

**WBNA TV-21  
EEO Public File Report  
April 1, 2020 through March 31, 2021**

**I. Vacancy List**

See Section II "Master Recruitment Source List" for recruitment source data

<b>Job Title</b>	<b>Number of Vacancies</b>	<b>Recruitment Sources ("RS") used to fill vacancy</b>	<b>Number of People Interviewed</b>	<b>RS that referred hire</b>
Account Executive	3	1, 2,3,4,5,6,7,8	3	2,5,7
Admin	1	2,5,7	1	5
General Manager	1	2,5,7	1	7

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**II. Master Recruitment Source List (MRSL)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source entitled to Vacancy Info (Y/N)</b>	<b>No. of Potential Interviewees Referred by RS over reporting</b>
1	On Air Advertising - EEO Announcements on WBNA	N	0
2	Indeed/Craigslist Job's Posting	N	1
3	WBNA Website - Career Page provides submission for resume	N	0
4	Direct Applicant (Submitted resume unsolicited - either mailed/dropped or submitted at prior Job Fairs)	N	0
5	Evangel World Prayer Center - Pastoral Referrals 5400 Minors Lane, Louisville 40219	Y	2
6	University of Louisville Intern Program	N	0
7	Internal (Employee Referral)	Y	1
8	Kentucky Broadcasters Association	N	0

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**III. Recruitment Initiatives**

<b>RI Number</b>	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
1	On Air Advertising - EEO Announcements	WBNA Airs a series of spots highlighting our EEO stance along with contact information for the station (approximately 5 spots per calendar month)(Initiative 2(vi)).
2	Mentoring young advertising executives	WBNA upper management continually mentors junior advertising executives for management positions. Ongoing virtual weekly training sessions during pandemic quarantine. (Initiative 2(ix))
3	Internship	WBNA maintains an on-going informal internship program to train any interested individual in the various operations of a broadcast facility. WBNA had four interns during the last term. None performed during this period due to Covid restrictions (Initiative 2(v))
4	Event management for local Nonprofits	We use these events to network with attendees regarding the station and potential employment opportunities. None performed during this period due to Covid restrictions (Initiative 2(xiii))
5	Asbury Media Student Outreach	WBNA works with Asbury's media department to develop new television production talent by airing a television program produced by their students. Fall 2020 and Spring 2021 Academic Term (Initiative 2(xv))