

EEO PUBLIC FILE REPORT

FOR

STATIONS WSLC-FM, WXLK(FM), WSLQ(FM),  
WVBE(AM), WFIR(AM) and WVBE-FM

This EEO Public File Report  
Covers the One-Year Period  
Ending on May 31, 2010

## 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(AM), WFIR(AM), and WVBE-FM pursuant to Section 73.2080(c)(6) of the Federal Communications Commission’s (“FCC”) rules.

During the one-year period ending on May 31, 2010, the station filled the following full-time vacancies:

<u>Position</u>	<u>Date Filled</u>
<b>Sales Representative – Lynchburg (2)</b>	<b>February 15, 2010 and February 22, 2010</b>
<b>Sales Representative – WSLC (1)</b>	<b>February 8, 2010</b>
<b>On Air Personality – WSLC (1)</b>	<b>May 17, 2010</b>
<b>Reporter/Anchor – WFIR (1)</b>	<b>May 12, 2010</b>

The station interviewed a total of twelve 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	6
Referrals	2
Station Websites	4
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
VPI – Job Placement	0
Virginia Workforce Development	0
Apple Ridge Farm	0
VAB Website	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. Because of the economy and weather issues, we were not able to complete our usual job and career fairs. The TAP Job fair was cancelled due to lack of participation of local employers. Two career fairs were cancelled due to inclement weather in our area.

**ATTACHMENT A**

**EEO INFORMATION FOR FULL-TIME VACANCIES**

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

**Job Title of Vacancy:** Sales Representative (3)

**Recruitment Source That Referred the Hire:** Website (2) and Internal (1)

**Date Vacancy Opened:** 8/25/2009

**Total Number of Persons Interviewed for Vacancy:** 7

**Date Vacancy Filled:** 2/8/2010 – 2/15/2010 – 2/22/2010

**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>	N/a	540-774-9200	4	no
Employee Referrals	N/a	N/a	N/a	1	no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a	0	no
Virginia Employment Commission	<a href="http://www.vawc.virginia.gov">www.vawc.virginia.gov</a>	N/a	N/a	0	no
Internal Applicant	N/a	N/a	540-774-9200	2	no
NAACP – Roanoke Branch	<a href="mailto:Unit7114@naacp.org">Unit7114@naacp.org</a>	Brenda Hale	540-344-2424	0	No
Mary Baldwin College	<a href="mailto:jchappel@mbc.edu">jchappel@mbc.edu</a>	Julie Chappel	540-887-7221	0	No
Radford University	<a href="mailto:k-jordan@radford.edu">k-jordan@radford.edu</a>	Kathy Jordan	540-831-5373	0	No
Hampton University	<a href="mailto:Vivian.david@hamptonu.edu">Vivian.david@hamptonu.edu</a>	Vidian David	757-727-5331	0	No
Hollins University	<a href="mailto:cdc@hollins.edu">cdc@hollins.edu</a>	Career Development Center		0	No
Roanoke College Upward Bound	<a href="mailto:Jackson@roanoke.edu">Jackson@roanoke.edu</a>	Theresa Jackson		0	No
Winston-Salem State University	<a href="mailto:careersvcs@wssu.edu">careersvcs@wssu.edu</a>	Helene Cameron	336-750-3240	0	No
Emory & Henry College	<a href="mailto:agardner@ehc.edu">agardner@ehc.edu</a>	Amanda Gardner	276-944-6114	0	No

Roanoke College	<a href="mailto:Mclawhorn@roanoke.edu">Mclawhorn@roanoke.edu</a>	Toni McLawhorn	540-375-2303	0	No
Norfolk State University	<a href="http://www.Ncsu.edu/careerservices">www.Ncsu.edu/careerservices</a>	Nash Montgomery	757-823-8462	0	No
Ferrum College	<a href="mailto:rwalters@ferrum.edu">rwalters@ferrum.edu</a>	Rol Walters	540-365-4259	0	No
NC A&T State University	<a href="mailto:tonkins@ncat.edu">tonkins@ncat.edu</a>	Nagatha Tonkins		0	No
North Carolina Central University	<a href="mailto:bsexton@nccu.edu">bsexton@nccu.edu</a>	Brenda Sexton	919-530-7356	0	No
Virginia Western Community College	<a href="http://www.virginiawestern.edu">www.virginiawestern.edu</a>	Sandra McGinnis	540-857-6379	0	No
Virginia Tech	<a href="mailto:careerservices@vt.edu">careerservices@vt.edu</a>	Betsy McCoy	540-231-6776	0	No
Apple Ridge Farm	<a href="mailto:Info@appleridge.org">Info@appleridge.org</a>	Peter Lewis, President		0	No

\*\*\*\*\* Use additional pages as needed. *Do Not Put in Public File* unless as part of the station's annual EEO Public File Report. \*\*\*\*\*

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

**Job Title of Vacancy:** On Air Personality - WSLC

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

**Date Vacancy Opened:** 4/12/2010

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

**Date Vacancy Filled:** 5/17/2010

**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>	N/a	540-774-9200	0	no
Employee Referrals	N/a	N/a	N/a	1	no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a	0	no
Internal Applicant	N/a	N/a	540-774-9200	0	no
All Access	<a href="http://www.Allaccess.com">www.Allaccess.com</a>	n/a	n/a	0	No

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

**Job Title of Vacancy:** Anchor/Reporter - WFIR

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

**Date Vacancy Opened:** 4/06/2010

**Total Number of Persons Interviewed for Vacancy:** 4

**Date Vacancy Filled:** 5/12/2010

\*Note: This position was filled with an internal candidate and was not posted outside the company.

**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>
Internal Posting	3934 Electric Rd, Roanoke, VA 24018	Cheryl Skinner	774-9200	4	no

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**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

Stations WSLC-FM, WXLK-FM, WSLQ-FM, WVBE-AM, WVBE-FM, WFIR-AM have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
4	Career Day	Participated in Diversity Career Day at University of Virginia on 11/29/09. Provided information on careers in the radio industry. HR Director attended.
4	Career Day	Participated in Career Day at South Salem Elementary School. Promotions Director – WSLQ spoke on 11/25/09.
4	Career Day	Participated in Career Day at Arnold Burton Technical Center sponsored by Roanoke County Schools. Research Director spoke on 12/17/09 and Program Director – WXLK spoke on 1/20/10.
5	Internship – VAB	Provided on-the-job training during the summer of 2009 to a Communications student from Radford University in connection with the Virginia Association of Broadcasters’ internship program.
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 4 high school interns, 3 technical college interns, and 6 college interns.
7	Scholarship – VAB	Scholarship program for VA residents entering their Junior/Senior year in broadcast, mass communications or journalism program at a college or university. President/General Manager has served on the Virginia Association of Broadcasters (VAB) scholarship committee, which reviews scholarship recipients. The Director of Research assists the committee. On behalf of the VAB, the committee awards one scholarship in the amount of \$1,000 and three in the amount of \$500 each to entering juniors and seniors at a college or university that offers undergraduate training in broadcasting related programs, such as mass media, communications, journalism, and advertising.

7	Scholarship	The station has established a \$1,500 annual scholarship fund for students who are interested in pursuing study in broadcasting or communications and are members of Psi Phi Omega Fraternity, a national organization comprised primarily of minority students. The scholarship is awarded on an annual basis. For 2009-2010, \$500 awarded to George Mason University student and \$500 awarded to a Virginia Commonwealth University student.
16	Outreach	Hired Community Development Director as liaison for all stations with non-profit community and community groups
16	Outreach	On the job training for two special needs individuals: Participated in Job Shadow Program for Franklin County High School's Special Education Department. Stand Up, Inc. for a deaf individual.
16	Outreach Activities	President/General Manager established and maintains relationships with key community leaders: <ul style="list-style-type: none"> <li>• Roanoke City Councilman who participates in minority mentoring workshops, Big Brothers/Big Sisters of America, and is a member of the Omega Psi Phi Fraternity.</li> <li>• 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.</li> <li>• Director of Upward Bound, a program at Roanoke College that focuses on assisting High School students develop skills needed to succeed in college.</li> <li>• Roanoke County administrator and member of the Omega Psi Phi Fraternity.</li> </ul>

\* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);

7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station 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.