

2017-18 ANNUAL EEO PUBLIC FILE REPORT
Marquee Broadcasting Kentucky, Inc,

Station:	WNKY (DT)
Community of License:	Bowling Green, Kentucky
Reporting Period:	April 1 st 2017-March 31, 2018
No. of Full-time Employees:	More than 10
Small Market Exemption:	Yes

During the Reporting Period, a total of **13** 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):

*Participated 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).***

Marquee Broadcasting Kentucky, Inc. management personnel participated in the following events in order to promote outreach generally, most within the Warren County School district in Bowling Green, KY: On April 26, 2017, WNKY General Manager hosted the Broadcasting Club from Barren County High School for a station tour, marketing presentation, introduction to WNKY staff and a live viewing of our Noon News. This station tour created three separate Job Shadow opportunities from students in that Barren County High Broadcasting Club. The Job Shadows took place on 8/4/17, 10/17 and on 2/2/18.

On 5/2/17, WNKY General Manager participated as a Shark Tank Judge for Warren County's best and brightest 5th & 6th grade students in the areas of Science, Technology, Engineering, Arts and Math. On 9/8/17, WNKY General Manager, WNKY Morning Show Host, and WNKY Chief Photographer taught a Technology Class at South Warren Middle School. The subject was: "What a career in broadcast television is like, and the different positions and opportunities their technology skills would support". WNKY's Sales Management spoke to second-graders at

Jody Richards Elementary on six dates between 9/29/17 – 11/3/17. The program MS - 2nd - Our Community® explores the inter-dependent roles of workers in a community, and the work they perform. WNKY Sales Management volunteered for “The Great Shake” event on 3/14/18 to judge elementary and middle school students from 5th-8th grade on everything from their handshake and charisma, to their table manners and current event knowledge.

Marquee Broadcasting Kentucky, Inc. also conducts outreach to residents in the community who might be interested in broadcasting as a career through on-site involvement in community events by members of the WNKY staff who are involved in the hiring process. During the reporting period, WNKY participated in more than **37** community events.

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.

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

Marquee Broadcasting Kentucky, Inc. has established training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions. This training includes outside seminars, as well as internal training to improve skills. During the reporting period, WNKY’s General Manager attended NAB Small Market Television Exchange September 14-16, 2017 in Denver, CO. They attended sessions on topics including Hiring, Recruiting, Training, Management, and Leadership Development. WNKY Sales Team and News Director attended the Kentucky Broadcasters Association Annual Conference in Louisville, Kentucky on October 9-10, 2017. The educational sessions covered everything from News, Sales, Management, HR, Engineering, Copyright Law, Digital Sales and FCC.

Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Marquee Broadcasting Kentucky, Inc. General Manager and News Director taught “Broadcasting and Leadership Skills” to a 200-level Principles of Marketing Class at Southcentral Community and Technical College on 10/27/17. On February 8, 2018 WNKY’s General Manager addressed a senior level “Advertising and Promotion” class from SKYCTC on a visit to WNKY studios. A full Olympics Presentation was done for this class, as well as an extensive question and answer session.

The sharing of professional insights and knowledge are invaluable to these broadcasting students who will be graduating from Southern Kentucky Community and Technical College in 2018 and entering the job market. These students were given a station tour, met the station’s department managers, and were given information on various career opportunities available in broadcasting.

Marquee Broadcasting Kentucky Inc. General Manager, Sales, News and Production teams participated in the Southcentral Kentucky Launch initiative on November 16, 2017 at Bowling Green High School. ***SCK LAUNCH Experience*** is an interactive career expo where eighth-graders can explore the area’s high-demand sectors: Construction, Healthcare, Hospitality, Manufacturing, Professional Services, Transportation, Distribution and Logistics, and Public Services. The WNKY staff set up a green screen and a camera to allow the 3,500 area high school students a chance to be a Broadcaster and see themselves on TV.

For four weeks beginning January 26th – February 23rd, 2018, WNKY General Manager participated as a Student Ambassador for Warren East High School. The purpose of this mentorship was to help instruct high school students on leadership and how to effectively market community-based promotional events.

On March 13, 2018, WNKY General Manager represented broadcast media and helped lead two seminars for South Warren High School seniors called “Operation Preparation”. These seminars were held to help these students understand what

qualifications different industries look for in an employee. They were given ideas about courses of study, internships and career advancement.

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

Marquee Broadcasting Kentucky, Inc. hosted 3 internships with Western Kentucky University during the reporting period. Two of these were in News Production and one in Weather.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

Marquee Broadcasting Kentucky, Inc. 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 the Kentucky Broadcasters Association, professional organizations and industry publications.

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

Marquee Broadcasting Kentucky, Inc. provides regular training to management-level personnel as to methods of ensuring that we adhere to principles of equal employment opportunity and prevent discrimination. All personnel involved in hiring review EEO guidelines and WNKY's hiring policies and practices prior to the announcement of any open positions.

*Provided **training to personnel** on methods to advance their knowledge and growth with changing technology in the Broadcast industry.*

Marquee Broadcasting Kentucky, Inc. provides regular training to personnel as to methods of cutting edge technology for growth and promotion in the Broadcasting industry. Feb 5th - Feb 23rd & March 14th - 26th 2018, a Technology Consultant was brought in to train on graphics, the news production process, audio, and show direction.

Marquee Broadcasting Kentucky, Inc. continuously cross trains and performs on the job training for Master Control Operators, Production Assistants and Executive Sales personnel.

*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.*

Marquee Broadcasting Kentucky, Inc. participated in a Small Business Expo for the Glasgow/Barren County Chamber of Commerce on August 29, 2017. This event allowed WNKY the opportunity to network with other small business for the purpose of recruiting, as well as promote our local news and network programming. WNKY General Manager participated in a News Media panel for the Professional Marketing Association of Bowling Green on March 20, 2018. This panel was used to inform business leaders and decision makers of the benefits of creating strong relationships with local news media.

LIST OF POSITIONS FILLED

DATE POSTED	DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
01/31/17	04/03/17	News Reporter MMJ	Internal
04/18/17	05/05/17	Morning Meteorologist	TV Jobs
06/20/17	08/24/17	Master Control Operator	Internal posting
07/18/17	10/09/17	News Director	TV Jobs
08/07/17	11/01/17	News Producer	WNKY Website
08/07/17	10/11/17	News Reporter MMJ	TV Jobs
09/07/17	10/03/17	Executive Sales	Chamber of Commerce
10/25/17	12/04/17	MMJ Sports Reporter	TV Jobs
11/24/17	01/25/18	Anchor/Host/Reporter	Internal posting
11/24/17	01/11/18	Traffic Assistant	Internal posting
12/06/17	12/18/17	Production Assistant	Internal posting
12/04/17	01/29/18	Evening Anchor	TV Jobs
12/26/17	01/25/18	News Reporter MMJ	TV Jobs

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bowling Green Daily News	3
Facebook Job Posting on WNKY page	2
TV Jobs.com	5
MediaChek.com	0
Western Kentucky University- Broadcast Department/Internships	3
Facebook- Bowling Green Help wanted	1
Facebook - Help Wanted in Warren County, KY	1
Employee Referral	0
Chamber of Commerce, Bowling Green, KY	1
Eastern Kentucky University	0
University of Kentucky	0
University of Louisville	0
MTSU	1
Kentucky Dept. of Employment Services	0
WNKY Job Board, internal posting	4
Kentucky Broadcasters Association	0
WNKY television advertisement	4
WNKY website	3

RECRUITING SOURCES USED

Job Title of Position: **News MMJ Reporter**

Date of Hire: 04/13/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Mediachek.com	N	1209 Wood Valley Rd Augusta GA 30909	Online Posting	mediachek@mediachek.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
Handshake.com	N	Website hub for universities to post jobs	Online Posting	www.handshake.com handshake@notifications.joinhandshake.com
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
BG Chamber of Commerce	N	710 College St Bowling Green, KY 42101	Yvonne	Yvonne@bgchamber.com
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull
Run Ad as Spot on WNKY	N	WNKY	Personnel Dept	Christina Hull

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **Morning Meteorologist**

Date of Hire: 05/24/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Mediachek.com	N	1209 Wood Valley Rd Augusta GA 30909	Online Posting	mediachek@mediachek.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
Handshake.com	N	Website hub for universities to post jobs	Online Posting	www.handshake.com handshake@notifications. joinhandshake.com
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
BG Chamber of Commerce	N	710 College St Bowling Green, KY 42101	Yvonne	Yvonne@bgchamber.com
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull
Run Ad as Spot on WNKY	N	WNKY	Personnel Dept	Christina Hull

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **Master Controller**

Date of Hire: 08/01/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull
Run Ad as Spot on WNKY	N	WNKY	Personnel Dept	Christina Hull

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **News Director**

Date of Hire: 10/09/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Mediachek.com	N	1209 Wood Valley Rd Augusta GA 30909	Online Posting	mediachek@mediachek.com
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Handshake.com	N	Website hub for universities to post jobs	Online Posting	www.handshake.com handshake@notifications.joinhandshake.com
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
Run Ad as Spot on WNKY	N	WNKY	Personnel Dept.	Christina Hull

Job Title of Position: **Producer**

Date of Hire: 11/01/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull

Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **News Reporter MMJ**

Date of Hire: 10/11/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
Handshake.com	N	Website hub for universities to post jobs	Online Posting	www.handshake.com handshake@notifications.joinhandshake.com
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull
Employee Referral	N	Employee- WNKY 325 Emmett Ave Bowling Green KY 42102	Victoria Moghaddami	Victoria.Devon@wnky.com
WNKY Facebook Page	N	Facebook.com	Personnel Dept.	Christina Hull/admin

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies

Job Title of Position: **Executive Sales**

Date of Hire: 10/09/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
BG Chamber of Commerce	N	710 College St Bowling Green, KY 42101	Yvonne	Yvonne@bgchamber.com
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull

Job Title of Position: **Sports Reporter MMJ**

Date of Hire: 12/04/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Employee Referral	N	325 Emmett Ave Bowling Green, KY 42102	Rick Boone	270-781-2140
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Handshake.com	N	Website hub for universities to post jobs	Online Posting	www.handshake.com handshake@notifications. joinhandshake.com
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position **Morning Host/MMJ**

Date of Hire: 01/25/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull

Job Title of Position: **Traffic Assistant**

Date of Hire: 01/11/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull
Facebook Ad	N	WNKY	Personnel Dept	Christina Hull

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **Evening Anchor**

Date of Hire: 01/29/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Handshake.com	N	Website hub for universities to post jobs	Online Posting	www.handshake.com handshake@notifications.joinhandshake.com
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull

Job Title of Position: **News Reporter MMJ**

Date of Hire:01/25/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
TV Jobs.com	N	www.tvjobs.com	Online posting	Admin@tvjobs.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
Handshake.com	N	Website hub for universities to post jobs	Online Posting	www.handshake.com handshake@notifications.joinhandshake.com
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Christina Hull	270-781-2140
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: **Production Assistant**

Date of Hire: 01/03/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting	N	325 Emmett Ave Bowling Green, KY 42102	Julie Milam	270-781-2140
Bowling Green Daily News	N	PO BOX 90012 Bowling Green, KY 42102	Classifieds Dept. Theresa Creager	270-781-1020 classifieds@BGDailynews.com
Western Ky University Broadcasting Dept.	N	1906 College St Bowling Green, KY 42102	Beth Stamps Broadcasting Dept.	Beth.stamps@wku.edu
KBA	N	101 Enterprise Drive Frankfort, KY 40601	N/A	kba@kba.org
WNKY website Jobs Section	N	Online www.wnky.com/jobs	Personnel Dept.	Christina Hull

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.