

**EEO Annual Report, April 1, 2013 - March 31, 2014**

**WNKU-FM, WNKE-FM, WNKN-FM, WPFC-AM**

**Licensee: Northern Kentucky University**

The FCC has established Equal Employment Opportunity (EEO) rules and policies for broadcasters. The rules prohibit discrimination in hiring on the basis of race, color, religion, national origin, or gender by broadcasters. They also require broadcasters to:

Provide notice of job vacancies;

- by widely distributing information concerning each full-time (30 hours or more) job vacancy, except for vacancies that need to be filled in demanding or special circumstances;
- provide notice of each full-time job vacancy to recruitment organizations that request notice; and
  - complete two (for broadcast employment units with five to 10 full-time employees or that are located in smaller markets) or four (for employment units with more than 10 full-time employees located in larger markets) longer-term recruitment initiatives within each two-year period. These initiatives can include job fairs, scholarship and internship programs, and other community events designed to inform the public about employment opportunities in broadcasting.

The purpose of this EEO Annual Report is to comply with Section 73.2080(c)(6) of the Federal Communication Commission's EEO Rules. This report can be found in the public inspection file at the WNKU studios, and on the station's website, [www.wnku.org](http://www.wnku.org)

FCC EEO rules require that this report contain the following information:

- 1) A list of the full-time vacancies filled by the reporting station during the reporting period;
- 2) For each such vacancy, the recruitment source(s) utilized to fill the vacancy identified by name, address, contact person and telephone number;
- 3) The recruitment source that referred the hiree for each full-time vacancy during the reporting period;
- 4) Data reflecting the total number of persons interviewed for full-time vacancies during the reporting 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)(6) of the FCC's EEO Rules during the reporting period

**Northern Kentucky University SEU EEO Report**

The Station Employment Unit ("SEU") operated by Licensee Northern Kentucky University ("NKU") consists of the following full-service noncommercial educational radio stations: WNKU-FM (Fac. I.D. # 4280, Highland Heights, KY); WPFB-AM (Fac. I.D. # 54836, Middletown, OH), WNKN- FM (Fac. I.D. # 54833, Middletown, OH), and WNKE-FM (Fac. I.D. # 54813, New Boston/Portsmouth, OH), and also operates a translator, W233BG (Fac. I.D. # 147557, West Chester, Ohio). All employees of these stations are within the same NKU SEU, and this Public File Report applies equally to all NKU-licensed stations.

Any and all files pertaining to WNKU employment search activities during this license year were kept at the WNKU office and NKU HR offices in Highland Heights, KY.

## 1. Vacancies:

WNKU had one full-time vacancy for a contract Sales Representative during this reporting period, occurring May 31, 2013

## 2. Full Time Recruitment:

**The Sales Representative job search began in July of 2013 and was finalized in August, 2013.**

### Sales Representative Posting Sources:

CPB job line website

Virtual posting – no contact  
Corporation for Public Broadcasting  
401 Night Street, NW  
Washington, DC 20004  
202 879-9600

DEIworksite.org

Virginia Dambach  
Development Exchange, Inc.  
401 N. 3<sup>rd</sup> St., Suite 370  
Minneapolis, MN 55401  
888 454-2314

Enquirer Media (print)

312 Elm Street  
Cincinnati, Ohio  
Aaron Geiman  
513-768-8501  
[ageiman@cincinnati.gannett.com](mailto:ageiman@cincinnati.gannett.com)

*(Ads ran in The Cincinnati Enquirer, North Clermont Community Journal, Ft. Thomas Recorder, Alexandria Recorder, Boone County Recorder, Campbell County Recorder, Community Recorder, Erlanger Recorder, Tri-County Press, Eastern Hills Journal, Loveland Herald, Northwest Press, Price Hill Press, Suburban Life Suburban Life, Northeast Suburban Life, Milford-Miami Advertiser, Clermont Community Journal, Forest Hills Journal, Western Hills Press, Delhi Press, Hilltop Press.)*

ArtsWave weekly jobs mailing and website

Mike Boberg  
Fine Arts Fund Cincinnati  
20 East Central Parkway #200  
Cincinnati, OH 45202  
513 871-2787

Job Search Focus Group

Dave Velzy  
Hyde Park Community  
United Methodist Church  
1345 Grace Avenue  
Cincinnati, Ohio 45208  
513 871-0320

Kentucky Broadcasters Association

Patti Pullen  
101 Enterprise Drive  
Frankfort, KY 40601  
888 THE-KBA1

NETA website

Maryanne Schuessler  
National Educational Telecommunications Association

939 S. Stadium Road,  
Columbia, SC 29201  
803 799-5517

NKU Human Resources Web site  
Lauren Franzen, Employment Manager  
Northern Kentucky University  
714 Lucas Administrative Center  
Highland Heights, KY 41099  
859 572-5200

PBMA website  
Maryanne Schuessler  
Public Broadcasting Management Association  
939 S. Stadium Road,  
Columbia, SC 29201  
803 799-5517

PRADO Listserve  
Public Radio Association of Development Directors  
Virtual organization List serve contact: Mary Hendley  
mary@wbhm.org

Pubradio Listserve  
Virtual organization serving public radio and a service  
Of WDUQ Pittsburgh

Wilmington College  
Ms. Barbara Kaplan, Director of Career Services  
Pyle Center, Box 1306  
Wilmington, OH 45177  
937 382-6661  
[Barbara\\_kaplan@wilmington.edu](mailto:Barbara_kaplan@wilmington.edu)

WNKU web site  
Aaron Sharpe  
Northern Kentucky University  
301 Landrum  
Highland Heights, KY 41099  
859 572-6500

WNKU Hall Display Case  
Chuck Miller  
Northern Kentucky University  
301 Landrum  
Highland Heights, KY 41099  
859 572-6500

WNKU full-staff e-mail notification  
Chuck Miller  
Northern Kentucky University  
301 Landrum  
Highland Heights, KY 41099  
859 572-6500

WNKU On-air campaign  
Michael Grayson  
Northern Kentucky University  
301 Landrum

Highland Heights, KY 41099  
859 572-6500

Job Center Dayton

1111 S. Edwin C. Moses Blvd.  
Dayton, Ohio 45422  
Employers: (937) 225-5627  
Phone: (937) 496-6720  
<http://www.thejobcenter.org/home.html>  
Mrs. Barbara Allen,  
[allenb@odjfs.state.oh.us](mailto:allenb@odjfs.state.oh.us)  
937-496-6503

Judi Kinney  
Workforce Development Specialist  
The Job Bank/Job Center  
937-496-3134 Voice  
937-225-4183 (fax)  
[kinnej01@odjfs.state.oh.us](mailto:kinnej01@odjfs.state.oh.us)

Cincinnati-Hamilton County Community Action Agency  
1740 Langdon Farm Road, Cincinnati, OH 45237  
513.569.1840  
Samuel Walker – Recruiter  
[swalker@cincy-caa.org](mailto:swalker@cincy-caa.org)

Cincinnati Works  
708 Walnut Street #200, Cincinnati, OH 45202-2030  
513.744.9675  
Madaline Kipperman  
[mkipperman@cincinnatiworks.org](mailto:mkipperman@cincinnatiworks.org)  
Everly Rose  
[erose@cincinnatiworks.org](mailto:erose@cincinnatiworks.org)

Council on Aging of Southwestern Ohio  
175 Tri County Parkway, Cincinnati, OH 45246  
513.721.1025  
John Jones  
[jjones@help4seniors.org](mailto:jjones@help4seniors.org)

Ohio Valley Goodwill Industries  
10600 Springfield Pike, Cincinnati, OH 45215  
513.771.4800  
Marty Mcaffery  
[mmcaffery@cincigoodwill.org](mailto:mmcaffery@cincigoodwill.org)

Job Search Focus Group  
Pat Harris  
Hyde Park Community United Methodist Church  
1345 Grace Ave  
Cincinnati, OH 45208  
513 871 0320  
[jsfg@fuse.net](mailto:jsfg@fuse.net)

United Way of Greater Cincinnati  
2400 Reading Road, Cincinnati, OH 45202  
513.762.7100

Pam Haney – human resources  
[Pam.haney@uwgc.org](mailto:Pam.haney@uwgc.org)

The Women's Connection  
4042 Glenway Avenue, Cincinnati, OH 45205  
513.471.4673  
Linda Keller  
[lkeller@thewomensconnection.org](mailto:lkeller@thewomensconnection.org)

Urban Appalachian Council  
2115 West 8th Street, Cincinnati, OH 45204  
513-251-0202  
Nancy Laird (Human Services Program Coordinator)  
[nlaird@uacvoice.org](mailto:nlaird@uacvoice.org)

Working in Neighborhoods Inc.  
1814 Dreman Avenue, Cincinnati, OH 45223  
513.541.4109  
Barb Woelfel  
[bwoelfel@wincincy.org](mailto:bwoelfel@wincincy.org)

Business Services Unit Industry Sectors  
Mr. Bruce Bufford, GCDF  
513.458.6991  
[bbufford@superjobs.com](mailto:bbufford@superjobs.com)

### **3. Hiree Recruitment Source:**

Sales Representative: The search, which began in July of 2013, was finalized in early August, 2013 with the interview and hire of Sarah Moon who reports she saw the opening on Northern Kentucky University's website.

### **4. Interviewee Recruitment Sources:**

#### **Sales Representative**

**With a pool of six applicants, WNKU chose two for in-person interviews on August 12 and 13, 2013.** The candidates cited the following voluntary reporting information regarding the recruitment source for this vacancy:

Both reported seeing the announcement on the NKU Employment Opportunities website.

### **5. Engaging the Community:**

WNKU continues to encourage community organization participation through our web site and on-air announcements as we build our resource list of organizations to be notified about job openings. We have had no response to our ongoing on-air and on-line community organization recruitment campaign. Through direct outreach we welcome the following organizations into our recruitment efforts:

Aronoff Center for the Arts  
650 Walnut Street, Cincinnati, OH 45202-2517  
513.721.3344  
Kathline Webber  
[kwebber@cincinnatiarts.org](mailto:kwebber@cincinnatiarts.org)

Cincinnati-Hamilton County Community Action Agency  
1740 Langdon Farm Road, Cincinnati, OH 45237  
513.569.1840  
Samuel Walker – Recruiter  
[swalker@cincy-caa.org](mailto:swalker@cincy-caa.org)

Cincinnati Works  
708 Walnut Street #200, Cincinnati, OH 45202-2030  
513.744.9675  
Madaline Kipperman  
mkipperman@cincinnatiworks.org  
Everly Rose  
erose@cincinnatiworks.org

Council on Aging of Southwestern Ohio  
175 Tri County Parkway, Cincinnati, OH 45246  
513.721.1025  
John Jones  
[jjones@help4seniors.org](mailto:jjones@help4seniors.org)

Educational Theatre Association  
2343 Auburn Avenue, Cincinnati, OH 45219-2815  
513.421.3900  
Harper Lee  
hlee@schooltheatre.org

Ensemble Theatre of Cincinnati  
1127 Vine Street, Cincinnati, OH 45202  
513.421.3555  
Richard Diehl  
rick.diehl@cincyetc.com

Hamilton County Jobs & Family Services / Super Jobs  
1916 Central Parkway, Cincinnati, OH 45214  
513.731.9800  
Kathy Nienaber  
knienaber@superjobs.com

Homeless Veteran's Transition Program  
275 East Main Street, 2W-A, Frankfort, KY 40601  
Northern KY One Stop: 859.292.6670  
Florence One Stop: 859.371.0808  
Create employer account on line: e3.ky.gov

Mercy Franciscan at St. John  
1800 Logan Street, Cincinnati, OH 45202  
513.981.5800  
Ericka Copeland-Dansby, director  
elcopeland@health-partners.org

Ohio Valley Goodwill Industries  
10600 Springfield Pike, Cincinnati, OH 45215  
513.771.4800  
Susan Mayberry  
smayberry@cincigoodwill.org

Pat Harris  
Job Search Focus Group  
Hyde Park Community United Methodist Church  
1345 Grace Ave  
Cincinnati, OH 45208  
513 871 0320

jsfg@fuse.net

United Way of Greater Cincinnati  
2400 Reading Road, Cincinnati, OH 45202  
513.762.7100  
Pam Haney – human resources  
Pam.haney@uwgc.org

The Women's Connection  
4042 Glenway Avenue, Cincinnati, OH 45205  
513.471.4673  
Linda Keller  
lkeller@thewomensconnection.org

United Cerebral Palsy  
3601 Victory Parkway, Cincinnati, OH 45229-2298  
513.221.4606  
Amy Wylie  
awylie@ucp-cincinnati.org

Urban Appalachian Council  
2115 West 8th Street, Cincinnati, OH 45204  
513-251-0202  
Nancy Laird (Human Services Program Coordinator)  
nlaird@uacvoice.org

Working in Neighborhoods Inc.  
1814 Dreman Avenue, Cincinnati, OH 45223  
513.541.4109  
Barb Woelfel  
bwoelfel@wincincy.org

## 6) Outreach Activities

### Community Events:

- 1) Announcer Bob Beemon hosted 5 volunteers on the semi-annual AA highway cleanup in Wilder KY, 4/13/2013.
- 2) GM Chuck Miller hosts station tour with Cub Scout pack 360 of Independence, KY, 4/16/13.
- 3) GM Chuck Miller hosted a station tour with Cub Scout Pack 405 from Sherwood in Anderson Twp., OH, 4/18/13.
- 4) GM Chuck Miller hosts station tour with Cub Scout Pack 766 from Taylor Mill, KY, 4/25/13.
- 5) ND Steve Hirschberg answered phones for WVXU's Fund Drive 5/3/2013.
- 6) ND Steve Hirschberg served on the discussion panel for Cincinnati USA CVB's 2013 "Meet the Editor" program, Cincinnati Ohio 5/14/2013.
- 7) DD Aaron Sharpe hosts station tour with Cub Scout pack 395 of Alexandria, KY, 5/17/13.
- 8) Fountain Square Friday music series - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 6/7/2013.
- 9) Fountain Square Friday music series - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 6/21/2013.

- 10) Fountain Square Friday music series - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 7/5/2013.
- 11) Fountain Square Friday music series - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 7/19/2013.
- 12) Fountain Square Friday music series - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 7/26/2013.
- 13) Announcer Ken Hanes Judged Dayton Blues Challenge 7/28/2013.
- 14) Announcer Ken Hanes host Main Stage for Cincinnati Blues Fest - Cincinnati Ohio 8/2/2013.
- 15) Announcer Ken Hanes host Main Stage for Cincinnati Blues Fest - Cincinnati Ohio 8/3/2013.
- 16) Second Sunday on Main - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 8/11/2013.
- 17) Fountain Square Friday music series - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 8/23/2013.
- 18) Fountain Square Friday music series - Cincinnati Ohio Announcer Ken Hanes distributed marketing and recruitment materials 8/30/2013.
- 19) WNKU DD Aaron Sharpe gave Cub Scout Pack 727 from Burlington KY a tour of radio station 11/13/2013.
- 20) WNKU Studio 89 Tommy Malone concert on NKU Campus marketing and recruitment materials distributed Highland Heights KY 11/18/2014.
- 21) WNKU Studio 89 Dallas Moore Band concert on NKU Campus marketing and recruitment materials distributed Highland Heights KY 11/25/2014.
- 22) WNKU Studio 89 Jayne Sachs concert on NKU Campus marketing and recruitment materials distributed Highland Heights KY 12/9/2013.

**Educational institutions:**

- 23) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents " Kim Taylor" Highland Heights KY AA Kim Kaufman distributed marketing and recruitment materials 4/1/2013.
- 24) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents " Ana Popovic " Highland Heights KY AA Kim Kaufman distributed marketing and recruitment materials 4/8/2013.
- 25) GM Chuck Miller represented WNKU at the NKU staff congress, 4/11/13
- 26) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents " Nick Moss " Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 4/15/2013.
- 27) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents " Lisa Biales / with Ricky Nye & The Parisians" Highland Heights KY AA Kim Kaufman distributed marketing and recruitment materials 4/22/2013.
- 28) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Majestic Man" Highland Heights KY AA Kim Kaufman distributed marketing and recruitment materials 4/23/2013.



- 29) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents " Steepwater Band " Highland Heights KY AA Kim Kaufman distributed marketing and recruitment materials 4/29/2013.
- 30) WNKU welcomes Ball State University journalism student Sara Drebelbis for a 10 week summer internship with the WNKU news department. 5/20/13
- 31) GM Chuck Miller and Clayton Castle represented WNKU at the Annual NKU Resource Fair, welcoming new and transfer students and their families to the campus distributed marketing and recruitment materials 5/31/2012
- 32) NKU Senior Sarah Keefe joins WNKU for a for-credit fall internship. Duties will include production, sales support and other logical areas. 8/21/13.
- 33) GM Chuck Miller visits NKU's Studio 89 class, discusses strategies behind the production and career paths. 8/26/13.
- 34) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Over the Rhine" Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 9/16/2013.
- 35) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Enter The Haggis" Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 9/23/2013.
- 36) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Tim Easton" Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 9/30/2013.
- 37) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Stephen Kellogg" Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 10/7/2013.
- 38) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "The Coal Men" Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 10/21/2013.
- 39) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Danya Kurtz" Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 10/28/2013.
- 40) GM Chuck Miller, MD John Patrick, Assistant Kim Kaufman, Announcer Elaine Diehl, SR Sarah Moon work with NKU student Don Danemiller on WNKU documentary project, discuss career paths. 10/8/13.
- 41) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Ivan & Aloysha " Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 11/11/2013.
- 42) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Tommy Malone" Highland Heights KY AA Kim Kaufman distributed marketing and recruitment materials 11/18/2013.
- 43) WNKU hosts live broadcast of NKU Faculty Jazz Ensemble, discusses career paths. Gary Keegan hosts, GM Chuck Miller engineers and trains an NKU freshman, 11/21/13.

- 44) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Dallas Moore Band " Highland Heights KY AA Kim Kaufman distributed marketing and recruitment materials 11/25/2013.
- 45) Studio 89, a joint WNKU, NKU College of Communications (EMB 425) live audio/video production class and on-air/in-person concert series, crewed by 16 students presents "Jayne Sachs " Highland Heights KY DD Aaron Sharpe distributed marketing and recruitment materials 12/9/2013.

An EEO/Affirmative Action employer, Northern Kentucky University and WNKU provide equal opportunities in employment and programming, including Title IX and ADA requirements.