

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, 2012

## 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, 2012, the station filled the following full-time vacancies:

<u>Position</u>	<u>Date Filled</u>
<b>Promotions Director – WSLQ</b>	<b>October 3, 2011</b>
<b>Sales Representative – WSLC</b>	<b>April 2, 2012</b>

The station interviewed a total of seventeen (17) 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	10
Referrals	5
Station Websites	2
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
Allaccess.com	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.

\* \* \* \* \*

### 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
1	VAB Career Fair	Helped staff the VAB booth at the University of Virginia on November 2, 2011. HR Director attended.
1	Interstate Career Fair	Provided information on jobs and internship opportunities at the Interstate Career Fair in Abingdon, VA on April 5, 2012. HR Director attended. 15 local colleges and universities were represented.
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 college interns.
5	Internship – VAB	Provided on-the-job training during the summer of 2011 to a Communications student from Radford University in connection with the Virginia Association of Broadcasters' internship program.
6	Community Outreach	Employ a Community Development Director as liaison for all stations with non-profit community and community groups.

7	Scholarship – VAB	<p>Scholarship program for VA residents entering their Junior/Senior year in broadcast, mass communications or journalism program at a college or university.</p> <p>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.</p>
7	Scholarship	<p>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 2011-2012, \$1,000 awarded to a Lynchburg College student.</p>
10	Roanoke College Intern Fair	<p>Provided information on VAB and station internship/scholarship programs on February 15, 2012. HR Director and Q99 Promotions Director attended.</p>
10	Career Day	<p>Spoke to classes at Eastern Montgomery Elementary School on April 20, 2012. Marketing Specialist attended.</p>
10	Career Fair	<p>Provided information on careers at the William Fleming High School on March 28, 2012. HR Director and K92 Music Director attended.</p>
10	Communications Class – High School	<p>Program Director spoke to students of Arnold Burton Technical School on December 5, 2011 regarding radio as a career path and daily operations of a station.</p>
10	Appalachian State University	<p>President spoke to the Kellar Radio Institute at the University on July 14, 2011 on core items needed to succeed in radio and life.</p>

16	Outreach Activities	<p>President/General Manager established and maintains relationships with key community leaders:</p> <ul style="list-style-type: none"> <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> </ul>
16	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"> <li>• Serves on Board of Directors at the Salem Roanoke County Chamber, Boys &amp; Girls Club of SW Virginia and the Ronald McDonald House charities.</li> <li>• 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.</li> </ul>

**FULL-TIME VACANCY EEO INFORMATION – Form BP-03**  
**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Promotions Director – WSLQ

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

**Date Vacancy Opened:** 8/18/2011

**Total Number of Persons Interviewed for Vacancy:** 10

**Date Vacancy Filled:** 10/03/2011

**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	2	no
Referrals	N/a	N/a	N/a	2	no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
Virginia Workforce Connection	<a href="http://www.vawc.virginia.gov">www.vawc.virginia.gov</a>	N/a	N/a		no
Internal Applicant	N/a	N/a	540-774-9200	6	no
NAACP – Roanoke Branch	<a href="mailto:Unit7114@naacp.org">Unit7114@naacp.org</a>	Brenda Hale	540-344-2424		No
Mary Baldwin College	<a href="mailto:jchappel@mbc.edu">jchappel@mbc.edu</a>	Julie Chappel	540-887-7221		No
Radford University	<a href="mailto:k-jordan@radford.edu">k-jordan@radford.edu</a>	Kathy Jordan	540-831-5373		No
Hampton University	<a href="mailto:Vivian.david@hamptonu.edu">Vivian.david@hamptonu.edu</a>	Vidian David	757-727-5331		No
Hollins University	<a href="mailto:cdc@hollins.edu">cdc@hollins.edu</a>	Career Development Center			No
Roanoke College Upward Bound	<a href="mailto:Jackson@roanoke.edu">Jackson@roanoke.edu</a>	Theresa Jackson			No
Winston-Salem State University	<a href="mailto:careersvcs@wssu.edu">careersvcs@wssu.edu</a>	Helene Cameron	336-750-3240		No
Emory & Henry College	<a href="mailto:agardner@ehc.edu">agardner@ehc.edu</a>	Amanda Gardner	276-944-6114		No
Roanoke College	<a href="mailto:Mclawhorn@roanoke.edu">Mclawhorn@roanoke.edu</a>	Toni McLawhorn	540-375-2303		No
Norfolk State University	<a href="http://www.Ncsu.edu/careerservices">www.Ncsu.edu/careerservices</a>	Nash Montgomery	757-823-8462		No

Ferrum College	<a href="mailto:rwalters@ferrum.edu">rwalters@ferrum.edu</a>	Rol Walters	540-365-4259		No
NC A&T State University	<a href="mailto:tonkins@ncat.edu">tonkins@ncat.edu</a>	Nagatha Tonkins			No
North Carolina Central University	<a href="mailto:bsexton@nccu.edu">bsexton@nccu.edu</a>	Brenda Sexton	919-530-7356		No
Virginia Western Community College	<a href="http://www.virginiawestern.edu">www.virginiawestern.edu</a>	Sandra McGinnis	540-857-6379		No
VPI – Job Placement	<a href="mailto:careerservices@vt.edu">careerservices@vt.edu</a>	Betsy McCoy	540-231-6776		No
Apple Ridge Farm	<a href="mailto:Info@appleridge.org">Info@appleridge.org</a>	Peter Lewis, President			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**  
**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Sales Representative - WSLC

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

**Date Vacancy Opened:** January 17, 2012

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

**Date Vacancy Filled:** April 2, 2012

**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		no
Referral				3	no
All Access Website	<a href="http://www.allaccess.com">www.allaccess.com</a>				no
Internal Applicant	N/a	N/a	540-774-9200	4	no
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/a	N/a		no
Virginia Workforce Connection	<a href="http://www.vawc.virginia.gov">www.vawc.virginia.gov</a>	N/a	N/a		no
NAACP – Roanoke Branch	<a href="mailto:Unit7114@naacp.org">Unit7114@naacp.org</a>	Brenda Hale	540-344-2424		No
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Radford University	<a href="mailto:k-jordan@radford.edu">k-jordan@radford.edu</a>	Kathy Jordan	540-831-5373		No
Hampton University	<a href="mailto:Vivian.david@hamptonu.edu">Vivian.david@hamptonu.edu</a>	Vidian David	757-727-5331		No
Hollins University	<a href="mailto:cdc@hollins.edu">cdc@hollins.edu</a>	Career Development Center			No
Roanoke College Upward Bound	<a href="mailto:Jackson@roanoke.edu">Jackson@roanoke.edu</a>	Theresa Jackson			No
Winston-Salem State University	<a href="mailto:careersvcs@wssu.edu">careersvcs@wssu.edu</a>	Helene Cameron	336-750-3240		No
Emory & Henry College	<a href="mailto:agardner@ehc.edu">agardner@ehc.edu</a>	Amanda Gardner	276-944-6114		No
Roanoke College	<a href="mailto:Mclawhorn@roanoke.edu">Mclawhorn@roanoke.edu</a>	Toni McLawhorn	540-375-2303		No

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

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