

EEO PUBLIC FILE REPORT

FOR

STATIONS WSLC(FM), WXLK(FM), WSLQ(FM),
WVBE(FM), WPLY(AM), WVBB(FM),
WLNI(FM), and WFIR(AM)

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2018

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the public inspection files of Stations WSLC(FM), WXLK(FM), WSLQ(FM), WVBE(FM), WPLY(AM), WVBB(FM), WLNI(FM) and WFIR(AM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 31, 2018, the station filled the following full-time vacancies:

<u>Position</u>	<u>Date Filled</u>
Production/Continuity Director	June 5, 2017
Sales Representative	June 26, 2017
Sales Representative	July 24, 2017
Sales Representative	February 12, 2018

The station interviewed a total of twenty-two (22) people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Internal Applicants	3
Referrals	9
Station Websites	4
On Air Announcements	2
Indeed.com	1
Allaccess.com	3
VAB Website	0
Previous Applicant	0
NAACP – Roanoke Branch	0
Mary Baldwin College – Communications Department	0
Radford University – Career Services Center	0
Hampton University – Career Planning & Placement	0
Hollins University – Career Development Center	0
Roanoke College - Upward Bound	0
Winston-Salem State University – Career Services	0
Emory & Henry College – Career Services	0
Roanoke College - Career Placement	0
Norfolk State University – Placement	0
Ferrum College – Career Services	0
NC A&T State University – Career Services	0
North Carolina Central University – Career Services	0
Virginia Western Community College – Student Life	0
Virginia Workforce Connection	0
Apple Ridge Farm	0

VPI – Job Placement	0
VAB Website	0
Networking	0
On Air Recruiting	0
Allaccess.com	0
Unknown	0

Attachment A contains the following information for each full-time vacancy:

- < The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- < The recruitment source that referred the hiree for each full-time vacancy;
- < The total number of persons interviewed for each full-time vacancy; and
- < The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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MENU OPTION ACTIVITIES

Stations WSLC(FM), WXLK(FM), WSLQ(FM), WVBE(FM), WPLY(AM), WVBB(FM), WLNI(FM) and WFIR(AM) have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
1	Job Fair	Greater Community Job Fair (Roanoke, VA) August 22, 2017. Director of Sales and HR Director attended.
1	Internship Fair	Provided information on careers at Roanoke College's internship fair in October 2017. Two employees of the Digital Marketing Department attended.
1	Career Fair	Franklin County High School Career Fair in April 2018. Program Director for WVBE attended.
4	Community Group	Regional Career Fair in Blacksburg, VA in September 2017. Sales Representative attended.
4	Community Group	Liberty University Business and Communication Career Fair in September 2017. Former intern and current On-air Personality attended.
4	Community Group	Sponsored volunteer/coach with hands-on training for Rehabilitative Services and Vocational Placement, Inc. Worked with HR Director. October 2017
4	Community Group	Digital Marketing Department spoke at the Roanoke Higher Education Center and the Abingdon, VA SW Virginia Higher Education Center educating businesses on digital services. May 2017

5	Internship – Station Sponsored	<p>The station maintains a year-round internship program providing students with opportunities to acquire skills needed for broadcast employment.</p> <p>During the period covered by this report, the stations had 6 interns:</p> <p>Fall 2017 – Radford University (1)</p> <p>Winter 2017 – Virginia Western Comm Coll (1)</p> <p>Summer 2017 – Liberty University (3)</p> <p>Summer 2017 – Arnold Burton Vocational/Hidden Valley HS (1)</p>
7	Scholarship	<p>The station has established an annual scholarship fund for students who are interested in pursuing study in broadcasting or communications. The scholarship is awarded on an annual basis (in June each year.)</p>
10	Educational Institution	<p>Job Shadow opportunity for Virginia Western Community College student. Worked with WVBE Program Director. February 2018</p>
16	Other Outreach Activities	<p>President/General Manager established and maintains relationships with key community leaders:</p> <ul style="list-style-type: none"> • Executive Director and Founder of Apple Ridge Farm, a camp whose mission is to provide outdoors experiences and academic programs for inner city and at-risk youth.
16	Other Outreach Activities	<p>Sales Manager established and maintains relationships through the following to raise awareness to the group and to events:</p> <ul style="list-style-type: none"> • Serves on Board of Directors for the Boys & Girls Club of SW Virginia and is VP on the Executive Board and Board of Directors for Ronald McDonald House charities. • Assists with marketing campaigns, fund raising efforts and public awareness. Stations often become a media partner with in-kind donations of air-time, website and gifting.

16	Other Outreach Activities	<p>The station employs a Community Development Director as liaison for all stations with non-profit community and community groups. Serves on boards of Salvation Army, March of Dimes, Blue Ridge Literacy, Total Action for Progress, Roanoke Prevention Alliance, Blue Ridge Autism and Achievement Center, Family Service of Roanoke Valley and Unbridled Change. Belongs to two civic organizations: Junior League of Roanoke Valley and Rotary. Actively involved with United Way.</p>
16	Other Outreach Activities	<p>Attended the National Prevention Network conference (September 11-15, 2017) targeting substance use prevention. Community Development Director attended along with Roanoke Area Youth Substance Abuse Coalition and Roanoke Prevention Alliance representatives.</p>
16	Other Outreach Activities	<p>Sales Executives are involved in various local Chamber/Associations:</p> <ul style="list-style-type: none"> 1-Ambassador for Bedford Area Chamber 2-Wheeler Broadcasting is a member of Lynchburg Regional Business Alliance and Sales Exec attends all functions 3-Wheeler Broadcasting is a member of the Lynchburg Retail Merchants Association
16	Other Outreach Activities	<p>Hosted 3 Lunch and Learn sessions to educate area businesses on digital services in March and May of 2018 and October 2017. Digital Marketing Department hosted.</p>
16	Other Outreach Activities	<p>Digital Marketing Department spoke at the VA State SHRM conference in April 2018 regarding how to recharge recruitment marketing. Hosting breakfast session and manning 3-day booth.</p>
16	Internship – VAB	<p>President/General Manager serves on Executive Committee for VAB that continues to offer paid internship opportunities.</p>