

EEO PUBLIC FILE REPORT

FOR

WBRW FM, WPSK FM, WRAD FM, WRAD AM, WVHK FM

This EEO Public File Report
June 1, 2022 to May 31, 2023

EEO Annual Public File Report

WBRW FM, WPSK FM, WRAD FM, WRAD AM, WVHK FM

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of the Station(s) listed above. This Report will be placed in the online public inspection files of each station and posted on the stations' website(s).

The information contained in this Report covers the time period ending May 31, 2023.

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain 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 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Paul Johnson at 540-731-6001, or paul@newriverradio.com

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
Account Executive Date of hire: 6/6/2022	5	4	1, 2, 3, 4
General Manager Date of hire: 6/13/2022	1	4	1, 4, 5, 6
Account Executive Date of hire: 9/2/2022	6	1	1, 3, 4
Account Executive Date of hire: 1/12/2023	4	1	1, 2, 3, 7

Total number of persons interviewed during the Reporting Period: 16

**ATTACHMENT 2
RECRUITMENT SOURCE INFORMATION**

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	10	No
2	1	No
3	0	No
4	5	No
5	0	No
6	0	No
7	0	No

RECRUITMENT SOURCES

Source

1. Indeed.com, 6433 Champion Grandview Way, Austin, TX 78750
2. Radio Recruitment, Paul M. Johnson, 7080 Lee Highway, Radford, VA, 540-731-6001
3. Station Websites: 1053thebear.com, 107countrypsk.com, wradradio.com, hot100nrv.com
4. Employee Referral
5. All Access, Joel Denver, allaccess.com
6. Virginia Association of Broadcasters, vabonline.com
7. Linked In, 1000 West Maude Ave, Sunnyvale, CA 94943

ATTACHMENT 3

MENU OPTION ACTIVITIES

The Stations have engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
1	Pulaski Chamber of Commerce Job Fair	Participation in and promotion of Job Fair designed to match area employers with job candidates. Sales Manager attended. August 11, 2022
4	Radford Chamber of Commerce meeting	Station General Manager was guest speaker at Business over Breakfast. GM spoke and answered questions concerning community initiatives, programming, and employment opportunities. March 1, 2023
8	Training Program	Account Executive participated in P1 Learning Program sponsored by the VA Association of Broadcasters. This 7-week program provided deep sales and marketing training.
10	Educational Institutions	The Unit stations have a relationship with Virginia Tech's Sports, Media, and Analytics program. In the months of August, September, October, November, and December of 2022, and January, February, and March of 2023, 14 different students participated in real world sports and sports related broadcasts airing on several different unit stations.
14	HR and EEO Training	Station Manager, Sales Manager, and Operations Manager reviewed One Digital Federal Compliance Guide. March 2023.
X		
X		

* For "Activity Classification", use "1" through "16" in accordance with attached list.

Menu Option Classifications

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.