

EEO Annual Report, April 1, 2015 - March 31, 2016

WNKU-FM, WNKE-FM, WNKN-FM

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

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). 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 4 full time vacancies, Director of Content/Programming, Music Director, Membership Manager and Underwriting Sales Rep. during this reporting period.

2. Full Time Recruitment Sources:

Director of Content/Programming:

- Northern Kentucky University Employment website jobs@nku.edu
- Allaccess.com
- FMOB.com
- Triplearadio.com
- Careerbuilder.com
- Indeed.com
- HigherEdJobs.com
- NKYjobs.com

Music Director:

- Northern Kentucky University Employment website jobs@nku.edu
- Allaccess.com
- FMOB.com
- Triplearadio.com
- Careerbuilder.com
- Indeed.com
- HigherEdJobs.com
- NKYjobs.com
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Membership Manager:

- Northern Kentucky University Employment website jobs@nku.edu
- Pradoweb.org
- Careerbuilder.com
- Indeed.com
- HigherEdJobs.com
- NKYjobs.com

Underwriting Sales Rep:

- Northern Kentucky University Employment website jobs@nku.edu
- On-air recruitment campaign
- Careerbuilder.com
- Indeed.com
- HigherEdJobs.com
- NKYjobs.com

3. Hiree Recruitment Source:

- Director of Content/Programming, chosen candidate John Mcgue was promoted from within the organization.
- Music Director, Chosen candidate Liz Felix, allaccess.com
- Membership Manager, Chosen candidate Christa Zelkie, indeed.com
- Underwriting Sales Rep, Chosen candidate, Heather LaBrecque, jobs@nku.edu

4. Interviewee Recruitment Sources:

Director of Content/Programming: open/close 3/15/15-4/17/15

- 15 applications,
- 3 phone interviews,
- All 3 candidates found out about this position through allaccess.com,
- Chosen candidate: John Mcgue

Music Director: open/close 3/23/15-4/17/15

- 16 applications,
- 1 in person interview
- Candidate found position on triplearadio.com

- Chosen candidate, Liz Felix

Membership Manager: open/close 9/14/15-11/13/15

- 44 applications,
- 4 in person interviews
- 2 of the candidates found the job through jobs@nku.edu the other 2 were word of mouth
- chosen candidate, Christa Zekie

Underwriting Sales Associate: open/close 10/29/15-3/28/15

- 22 applications,
- 3 in person interviews, 2 of the candidates found the job through indeed.com. The chosen candidate was word of mouth.
- chosen candidate, Heather LaBrecque

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

Cincinnati-Hamilton County Community Action Agency
1740 Langdon Farm Road, Cincinnati, OH 45237
513.569.1840
Samuel Walker – Recruiter
swalker@cincy-cao.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

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

It is our intention during the next license year to work with these organizations to help them to become more effective as referral services.

Outreach Activities:

- WNKU partnership with the Kenton County School District internship program for gifted students. For the past 9 months WNKU has hosted a student in this program. This intern spends 4 hours a day with WNKU. She's learned multi tracking production, copy writing, development procedures and promotional activity. WNKU General Manager Sean O'Mealy supervises this position. WNKU General Manager spoke on behalf of the Kenton County School District's gifted student internship ceremony awards/presentation.
- Internship program designed to work with students from area Educational institutions who have an interest in communications/electronic media broadcasting. WNKU General Manger Sean O'Mealy supervises.
- WNKU ran an on-air recruitment campaign to solicit underwriting sales reps.
- WNKU Development Director hosted a station tour with the 6th grade Discovery Class from Hamilton County Schools.
 - An EEO/Affirmative Action employer, Northern Kentucky University and WNKU provide equal opportunities in employment and programming, including Title IX and ADA requirements.