

ANNUAL EEO PUBLIC FILE REPORT

WDNS & WKCT
 ANNUAL EEO PUBLIC FILE REPORT
 April 1, 2015 to March 31, 2016

1. THE PURPOSE OF THIS EEO PUBLIC FILE REPORT ("REPORT") IS TO COMPLY WITH SECTION 73.2080(C)(6) OF THE FCC'S EEO RULE. THIS REPORT HAS BEEN PREPARED ON BEHALF OF THE STATION EMPLOYMENT UNIT THAT IS COMPRISED OF THE FOLLOWING STATIONS:WDNS & WKCT, LICENSED IN BOWLING GREEN, KY, WARREN COUNTY, AND IS REQUIRED TO BE PLACED IN THE PUBLIC INSPECTION FILES OF THESE STATIONS, AND POSTED ON THEIR WEBSITES, IF THEY HAVE WEBSITES.

2. THIS INFORMATION CONTAINED IN THIS REPORT COVERS THE TIME PERIOD BEGINNING April 1 2015 TO AND INCLUDING MARCH 31, 2016 (THE "APPLICABLE PERIOD"). THE FCC'S EEO RULE REQUIRES THAT THIS REPORT CONTAIN THE FOLLOWING INFORMATION:
 APPENDICES 1, 2, AND 3, WHICH FOLLOW, HAVE BEEN DESIGNED, IN THE AGGREGATE, TO PROVIDE THE REQUIRED INFORMATION.

APPENDIX 1 TO ANNUAL EEO PUBLIC REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2015 TO MARCH 31, 2016
 STATIONS COMPRISING STATION EMPLOYMENT UNIT: WDNS-FM & WKCT-AM
 SECTION 1 VACANCY INFORMATION
 ONE POSITIONS FILLED
 1. POSITION OPEN: CREATIVE DIRECTOR
 RECRUITMENT SOURCE OF HIRED: DAILY NEWS NEWSPAPER

APPENDIX 2 TO ANNUAL EEO PUBLIC REPORT FORM RECRUITMENT

COVERING THE PERIOD FROM APRIL 1, 2015 TO MARCH 31, 2016
 STATIONS COMPRISING STATION EMPLOYMENT UNIT: WDNS & WKCT
 SECTION 2: RECRUITMENT SOURCE INFORMATION RECRUITMENT SOURCE

JOB TITLE OF VACANCY: CREATIVE DIRECTOR
 DATE OPENED: NEW POSITION CREATED 4/21/15
 DATE VACCANCY FILLED: 5/6/15
 RECRUITMENT SOURCE REFERRING HIREE: DAILY NEWS NEWSPAPER
 TOTAL NUMBER INTERVIEWED FOR VACANCY: 3

Recruitment Source	Address	Contact	# of apps from source	Notificati on request
WDNS-WKCT On-Air Recruitment Ads	804 College Street Bowling Green, KY 32101 270-781-2121	Alan Cooper General Manager	2	0
WDNS-WKCT Facebook Ads	804 College Street Bowling Green, KY 32101 270-781-2121	Alan Cooper General Manager	0	0
Indeed.com	177 Broad Street, 6 th Floor Stamford, CT 06901 1-800-4625842		7	0

Bowling Green Daily News	813 College Street Bowling Green, Ky 42101 270-781-1700	Renea Lindsey Classified Ad Sales rlindsey@bgdailynews.com	6	0
WDNS-WKCT Website ads	804 College Street Bowling Green, KY 32101 270-781-2121	Alan Cooper General Manager	0	0
Glasgow Daily Times	PO Box 1179 Glasgow, KY 32142 270-678-5171	Steven Wilson Classified Sales Manager stevenwilson@glasgowdailytimes.com	0	0
Kentucky Career Center Website	803 Chestnut Street Bowling Green, KY 42101 270-746-7425		0	0
Kentucky Broadcasting Association	101 Enterprise Drive Frankfort, KY 40601 1-888-893-5221	Gary White President & CEO	0	0
Referral	804 College Street Bowling Green, KY 32101 270-781-2121	Alan Cooper General Manager	0	0

APPENDIX 3 TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2015 TO MARCH 31, 2016

STATIONS COMPRISING STATION EMPLOYMENT UNIT: WDNS & WKCT

SECTION 3: SUPPLEMENTAL (NON VACANCY SPECIFIC) RECRUITMENT ACTIVITIES

UNDERTAKEN BY WDNS FM & WKCT AM

WDNS/WKCT DOING BUSINESS AS THE DAILY NEWS BROADCASTING COMPANY

COMPLETED THE FOLLOWING TWO+ OUTREACH INITIATIVES BASED ON THE SMALL MARKET GUIDELINES.

#16 MARCH 14, 2016 WDNS/WKCT MANAGER HOSTED A WESTERN KENTUCKY UNIVERSITY BROADCASTING CLASS ON OPPURTUNITIES AVAILABLE IN BROADCAST INCLUDING RESPONSIBILITIES OF VARIOUS BROADCASTING JOBS AND THE TRAINING AND THE AVAILABILITY OF SUCH POSITIONS.

#16 MARCH 1 2016 AREA 4-H STUDENTS SHADOWED ON AIR STAFF LEARNING ABOUT CAREERS IN BROADCASTING

#1 NOVEMBER 18, 2015 GENERAL MANAGER ALAN COOPER AND PROGRAM DIRECTOR CHAD YOUNG PARTICIPATED IN SOUTHCENTRAL KENTUCKY COMMUNITY & TECHNICAL COLLEGE JOB FAIR SPEAKING WITH STUDENTS INTERESTED IN A CAREER IN BROADCASTING

#1 FEBRUARY 17, 2016 GENERAL MANAGER ALAN COOPER AND SALES MANAGER CLAIRE QUINN PARTICIPATED IN WKU GORDON FORD COLLEGE OF BUSINESS JOB FAIR SPEAKING WITH STUDENTS INTERESTED IN A CAREER IN BROADCASTING.

#1 MARCH 23, 2016 PROGRAM DIECTORS BRYAN LOCKE(WDNS) AND CHAD YOUNG(WKCT) PARTICIPATED IN THE WKU COLLEGE TO CAREER FAIR SPEAKING WITH STUDENTS INTERESTING IN INTERNSHIPS AND CAREERS IN BROADCASTING.

#5 INTERSHIP PROGRAM AUGUST 2015-DECEMBER 2015 WDNS WKCT. WKU STUDENT EARNED COLLEGE CREDIT WORKING ON AIR FOR A SEMESTER.GETTING REAL WORLD EXPERIENCE ON AIR INCLUDING WRITING AND PRODUCING NEWS PROGRAMS FOR WDNS/WKCT.

#16 APRIL 12 2015. COMMUNITY RELATIONS DIRECTOR TONY ROSE SPOKE WITH EDMONSON COUNTY SCHOOL ABOUT CAREERS IN BROADCASTING

#16 MAY 1 2015 COMMUNITY RELATIONS DIRECTOR TONY ROSE SPOKE WITH NATHCER ELEMENTARY STUDENTS FOR CATS TESTING KICKOFF EVENT ABOUT HIS JOB IN RADIO AND THE CAREERS IN BROADCASTING.

#16 MAY 15 2015 COMMUNITY RELATIONS DIRECTOR TONY ROSE SPOKE WITH CUMBERLAND TRACE ELEMENTARY DURING THE LEADERSHIP LUNCH. TONY SHARED WITH STUDENTS THE MANY JOBS AVAILABLE IN BROADCASTING AND WHAT HIS JOB AS MORNING SHOW HOST INCLUDES.

#16 SEPTEMBER 15 2015 COMMUNITY RELATIONS DIRECTOR TONY ROSE SPOKE WITH LOGAN COUNTY HIGH SCHOOL OPEN HOUSE ABOUT HOW RADIO WORKS AND THE MANY CAREERS IN BROADCASTING THAT HIGH SCHOOL STUDENTS CAN PURSUE IN COLLEGE AND BEYOND

#16 MARCH 15 2016. COMMUNITY RELATIONS DIRECTOR TONY ROSE SPOKE WITH BRISTOW ELEMENTARY DURING CAREER DAY AT THE SCHOOL ABOUT JOBS AVAILABLE IN RADIO.

ACTIVITY CLASSIFICATION NUMBERS CORRESPOND TO NAB 16 MENU OPTIONS IN ACCORDANCE WITH THE FOLLOWING:

1. Participation in at least four job fairs by station personnel who have submitted responsibility in making hiring decisions
2. Hosting of at least one job fair
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities
4. Participation in at least four events, including conventions, career days, workshops and similar activities sponsored by organizations representing groups present in the community interested in broadcast employment issues
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment
6. Participation in general outreach efforts by such means as job banks or internet programs such as those described in the model program developed by NASBA
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions
9. Establishment of a mentoring program for station personnel
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership include substantial participation by women and minorities
13. Provide of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting
14. Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
15. Provide training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast Positions.
16. Participation in other activities designed by the station 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

Daily News Broadcasting Co Inc is an Equal Opportunity Employer.

It is the policy of WDNS WKCT to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions.

RECRUITMENT INITIATIVES

E.E.O. Public Service announcements ran the entire year on WDNS –WKCT TO Notify community groups of job vacancies at our company. These are announcements intended to reach organizations or job seekers, informing them of employment opportunities or to contact us if they would like to receive job vacancy notices. They also reaffirm that WDNS WKCT is an equal opportunity employer.

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices for WDNS-WKCT, please provide us with the name, mailing address, e-mail address (if applicable), telephone number, fax number, and contact person and identify the category or categories of vacancies for which you would like information specified above to the following person at Daily News Broadcasting:

**Alan Cooper, General Manager
804 College Street
Bowling Green, KY 42101**