

EEO PUBLIC FILE REPORT

This report provides recruitment data collected from

June 1, 2018 thru May 22, 2019

This EEO Public File Report is filed in the public inspection file of Station(s)
WINC • WINC FM • WZFC • WXBN
PURSUANT TO Section 73.2080(c)(6) of the Federal Communications (FCC) rules.

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

JOB TITLE	DATE FILLED	RECRUITMENT SOURCES USED TO FILL VACANCY	RS REFERRING HIREE	NUMBER OF INTERVIEWS FOR POSITION
Marketing Consultant	7.2.18	1-16, 23-27	26	3
Marketing Consultant	1.1.19	1-16, 23-27	25	1
Market Manager	2.14.19	See Note Below	See Note Below	1
Marketing Consultant	3.13.19	1-18, 23-27	26	3

Note: Exceptional circumstance hiring known long-time business associate who became available.

EEO Contact Information for Employment units: WINC FM • WINC AM • WZFC • WXBN

Centennial Broadcasting II, LLC.

Corporate Address

6201 Town Center Drive, Suite 210
Clemmons, NC 27012
Contact: Steve Watts
336.766.2828

Station(s) Business Address

520 N. Pleasant Valley Rd
Winchester VA 22601
Contact: Bruce Simel
bsimel@winc.fm
540.677.2224

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FULL TIME VACANCY EEO INFORMATION

FORM BP-05

June 1, 2018 thru May 22, 2019

II. Recruitment Sources Used to Fill the Vacancy

RS Number	RS Information	Did the Source request notification? (yes/No)	No of interviewees Referred by RS over 12 month period
1	All Access Music Group 24955 Pacific Coast Highway, C303 Malibu CA 90265 Joel Denver, President/Publisher 310 457 6616 phone www.allaccess.com	No	
2	VA Employment Commission 100 Premier Place Winchester VA 22602 Donna Holloway 540 535 2861 phone 540 722 3418 fax www.vawc.virginia.gov	Yes	
3	Virginia Association of Broadcasters (VAB) 250 W. Main Street, Suite 100 Charlottesville VA 22902 Kurt Pfund 434 977 3716 phone www.vabonline.com	Yes	
4	Shepherd University PO Box 5000 Shepherdstown WV 25443 Contact: jobweb@shepherd.edu Radka Ferancova 304 876 5814 http://www.collegecentral.com/shepherd	No	
5	Norfolk State University 700 Park Avenue Norfolk VA 23504 Alisha Bazemore, Director, Career Services 757 823 8462 abazemore@nsu.edu http://nsu-csm.symplicity.com/employers	No	

6	Howard University 525 Bryant Street NW Washington DC 20059 Jozanne Douglas, Assoc. Director Employer Relations jozanne.douglas@Howard.edu 202 806 6462 https://careerservices.howard.edu	No	
7	Shenandoah University 1460 University Drive Winchester VA 22601 Jen Spataro-Wilson, Director Career Services 540 665 5412 su.edu/hornets4hire/employer	Yes	
8	Lord Fairfax Community College 173 Skirmisher Lane Middletown VA 22645 careerservices@lfc.edu 540 868 7110 http://www.collegecentral.com/lfcc	Yes	
9	James Madison University School of Communication Studies MSC3504 Harrisonburg VA 22807 Valerie Ghante ghantev@jmu.edu 540 568 7987 phone 540 568 7133 phone	No	
10	James Madison University Career and Academic Planning MSC 1016 738 S. Mason Street – Room 3210 Harrisonburg, VA 22807 Mary Morsch, Director handshake@jmu.edu 540 568 7379 (Employer Relations) FAX 540 568 6519 www.jmu.edu/cap	No	
11	VA Western Community College 3096 Colonial Avenue Roanoke VA 24015 Rhonda Perdue, Coordinator Career Center 540 857 7298 phone 540 857 6050 fax http://virginiawestern-csm.symplicity.com/employers Careerservices@VAWesternCommunityCollege.edu	No	
12	VARTV c/o VARTV.COM 1725 Live Oak Trail Virginia Beach VA 23456 Robert Corbin editor@vartv.com	No	

13	Department of Rehabilitative Services 20 Ricketts Drive Winchester VA 22601 Samantha Greene 540-722-3453 Samantha.greenfield@dars.virginia.gov	Yes	
14	Department for the Blind and Vision Impaired 11150 Fairfax Blvd. St. 502 Fairfax, VA 22030 Phone (540)692-3816 Diane McBride diane.mcbride@dbvi.virginia.gov	Yes	
15	Loudoun Workforce Resource Center 102 Heritage Way, N.E., Suite 103 P.O. Box 7400 Leesburg, VA 20177 Michael Bozeth, SHRM-CP, Employer Services Coordinator Michael.Bozeth@loudoun.gov 703-777-0688 www.loudoun.gov/wrc	No	
16	Indeed https://www.indeed.com/hire (800) 475-4361	No	
17	LinkedIn (Added 2.25.19) https://www.linkedin.com/jobs 650-687-3600	No	
18	Glass Door (Added 2.25.19) https://www.glassdoor.com/employers 866-263-0692	No	
19	University of Mary Washington (Added 3.15.19) 1301 College Ave., Suite 206 University Center Fredericksburg, VA 22401 (540) 654-5646 ccpd@umw.edu https://www.umw.edu/careercenter/	No	
20	Longwood University (Added 3.15.19) 201 High Street Farmville, VA 23909 (434) 395-2063 career@longwood.edu www.longwood.edu/career	No	
21	Mary Baldwin University (Added 3.15.19) 101 E Frederick Street Staunton, VA 24401 (540) 887-7019 info@marybaldwin.edu https://go.marybaldwin.edu/careerservices	No	

22	George Mason University (Added 3.15.19) 4400 University Drive MSN 3B6 Fairfax, VA 22030 (703) 993 2370 careers@gmu.edu https://Careers.gmu.edu	No	
23	Internal Posting/Employee Bulletin Boards Winchester –Joyce Stifler, Business Manager 540 667 2224 jstifler@winc.fm Fredericksburg – Kristie Kestner, Business Manager 540 373 7721 Kristie@WBQB.com	Yes	
24	Web sites www.WINC.FM www.newstalk1400winc.com	Yes	1
25	Radio Ads WINC AM (Simulcast WZFC), WINC FM 520 N. Pleasant Valley Road Winchester, VA 22601 Joyce Stifler, Business Manager jstifler@winc.fm 540 667 2224	No	2
26	Employee and/or Client Referrals	No	3
27	Self Referral/Word of Mouth	No	1

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**EEO Public File Report
Summary Description of Supplemental Outreach Initiatives
For the period ownership Beginning 6/01/2017 and ending 5/22/2019**

(1)

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

February 27, 2018 – All station management attended an ADP Total Source webinar “Sexual Harassment Prevention: Bolstering Preventative Practices in the Era of #MeToo”. This session identified strategies to recognize and prevent harassment, the importance of informing all employees of the company’s policies and code of conduct, and to better understand the company harassment policy.

August 28, 2018 – Station Business Manager attended webinar offered through the Virginia Association of Broadcasters. This webinar covered topics related to EEO Program Requirements to include the importance of non-discrimination, wide dissemination of vacancy notices, self-assessment and accurate record keeping.

Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

March 15, 2018 –Shenandoah University’s Arts and Sciences Internship and Job Fair – Hosted by the Career Services Office. This event was held at the Halpin Harrison Hall, Harry F. Byrd School of Business at 600 Millwood Avenue in Winchester, Virginia, from 10:00 a.m. until 2:00 p.m. Students from all programs in the College of Arts & Sciences were invited to attend. Students attending were seeking Internships, Full-Time Career Positions, and/or the opportunity to practice their networking skills and learn more about different organizations. The station’s Market Manager and Marketing & Promotions Coordinator manned a table at this event provided general information about employment with the station and spoke with students specifically interested in current full-time and part-time vacancies.

April 3, 2018 - Shenandoah University’s School of Business Career & Internship Fair – Hosted by the Career Services Office. This event was held at the Halpin Harrison Hall, Harry F. Byrd School of Business at 600 Millwood Avenue in Winchester, Virginia, from 10:00 a.m. until 2:00 p.m. Students from all programs in the School of Business were invited to attend. Students attending were seeking Internships, Full-Time Career Positions, and/or the opportunity to practice their networking skills and learn more about different organizations. The station’s Market Manager and Marketing & Promotions Coordinator manned a table at this event, provided general information about employment with the station and spoke with students specifically interested in current full-time and part-time vacancies.

Establishment of training programs designed to enable station personnel to acquire skills that could qualify for higher positions.

April, 2018 – June, 2018 This station contracted with Lord Fairfax Community College Workforce Solutions to provide 18 hours of graphic & video design classes. Instructor Graham Knight provided training at the station. Training has included graphic design using PowerPoint and PhotoShop. Beginning 4.10.18, weekly 90-minute sessions were held and attended by employees in Production, Programming and Promotions as well as by the Program Director and Market Manager.

Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops, and similar activities)

Ongoing Station Tours – acknowledging various requests from community groups, neighbors, scouting groups, etc., by providing a full tour of the station offices and studios, meeting various members of the staff, seeing equipment used and sometimes observing recording and broadcasting.

May, 2017 – greeted a group of three home-schooled students, two of which with ambitions of having a career as a meteorologist and as an engineer – both of which can directly correspond to media careers.

June 15, 2017 – A Senior from Loudoun Valley High School, per the request of his parents, spent three hours visiting staff members from each department.

August 10, 2017 – Gift Scout Troop 40138 from Shenandoah County Virginia – this tour enabled five young ladies to earn their Communications badge.

September 5, 2017 – nine middle school students from the Independent School of Winchester participated in this tour to complete their studies on Media/Advertising.

January 24, 2018 – Elements of Warren County Virginia Public Schools (young adults 19-21 years old that have graduated with a Special Education Diploma) – four students toured several local businesses (including this station) so that each young adult could get an idea of job opportunities within their community.

April 18, 2018 – Nine Sherando High School students from the Life Skills Program visited the station/studios for a tour. This experience allowed these students to learn about employment opportunities in media.

April 23, 2019 – Two separate tours were offered to the D.O.V.E. Homeschooling Co Op in Martinsburg, WV. The groups were divided into age groups – a total of 22 students and teachers were in attendance.

Participating in other activities designed by the station employment unit that are 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.

June 12 & 13, 2017 2017 NAB Media Sales Institute. This two-day event was held at Howard University in Washington, D.C. – Station's Market Manager attended as a Corporate Recruiter. During this program, participants learn the basics of media sales including winning sales strategies, networking, presenting effective pitches and closing sales. MSI participants presented mock sales presentations to real local business clients that include digital, radio and TV sales solutions. Recruiters had the opportunity to individually interview the participants on site. The MSI program targets women and people of color and is committed to higher learning through diversity in the broadcast industry.

April 13, 2018 – Participated in the John Handley High School Business Symposium 2018. This event was held in the Patsy Cline Theatre and Maddox-Omps Gymnasium at John Handley High School, 425 Handley Blvd., Winchester, VA 22601 from 9:00 a.m. to 2:30 p.m. Purpose: to bring Business Professionals and Educators together with students in the Winchester, and Frederick and Clarke Counties area who are interested in exploring a career in various business and technical fields. The symposium focused on various sectors such as: Financial, Construction, Technological, Medical, Retail, and more. The conference consisted of 1) Keynote Address, 2) Breakout Sessions, 3) Business Fair/Networking Sessions, 4) Soft Interviews for Employment and Internships and 5) "Summer Job and Internship Fair". The station's Market Manager and Marketing & Promotions Coordinator attended this event and provided general information about employment with the station and the media industry.

November 20, 2018 – Centennial Broadcasting partnered with the Work-Based Learning Coordinator with Frederick County Public Schools to create a "job shadowing experience" for a local high school student with an interest in broadcasting and communications. A schedule was set up for the day to allow this student the opportunity to observe the live morning show and then spend time with a representative of each department – News, Business, Traffic, Sales, Programming and Promotions – to get an overview and see first-hand the day-to-day operations of a radio station.

March 8, 2019 – Centennial Broadcasting partnered with Virginia Department on Aging and Rehabilitation and Didlake Inc. to participate in a Situational Assessment. A member of our Production/On-Air staff provided the LFCC student with an in-depth tour and information regarding production of shows and advertisements. He also provided both on-line and community resources to be explored in order to increase skills and knowledge in media production.