EKB-TV	3
EKB-TV Sales Executive	11/7/16	EKB-TV	3
EKB-TV Sales Executive	12/9/16	Walk-in	1
EKB-TV Sales Executive	1/3/17	Walk-in	1
Promotions Manager	2/1/17	Internal Promotion	1
EKB-TV Sales Executive	2/22/17	*EKB Radio Stations	3
EKB-TV Sales Executive	2/22/17	*EKB Radio Stations	3

**EKB Radio Stations consists of the following: WDHR-FM, WPKE AM-FM, WXCC-FM, WZLK-FM, WLSI-AM, WEKB, WBTH-AM and WPRT-AM.*

Total Number of Interviewees Referred by Each Recruitment Source:

Recruitment Source Name	Total Number of Interviewees
EKB Radio Stations	5
EKB/EKRN Internet Website	2
EKB-TV	6
TVjobs.com	1
Medical Leader	5
Walk-ins	4

Internal Promotion	2
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**EKB Radio Stations consists of the following: WDHR-FM, WPKE AM-FM, WXCC-FM, WZLK-FM, WLSI-AM, WEKB, WBTH-AM and WPRT-AM.*

LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **4/25/16**

Recruitment Source for Actual Hire: **EKB Radio Stations**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
EKB Radio Stations, Pikeville, Ky.	Cindy May Johnson 606-437-4051
Medical Leader, 131 Summit Drive, Pikeville, KY, 41501	Ellen Blackburn 606-218-4509

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **4/25/16**

Recruitment Source for Actual Hire: **EKB Radio Stations**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
EKB Radio Stations, Pikeville, Ky.	Cindy May Johnson 606-437-4051
Medical Leader, 131 Summit Drive, Pikeville, KY, 41501	Ellen Blackburn 606-218-4509

Job Title for Vacancy: **EKB TV WEEKEND METEOROLOGIST**

Position Filled: **6/22/16**

Recruitment Source for Actual Hire: **TVjobs.com**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
TVjobs.com P.O. Box 4116, Oceanside, CA 92052	1-800-374-0119

Job Title for Vacancy: **RADIO SALES EXECUTIVE**

Position Filled: **8/11/16**

Recruitment Source for Actual Hire: **EKB Radio Stations**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
EKB Radio Stations, Pikeville, Ky.	Cindy May Johnson 606-437-4051

Medical Leader, 131 Summit Drive, Pikeville, KY, 41501	Ellen Blackburn 606-218-4509
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Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **8/29/16**

Recruitment Source for Actual Hire: **Walk-in**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
Medical Leader, 131 Summit Drive, Pikeville, KY, 41501	Ellen Blackburn 606-218-4509

Job Title for Vacancy: **EKB-TV SALES MANAGER**

Position Filled: **9/21/16**

Recruitment Source for Actual Hire: **Internal Promotion**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
N/A	N/A

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **10/27/16**

Recruitment Source for Actual Hire: **EKB-TV**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
EKB TV	Melissa Blair 606-437-4051
EKB Radio Stations, Pikeville, Ky.	Cindy May Johnson 606-437-4051
Medical Leader, 131 Summit Drive, Pikeville, KY 41501	Ellen Blackburn 606-218-4509

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **11/7/16**

Recruitment Source for Actual Hire: **EKB-TV**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
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EKB / EKRN Internet Website www.ekbradio.com	Dave Stanford 606-437-4051
EKB Radio Stations, Pikeville, Ky.	Cindy May Johnson 606-437-4051
EKB TV, Pikeville, KY	Melissa Blair 606-437-4051
Medical Leader, 131 Summit Drive, Pikeville, KY 41501	Ellen Blackburn 606-218-4509

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **12/9/16**

Recruitment Source for Actual Hire: **Walk-in**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
Medical Leader, 131 Summit Drive, Pikeville, KY 41501	Ellen Blackburn 606-218-4509

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **1/3/17**

Recruitment Source for Actual Hire: **Walk-in**

Recruitment Sources Used to Fill This Vacancy:

Name and Address of Source	Contact Person and Phone Number
Medical Leader, 131 Summit Drive, Pikeville, KY, 41501	Ellen Blackburn 606-218-4509
EKB / EKRN Internet Website www.ekbradio.com	Dave Stanford 606-437-4051

Job Title for Vacancy: **PROMOTIONS MANAGER**

Position Filled: **2/1/17**

Recruitment Source for Actual Hire: **Internal Promotion**

Recruitment Source Used to Fill This Vacancy:

Name and Address of Source	Contact Person and Phone Number
N/A	N/A

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **2/22/17**

Recruitment Source for Actual Hire: **EKB Radio Stations**

Recruitment Sources Used to Fill This Vacancy:

Name and Address of Source	Contact Person and Phone Number
EKB TV	Melissa Blair 606-437-4051
EKB Radio Stations, Pikeville, Ky.	Cindy May Johnson 606-437-4051
Medical Leader, 131 Summit Drive, Pikeville, KY, 41501	Ellen Blackburn 606-218-4509

Job Title for Vacancy: **EKB-TV SALES EXECUTIVE**

Position Filled: **2/22/17**

Recruitment Source for Actual Hire: **EKB Radio Stations**

RECRUITMENT SOURCES UTILIZED FOR THIS VACANCY:

Name and Address of Source	Contact Person and Phone Number
EKB Radio Stations	Cindy May Johnson 606-437-4051
EKB TV, 1240 Radio Drive, Pikeville, KY	Melissa Blair 606-437-4051
Medical Leader, 131 Summit Drive, Pikeville, KY, 41501	Ellen Blackburn 606-218-4509

**EKB Radio Stations consists of the following: WDHR-FM, WPKE AM-FM, WXCC-FM, WZLK-FM, WLSI-AM, WEKB, WBTH-AM and WPRT-AM.*

Summary Description of Supplemental Outreach Initiatives

2/4 Year Period Beginning 4/1/16 and ending 3/31/2017

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WDHR, WPKE AM-FM, WXCC, WZLK, WLSI, WEKB, WBTH and WPRT.

First Initiative: East Kentucky Broadcasting Employee Scholarship Program with University of Pikeville

East Kentucky Broadcasting offers four years of full tuition to the University of Pikeville for full-time employees or children of full-time employees. Effective from

April 1, 2016 until further notice.

Second Initiative: Phelps High School Career Fair

Sports reporter participated in the event held April 6, 2016.

Third Initiative: Mingo County Career Fair

News reporter participated in the event held April 1, 2016.

Fourth Initiative: Corporate news director hosted a local 4-H teen council with a tour of radio/TV studios while discussing career opportunities in radio and television.