

ANNUAL EEO PUBLIC FILE REPORT  
**WFXR/WWCW**  
**June 1, 2014 – May 31, 2015<sup>1</sup>**

The purpose of the 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 station(s):

WFXR/WWCW

The information contained in this Report covers the time period beginning May 1, 2014 to and including April 30, 2015 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

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<sup>1</sup> Amended in April 2016 to reflect the correct reporting period of 6/1/14 through 5/31/15. Prior version of the report erroneously identified the reporting period as 5/1/14 through 4/30/15.

**Appendix 1** to Annual EEO Public File Report

Covering the Period from June 1, 2014 through May 31, 2015

Station(s) Comprising the Station Employment Unit: WFXR/WWCW

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Master Control Operator (2)	10/11/14, 10/11/14	B, B	4	A-E, J-Z
2	Vice President/General Manager	12/15/14	n/a	n/a	Exigency
3	Local Sales Assistant	1/26/15	I	6	A-Z
4	Digital Media Manager	2/16/15	I	2	A-Z
5	Chief Engineer	3/6/15	I	3	A-Z
6	Commercial Producer	5/18/15	I	4	A-F, I-Z, CC-DD

Total Number of Persons Interviewed During Applicable Period: 19

Appendix 2 to Annual EEO Public File Report

Covering the Period from June 1, 2014 through May 31, 2015

Station(s) Comprising the Station Employment Unit: WFXR/WWCW

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Virginia Employment Commission	N/A	<a href="https://www.vawc.virginia.gov">https://www.vawc.virginia.gov</a>	540-561-7535	N	0
B	Station Website	Kaya Love	<a href="http://www.fox2127.com">www.fox2127.com</a>	540-344-2127	N	9
C	Virginia Association of Broadcasters	N/A	<a href="http://www.vabonline.com/membership/login/">http://www.vabonline.com/membership/login/</a>	N/A	N	0
D	TVJobs.com	N/A	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	N/A	N	0
E	Station Bulletin Board	Lindsey Weston	2618 Colonial Ave SW Roanoke, VA 24015	540-344-2127	N	0
F	Nexstar Broadcasting	Lindsey Weston	<a href="http://www.nexstar.tv">www.nexstar.tv</a> <a href="http://www.hirecentric.com">www.hirecentric.com</a>		N	5

G	WFXR	Lindsey Weston	2618 Colonial Ave SW Roanoke, VA	540-344-2127	N	0
H	WWCW	Lindsey Weston	2618 Colonial Ave SW Roanoke, VA	540-344-2127	N	0
I	Referral	Lindsey Weston	2618 Colonial Ave SW Roanoke, VA	540-344-2127	N	5
J	Averett University	Petrina Carter	<a href="mailto:pcarter@averett.edu">pcarter@averett.edu</a>	800-448-5233	N	0
K	Bridgewater College	Sherry P. Talbott	<a href="mailto:stalbott@bridgewater.edu">stalbott@bridgewater.edu</a>	540-828-5369	N	0
L	Central Virginia Community College	Susan Rush	<a href="mailto:rushs@cvcc.vccs.edu">rushs@cvcc.vccs.edu</a>	434-832-7805	N	0
M	Danville Community College	Angie McAdams	<a href="mailto:amcadams@dcc.vccs.edu">amcadams@dcc.vccs.edu</a>	434-797-8520	N	0
N	Ferrum College	Rol Walters	<a href="mailto:rwalters@ferrum.edu">rwalters@ferrum.edu</a>	540-365-4267	N	0
O	Skyline College	Norma Lawrence	<a href="mailto:nlawrence@skyline.edu">nlawrence@skyline.edu</a>	540-563-8000	N	0
P	James Madison University	Denise Meadows	<a href="http://www.jmu.edu/cap">www.jmu.edu/cap</a>	540-568-6229	N	0
Q	Liberty University	Clinton Melton	<a href="mailto:Cemelton2@liberty.edu">Cemelton2@liberty.edu</a>	434-592-4194	N	0

R	Longwood College	Lynn Estes	<a href="mailto:career@longwood.edu">career@longwood.edu</a>	434-395-2063	N	0
S	National College	Kristal Bushong	<a href="mailto:kpbushong@national-college.edu">kpbushong@national-college.edu</a>	540-986-1800	N	0
T	New River Community College	Glenda Salerno	<a href="mailto:gsalerno@nr.edu">gsalerno@nr.edu</a>	540-674-3609	N	0
U	Radford University	Carolyn Sutphin	<a href="mailto:csutphin@radford.edu">csutphin@radford.edu</a>	540-831-6528	N	0
V	Randolph College	Carol Johnson	<a href="mailto:cjohnson@randolphcollege.edu">cjohnson@randolphcollege.edu</a>	434-947-8000	N	0
W	Roanoke College	Toni Mclawhorn	<a href="mailto:careers@roanoke.edu">careers@roanoke.edu</a>	540-375-2500	N	0
X	Sweetbriar College	Wayne Stark	<a href="mailto:careerservices@sbc.edu">careerservices@sbc.edu</a>	434-381-6151	N	0
Y	Virginia Tech	Jim Henderson	<a href="mailto:Jim.henderson@vt.edu">Jim.henderson@vt.edu</a>	540-231-8079	N	0
Z	Virginia Western Community College	Ruth Hendrick	<a href="mailto:rhendrick@virginiawestern.edu">rhendrick@virginiawestern.edu</a>	540-857-6278	N	0
AA	Rick Gevers Weekly News Letter	Rick Gevers	<a href="mailto:rick@rickgevers.com">rick@rickgevers.com</a>	N/A	N	0
BB	Mediarecruiter.com	Art Scott	<a href="mailto:art@mediarecruiter.com">art@mediarecruiter.com</a>	N/A	N	0
CC	Indeed.com	N/A	<a href="http://www.indeed.com">www.indeed.com</a>	N/A	N	0
DD	Job Fair	N/A		N/A	N	0

Appendix 3 to Annual EEO Public File Report

Covering the Period from June 1, 2014 through May 31, 2015

Station(s) Comprising the Station Employment Unit: WFXR/WWCW

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WFXR

	Recruitment Initiative	Description
1	Intern Program – Summer 2014	WFXR has an unpaid intern program. WFXR placed 1 intern during Summer 2014 (June – August 2014) from Washington & Lee.
2	Intern Program – Fall 2014	WFXR has an unpaid intern program. WFXR placed 1 intern during Fall 2014 (September – December) from Virginia Tech.
3	Participation in Broadcast Career Related Program by an Educational Institution	Evening news anchor/journalist spoke to students at Thaxton Elementary School, on September 5, 2014, about opportunities in broadcasting and communications at their annual Career Day.
4	Participation in Broadcast Career Related Program by an Educational Institution	Evening news anchor/journalist spoke to students at William Byrd Middle School, on December 18, 2014, about opportunities in broadcasting at their annual Career Day.
5	EEO Training to Management	Participated in a training session led by Nexstar Broadcasting Associate Counsel & HR Director and the unit’s Administrative Services Manager to discuss the requirements for our annual EEO report. (1/20/15)
6	EEO Training to Management Personnel	Participated in a training session led by Nexstar Broadcasting Associate Counsel & HR Director for all members of management and our news anchors to discuss the requirements for our annual EEO activities and report. (2/5/15)
7	Participation in Broadcast Career Related Program by an Education Institution	Evening news anchor/journalist spoke to students at North Cross School at their Newscasting Symposium on February 21, 2015.
8	Participation in Broadcast Career Related Program by an Educational Institution	Evening news anchor/journalist spoke to the REEL Homeschool Co-op journalism class on February 27, 2015. In this class, students will develop their writing skills by writing “newspaper” articles for the school newspaper. They will also learn how to

		conduct interviews, proofread, type and take pictures for the articles.
9	Participation in Broadcast Career Related Program by an Educational Institution	Creative Services Assistant participated in the Spring Break Job Shadowing Experience with Virginia Western Community College. One student shadowed the Creative Services department for 8 hours during the week of March 9, 2015.
10	Participation – Career Premiere Job & Internship Fair	Administrative Services Manager and Vice President/General Manager attended job fair on March 26, 2015. Looking for applicants to fill Creative Services Director position and promote our new facility and new jobs that will be offered in the future.