

EEO PUBLIC FILE REPORT

FOR

STATIONS WSLC-FM, WXLK(FM), WSLQ(FM),  
WVBE-FM, WPLY(AM), WVBB(FM),  
WLNI(FM), WFIR(AM), and WPLI(AM)<sup>1</sup>

This EEO Public File Report  
Covers the One-Year Period  
Ending on May 31, 2019

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<sup>1</sup> Mel Wheeler, Inc. acquired WPLI(AM) (formerly WKPA(AM)) on May 31, 2019, in accordance with the FCC's consent in FCC File No. BAL-20190222AAJ. Effective June 1, 2019, WKPA(AM)'s call letters were changed to WPLI(AM).

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the online public inspection files of stations WSLC-FM, WXLK(FM), WSLQ(FM), WVBE-FM, WPLY(AM), WVBB(FM), WLNI(FM) WFIR(AM), and WPLI(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, 2019, the employment unit filled the following full-time vacancies:

<u>Position</u>	<u>Date Filled</u>
Morning Reporter – WFIR	11/28/2018
Midday Talent/Program Director – WXLK	12/21/2018
K92 Morning Personality	3/18/2019
Sales Representative	4/15/2019
Social Media Manager	5/15/2019
Research, Sales Asst/Mktg	5/22/2019

The employment unit interviewed a total of thirty-one (31) 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	9
Referrals	5
Station Websites	3
On Air Announcements/Radio Advertising	1
Indeed.com	8
Allaccess.com	2
Zip Recruiter	1
VAB Website	0
Previous Employee	2
NAACP – Roanoke Branch	0
Mary Baldwin College – Communications Department	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
NC A&T State University – Career Services	0
Virginia Workforce Connection	0
Apple Ridge Farm	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.

\* \* \* \* \*

**ATTACHMENT A**

**EEO INFORMATION FOR FULL-TIME VACANCIES**

**FULL-TIME VACANCY EEO INFORMATION – Form BP-03**

**Job Title of Vacancy:** K92 MORNING PERSONALITY **Recruitment Source** Referral

**Date Vacancy Opened:** November 20, 2018 **Total Number of Persons** 3

**Date Vacancy Filled:** March 18, 2019 **Intervieved for Vacancy:** 3

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	<a href="http://www.949starcountry.com">www.949starcountry.com</a> <a href="http://www.k92radio.com">www.k92radio.com</a> <a href="http://www.q99fm.com">www.q99fm.com</a> <a href="http://www.vibe100.com">www.vibe100.com</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://www.wheelerbroadcasting.com">www.wheelerbroadcasting.com</a>	N/a	540-774-9200		no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
On Air Promos					no
Internal Posting				1	no
Indeed.com					no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no

Referrals					1	no
AllAccess.com						no
Previous Employee					1	No
Emory & Henry College	<a href="mailto:agardner@ehc.edu">agardner@ehc.edu</a>		Amanda Gardner			No
Emory & Henry College	<a href="mailto:tdkeller@ehc.edu">tdkeller@ehc.edu</a>		Teresa Keller			No
Winston Salem State University	<a href="mailto:winstonmi@wssu.edu">winstonmi@wssu.edu</a>		Miles Winston			No
Hollins University	<a href="mailto:cdc@hollins.edu">cdc@hollins.edu</a>		Career Center			No
Apple Ridge Farm	<a href="mailto:info@appleridge.org">info@appleridge.org</a>		Peter Lewis			No
Hampton University	<a href="mailto:Vivian.david@hampton.edu">Vivian.david@hampton.edu</a>		Vivian David			No
Mary Baldwin College	<a href="mailto:Steelec3991@mbc.edu">Steelec3991@mbc.edu</a>		Christina Steele			No
Roanoke College	<a href="mailto:mclawhorn@roanoke.edu">mclawhorn@roanoke.edu</a>		Toni McLawhorn			No
Roanoke NAACP	<a href="mailto:Brendahale3651@gmail.com">Brendahale3651@gmail.com</a>		Brenda Hale			No
NC A&T State University	<a href="mailto:downingc@ncat.edu">downingc@ncat.edu</a>		Cynthia Downing			No

# FULL-TIME VACANCY EEO INFORMATION – Form BP-03

**Job Title of Vacancy:** MIDDAY TALENT/PROMO DIR

**Recruitment Source That Referred the Hiree:** Internal

**Date Vacancy Opened:** October 19, 2018

**Total Number of Persons Interviewed for Vacancy:** 1

**Date Vacancy Filled:** December 21, 2018

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	<a href="http://www.949starcountry.com">www.949starcountry.com</a> <a href="http://www.k92radio.com">www.k92radio.com</a> <a href="http://www.q99fm.com">www.q99fm.com</a> <a href="http://www.vibe100.com">www.vibe100.com</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://www.wheelerbroadcasting.com">www.wheelerbroadcasting.com</a>	N/a	540-774-9200		no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
On Air Promos					no
Internal Posting				1	no
Indeed.com					no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals					no





# **FULL-TIME VACANCY EEO INFORMATION – Form BP-03**

**Job Title of Vacancy:**     SOCIAL MEDIA MANAGER

**Recruitment Source That Referred the Hiree:**     Indeed.com

**Date Vacancy Opened:**     February 19, 2019

**Total Number of Persons Interviewed for Vacancy:**     11

**Date Vacancy Filled:**     May 15, 2019

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	<a href="http://www.949starcountry.com">www.949starcountry.com</a> <a href="http://www.k92radio.com">www.k92radio.com</a> <a href="http://www.q99fm.com">www.q99fm.com</a> <a href="http://www.vibe100.com">www.vibe100.com</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://www.wheelerbroadcasting.com">www.wheelerbroadcasting.com</a>	N/a	540-774-9200	2	no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
On Air Promos					no
Internal Posting				2	no
Indeed.com				6	no
Zip Recruiter				1	no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no



# FULL-TIME VACANCY EEO INFORMATION – Form BP-03

**Job Title of Vacancy:** MORNING REPORTER - WFIR

**Recruitment Source That Referred the Hiree:** Referral

**Date Vacancy Opened:** July 9, 2018

**Total Number of Persons Interviewed for Vacancy:** 8

**Date Vacancy Filled:** November 28, 2018

**Recruitment Sources Used to Fill the Vacancy**

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	<a href="http://www.949starcountry.com">www.949starcountry.com</a> <a href="http://www.k92radio.com">www.k92radio.com</a> <a href="http://www.q99fm.com">www.q99fm.com</a> <a href="http://www.vibe100.com">www.vibe100.com</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://www.wheelerbroadcasting.com">www.wheelerbroadcasting.com</a>	N/a	540-774-9200		no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
On Air Promos					no
Internal Posting				3	no
Indeed.com					no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals				3	no

AllAccess.com					2	no
Previous Applicant						No
Emory & Henry College	<a href="mailto:agardner@ehc.edu">agardner@ehc.edu</a>		Amanda Gardner			No
Emory & Henry College	<a href="mailto:tdkeller@ehc.edu">tdkeller@ehc.edu</a>		Teresa Keller			No
Winston Salem State University	<a href="mailto:winstonmi@wssu.edu">winstonmi@wssu.edu</a>		Miles Winston			No
Hollins University	<a href="mailto:cdc@hollins.edu">cdc@hollins.edu</a>		Career Center			No
Apple Ridge Farm	<a href="mailto:info@appleridge.org">info@appleridge.org</a>		Peter Lewis			No
Hampton University	<a href="mailto:Vivian.david@hampton.edu">Vivian.david@hampton.edu</a>		Vivian David			No
Mary Baldwin College	<a href="mailto:Steelec3991@mbc.edu">Steelec3991@mbc.edu</a>		Christina Steele			No
Roanoke College	<a href="mailto:mclawhorn@roanoke.edu">mclawhorn@roanoke.edu</a>		Toni McLawhorn			No
Roanoke NAACP	<a href="mailto:Brendahale3651@gmail.com">Brendahale3651@gmail.com</a>		Brenda Hale			No
NC A&T State University	<a href="mailto:downingc@ncat.edu">downingc@ncat.edu</a>		Cynthia Downing			No

# **FULL-TIME VACANCY EEO INFORMATION – Form BP-03**

**Job Title of Vacancy:**    RESEARCH, SALES ASST/MKTG                      **Recruitment Source That Referred the Hiree:**    Internal

**Date Vacancy Opened:**    April 30, 2019                      **Total Number of Persons Interviewed for Vacancy:**    5

**Date Vacancy Filled:**    May 22, 2019

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	<a href="http://www.949starcountry.com">www.949starcountry.com</a> <a href="http://www.k92radio.com">www.k92radio.com</a> <a href="http://www.q99fm.com">www.q99fm.com</a> <a href="http://www.vibe100.com">www.vibe100.com</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://www.wheelerbroadcasting.com">www.wheelerbroadcasting.com</a>	N/a	540-774-9200	1	no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
On Air Promos					no
Internal Posting				2	no
Indeed.com				1	no
Zip Recruiter					
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no

Referrals							no
AllAccess.com							no
Previous Applicant						1	No
Emory & Henry College	<a href="mailto:agardner@ehc.edu">agardner@ehc.edu</a>		Amanda Gardner				No
Emory & Henry College	<a href="mailto:tdkeller@ehc.edu">tdkeller@ehc.edu</a>		Teresa Keller				No
Winston Salem State University	<a href="mailto:winstonmi@wssu.edu">winstonmi@wssu.edu</a>		Miles Winston				No
Hollins University	<a href="mailto:cdc@hollins.edu">cdc@hollins.edu</a>		Career Center				No
Apple Ridge Farm	<a href="mailto:info@appleridge.org">info@appleridge.org</a>		Peter Lewis				No
Hampton University	<a href="mailto:Vivian.david@hampton.edu">Vivian.david@hampton.edu</a>		Vivian David				No
Mary Baldwin College	<a href="mailto:Steelec3991@mbc.edu">Steelec3991@mbc.edu</a>		Christina Steele				No
Roanoke College	<a href="mailto:mclawhorn@roanoke.edu">mclawhorn@roanoke.edu</a>		Toni McLawhorn				No
Roanoke NAACP	<a href="mailto:Brendahale3651@gmail.com">Brendahale3651@gmail.com</a>		Brenda Hale				No
NC A&T State University	<a href="mailto:downingc@ncat.edu">downingc@ncat.edu</a>		Cynthia Downing				No

# **FULL-TIME VACANCY EEO INFORMATION – Form BP-03**

**Job Title of Vacancy:**    SALES REP – 2019

**Recruitment Source That Referred the Hiree:**    Referral

**Date Vacancy Opened:**    February 19, 2019

**Total Number of Persons Interviewed for Vacancy:**    3

**Date Vacancy Filled:**    April 15, 2019

**Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	<a href="http://www.949starcountry.com">www.949starcountry.com</a> <a href="http://www.k92radio.com">www.k92radio.com</a> <a href="http://www.q99fm.com">www.q99fm.com</a> <a href="http://www.vibe100.com">www.vibe100.com</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://www.wheelerbroadcasting.com">www.wheelerbroadcasting.com</a>	N/a	540-774-9200		no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
On Air Promos					no
Internal Posting					no
Indeed.com				1	no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals				1	no





**ATTACHMENT B**

**MENU OPTION ACTIVITIES**

## MENU OPTION ACTIVITIES

Stations WSLC-FM, WXLK(FM), WSLQ(FM), WVBE-FM, WPLY(AM), WVBB(FM), WLNI(FM) WFIR(AM), and WPLI(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 Fairs (Roanoke, VA) in August 2018 and May 2019. Director of Sales and HR Director attended.
10	Educational Institution	Northside High School Career Fair in April 2019. Promotions Director and Air Personality attended.
10	Educational Institution	Liberty University Business and Communication Career Fairs in October 2018 and March 2019. Former intern and current Promotions Director attended.
4	Community Group	Digital Marketing Department spoke at the Roanoke Higher Education Center educating businesses on digital services in March 2019.
10	Educational Institution	Dearington Elementary School in Lynchburg, VA Career Week. WVBE Program Director and Air Personality attended in November 2018.
5	Internship – Station Sponsored	The station maintains a year-round internship program providing students with opportunities to acquire skills needed for broadcast employment. During the period covered by this report, the stations had 6 interns: Summer 2018 – Roanoke College (1) Old Dominion University (1) Bridgewater College (1) Radford University (1) Spring 2019 – Liberty University (1) Hollins University (1)
7	Scholarship	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.) Awarded to a Radford University Senior.
8	Training Programs for Station Personnel	Seminar for Program Directors and Promotions Directors on Photoshop and Billboard training in May 2019.
14	EEO Training	Operations Manager and HR Director participated in VAB legal webinar on FCC EEO Rules in August 2018.
14	EEO Training	Provided training for station supervisory personnel on harassment/discrimination/retaliation in October 2018.

16	Other Outreach Activities	President/General Manager established and maintains relationships with key community leaders, including the 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	President/General Manager is on-going member of the VAB Board. In addition, he is a member of the NAB Radio Board.
16	Other Outreach Activities	Sales Executives are involved in various local Chamber/Associations: 1-Ambassador for Bedford Area Chamber 2-The employment unit is a member of Lynchburg Regional Business Alliance and Sales Exec attends all functions 3- The employment unit is a member of the Lynchburg Retail Merchants Association 4-Board Member of Smith Mountain Lake Chamber of Commerce
16	Other Outreach Activities	Hosted 4 Lunch and Learn sessions to educate area businesses on digital services for Bedford Chamber of Commerce in April 2019. Digital Marketing Department hosted.
16	Other Outreach Activities	Digital Marketing Department spoke to the Credit Union Conference in September 2018 regarding digital marketing. Sponsored lunch and manned 3-day booth.
16	Other Outreach Activities	The employment unit participates in a program with the Virginia Association of Broadcasters in coordination with the Virginia Commonwealth University and P1 Sales that provides a summer program of sales training designed to assist college students to acquire skills needed for broadcast employment. The employment unit is currently participating in the 2019 summer program.