

EEO PUBLIC FILE REPORT

FOR

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

This EEO Public File Report  
Covers the One-Year Period  
Ending on May 31, 2023

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## 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), WFIR(AM), WPLI(AM), and WZZU(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, 2023, two positions were filled by the employment unit.

Marketing Account Executive	3/7/2023
Research, Sales and Admin Assistant	5/1/2023

The employment unit interviewed five (5) candidates for full-time vacancies during the period covered in this report.<sup>2</sup>

The following are the recruitment sources from which interviewees were referred and total number of interviewees referred by each:

Internal Applicants	1
Referrals	2
Station Websites	2

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 the vacancy.

Attachment B contains a brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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<sup>2</sup> Some candidates interviewed for multiple positions and may have been counted more than once.

**ATTACHMENT A  
EEO INFORMATION FOR FULL-TIME VACANCIES**

**Current License Term: June 1, 2022 – May 31, 2023**

<b>Job Title</b>	<b>Date Opened</b>	<b>Date Filled</b>	<b>Total Number of Interviewees for the Vacancy</b>	<b>Recruitment Source that Referred the Hire</b>
Marketing Account Executive	5/3/22	3/7/23	4	Website
Research, Sales and Admin Assistant	2/25/23	5/1/23	1	Internal Posting/Promotion

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Marketing Account Executive

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

**Date Vacancy Opened:** March 3, 2022

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

**Date Vacancy Filled:** March 7, 2023

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total # of Referred by the Source	Notification Requested?
Station Websites: WSLC WXLK WSLQ WVBE WFIR WPLY Rock Channel	<a href="http://www.melwheelerinc.com">www.melwheelerinc.com</a> <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.thevibe.fm">www.thevibe.fm</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://sportsradiova.com">sportsradiova.com</a> <a href="http://www.therockchannelradio.com">www.therockchannelradio.com</a>	N/A	540-774-9200	2	No
Internal Posting					No
On Air Promos					No
Social Media – Facebook					No
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/A	N/A		No
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			No
Referrals				2	No
AllAccess.com					No
BlueRidgeHelpWanted.com					No
US National Labor Exchange					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
Emory & Henry College WEHC	<a href="mailto:rgraves@ehc.com">rgraves@ehc.com</a>	Richard Graves			No

**FULL-TIME VACANCY EEO INFORMATION**

**Job Title of Vacancy:** Research, Sales and Admin Assistant

**Recruitment Source That Referred the Hire:** Internal Posting

**Date Vacancy Opened:** February 25, 2023

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

**Date Vacancy Filled:** May 1, 2023

**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 # of Referred by the Source</b>	<b>Notification Requested?</b>
Station Websites: WSLC WXLK WSLQ WVBE WFIR WPLY Rock Channel	<a href="http://www.melwheelerinc.com">www.melwheelerinc.com</a> <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.thevibe.fm">www.thevibe.fm</a> <a href="http://www.wfir960.com">www.wfir960.com</a> <a href="http://sportsradiova.com">sportsradiova.com</a> <a href="http://www.therockchannelradio.com">www.therockchannelradio.com</a>	N/A	540-774-9200		No
Internal Posting				1	No
VAB Website	<a href="http://www.vabonline.com">www.vabonline.com</a>	N/A	N/A		No
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			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
Emory & Henry College WEHC	<a href="mailto:rgraves@ehc.com">rgraves@ehc.com</a>	Richard Graves			No

## ATTACHMENT B

### MENU OPTION ACTIVITIES

Stations WSLC-FM, WXLK(FM), WSLQ(FM), WVBE-FM, WPLY(AM), WVBB(FM), WFIR(AM), WPLI(AM), and WZZU(FM) have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
10	Educational Institution	On Air Personalities for WXLK participated in and hosted pep rallies at local high schools.
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 1 intern: Summer 2022 – Roanoke County Schools, Center for Mass Communication – 1 Journalism student intern.
7	Scholarship	The station has established an annual minority scholarship fund for students who are interested in pursuing study in broadcasting or communications. The scholarship was awarded to two students in 2022.
16	Other Outreach Activities	President/CEO 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/CEO is involved with the Virginia Association of Broadcasters and on the board of the National Association of Broadcasters.
16	Other Outreach Activities	Account Managers are involved in and attend the functions of various local Chambers/Associations: 1-Ambassador for the Bedford Area Chamber of Commerce 2-The employment unit is a member of the Lynchburg Regional Business Alliance 3- The employment unit is a member of the Lynchburg Retail Merchants Association

10	Educational Institution	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.
16	Other Outreach Activities	Digital/Marketing staff and Account Manager work with Roanoke Area Ministries, donating their time to help put marketing plans together for non-profit entities in the area.
16	Other Outreach Activities	VP of Sales is on the executive board of Downtown Roanoke Inc. and the Community Foundation.
1	Job Fairs	HR Director attended a college career fair at Liberty University on September 27, 2022.
1	Job Fairs	HR Director attended a youth summer jobs event for Roanoke City, VA school system on April 20, 2023.