

2007 E.E.O. REPORT  
NEWBERRY BROADCASTING, INC.  
WPTQ-FM, WOVO-FM, WHHT-FM, WKLX-FM, WCDS-AM, WWKU-FM  
GLASGOW, KY

GENERAL

1. There were four fulltime positions filled during the reporting period of April 1, 2007 through March 31, 2008.
  - a. Fulltime Account Executive
  - b. Fulltime Account Executive
  - c. Fulltime Program Director
  - d. Fulltime Operations Staff Member
2. In the search for the first Fulltime Account Executive, there were ads on WPTQ-FM, WOVO-FM, WHHT-FM, and WCDS-AM. Ads were also posted on web sites: [www.bluegrasshelpwanted.com](http://www.bluegrasshelpwanted.com), and [www.kba.org](http://www.kba.org). The successful applicant responded to an on-air ad (WPTQ-FM), and was hired for the first Account Executive position on April 9, 2007.
3. In the search for the second Fulltime Account Executive, there were ads on WPTQ-FM, WOVO-FM, WHHT-FM, WKLX-FM and WCDS-AM. The successful applicant responded to an ad which aired on WHHT-FM and was hired on August 3, 2007.
4. The Fulltime Program Director position was advertised in two national trade publications: Radio & Records Magazine, and Small Market Radio Newsletter. It was also posted on [www.kba.org](http://www.kba.org) and [www.nab.org](http://www.nab.org). The successful applicant responded to an ad from Radio & Records Magazine and was hired for the position on June 1, 2007.
5. The Fulltime Operations Staff Member occurred when a part-time member of the Operations Staff was made a full-time member on November 8, 2007.

RECRUITMENT INITIATIVES

1. Participated in a Virtual Career Fair conducted by the Kentucky Broadcasters Association which was facilitated by Tom Rogers, manager of Western KY offices.
2. Derron Steenbergen, Vice President/Regional Manager, engaged area high school students in various operations activities during each school semester.
3. Worked in conjunction with Western Kentucky University, offering Internship Programs and tours of our facilities by Dale Thornhill, Vice-President.
4. E.E.O. Public Service announcements ran on WPTQ-FM, WOVO-FM, WHHT-FM, and WCDS-AM during April 13, 2007 through April 26, 2007 and June 11, 2007 through June 22, 2007.
5. Steve Newberry, President and CEO spoke to the Glasgow Business & Professional Women's group on July 5, 2007 on the job opportunities offered in radio broadcasting.
6. Derron Steenbergen spoke to multiple Barren County area schools regarding industry opportunities.