

EEO PUBLIC FILE REPORT

FOR

WSKY-TV

This EEO Public File Report
August 1, 2022 to July 31, 2023

EEO Annual Public File Report

WSKY-TV

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 WSKY. This Report will be placed in WSKY's online public inspection file and posted on WSKY's website.

The information contained in this Report covers the time period ending July 31, 2023 (the "Reporting Period").

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 Tiffany Humphrey at (804) 672-6565 or business@lockwoodbroadcast.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)
Assistant Sales Manager	7	15	1-17

Total number of persons interviewed during the Reporting Period: 7

ATTACHMENT 2

RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	0	No
2	0	No
3	0	No
4	0	No
5	0	No
6	0	No
7	0	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	0	No
15	7	No
16	0	No
17	0	No

*** Note: The above table reflects information for the 7 interviewees who provided referral source information.**

RECRUITMENT SOURCES

Source

1. Christopher Newport University, Monica Nolan, 1 University Place, Newport News, VA 23606
757-594-8859 Monica Nolan
2. Hampton University, 2 Frissell Street, Hampton, VA 23668, 757-727-9283, Career Planning
3. NAACP-Portsmouth, Dr. Elizabeth Daniels, PO Box 3878, Portsmouth, VA 23701 757-487-6778 Dr. Elizabeth Daniels
4. National Association of Black College Broadcasters, PO Box 3191, Atlanta, GA 30302, 404-523-6136
5. Norfolk State University, Career Services 53100, 700 Park Ave, Norfolk, VA 23504 757-823-8600
6. Old Dominion University, 2202 Webb University Center, Norfolk, VA 23529, 757-683-4388, Alice Jones
7. Regent University, 1000 Regent University Drive, Virginia Beach, VA 23464, 757-352-4746, Saranette Williams
8. Roger Bullis, Community Readiness Consultant, 650 Monroe Ave, Suite 126, Fort Eustis, VA 23185
9. Tidewater Community College—VA Beach, Babbi Brock, 1700 College Crescent, Virginia Beach, VA 23453 757-722-7228
10. Tidewater Community College—Chesapeake, Danielle Giscombe, 1428 Cedar Road, Chesapeake, VA 23320 757-822-5095
11. Thomas Nelson Community College, Stacey Roberts, 600 Butler Farm Road, Hampton, VA 23666, 757-865-5870
12. Urban League of Hampton Roads, Gwendolyn Mack, PO Box 2176, Norfolk, VA 23501, 757-226-7589
13. Troy University, Roger Smith, 100 Volvo Parkway, Suite 300, Chesapeake, VA 23320 757-451-8202
14. VABonline.com, 250 West Main Street, Suite 100, Charlottesville, VA 22902, 434-977-3716, Kathy Yevak, District Director
15. Indeed.com, 6433 Champion Grandview Way, Building 1, Austin, TX 78750 1-800-475-4361
16. TVJobs.com PO Box 4116 Oceanside, CA 92052 760-754-8177 info@tvjobs.com
17. Native American Journalists Association, najanewsroom.com, Candice Mendez, Temporary Program Manager, 395 W. Lindsey Street, Norma, OK

ATTACHMENT 3

MENU OPTION ACTIVITIES

WSKY-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
5.	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	<ul style="list-style-type: none">• WSKY hosted an intern from Hampton University from August 1-30, 2022. The intern learned job aspects of creative services and sales advertising.• WSKY hosted an intern from Suffolk Public Schools from July 5-July 26, 2023. The intern learned the job aspects of creative services and sales advertising.
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)	<p>WSKY created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Virginia Association of Broadcasters learn of employment opportunities at member stations. These announcements ran throughout the year on WSKY.</p> <p>Job Opportunities at the stations are also posted on the Virginia Association of Broadcasters job banks.</p>
8.	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	<p>WSKY station personnel participated in a series of webinars and events geared towards helping them acquire skills that could qualify them for higher level positions.</p> <ul style="list-style-type: none">• Account Executives and Sales Managers participated in trainings with Jim Doyle and Associates from September 2022 to June 2023. Trainings included prospecting, leadership and recruitment, and selling digital.• The new Assistant Sales Manager completed a P1 learning course through the Virginia Association of Broadcasters. Topics included items such as management of time, goals, and staff, broadcast history, sales and presentations, needs assessment and managing expectations.

10.	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	<ul style="list-style-type: none"> October 9, 2022: General Manager and Engineer participated in the “My Journey Expo” through Academies of Hampton and Hampton City Schools. Through this event, high school students met with the General Manager and Engineer to discuss jobs in broadcasting. The station took the Sky4 Live Truck and talked about the qualities of good sales people. January 31, 2023: General Manager participated in the “CNU Practice with the Pros” event through Christopher Newport University. During this event, she met with students earning communication degrees to connect with students and help them review their resumes before the Job and Internship Fair.
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	<ul style="list-style-type: none"> Station placed its ad for the Assistant Sales Manager with the Native American Journalist Association on August 23, 2022.

*** 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.