

Public Notice

WVFT-FM does not meet the FCC requirements for EEO reporting due to the fact they have a staff of less than 5 full time employees. Even though WVFT-FM is owned and operated by Magic Broadcasting II, LLC, they are in their own individual broadcast market. Included within this document, regardless of the previous statement, are the Outreach Initiatives that have been implemented and utilized by WVFT-FM.

Chief Compliance Officer

Rachelle Cantrell

Magic Broadcasting II, LLC

Magic Broadcasting, LLC
WYOO, WYYX, WWLY, WILN
Outreach Initiatives
October 2019 - September 2020

FCC Menu Categories

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.

Menu Category (Select # from Above)	Brief Description of Activity, Including Date(s)
5.	Magic Broadcasting LLC has an established intern program. Interns apply via Handshake and through local schools. Stations post their need for an intern and the student then applies. The interns are trained in the inner workings of Broadcasting and are offered valuable hands-on experience. This a continuous year round fulfillment.
8.	Magic Broadcasting LLC offers its employees training in multiple fields across all of their stations (WYOO, WYYX, WWLY, & WILN) ranging from NexGen IT support, programming, production, ratings and advertisement sales. In doing so it enables the employees, who choose to participate, to acquire valuable skills that are sought after within the Broadcasting Employment Field and would qualify them for higher level positions. This is done on an informal, unscheduled time table.
9.	The stations have offered a mentoring program for employees willing to participate to further their skill sets. This is done on an informal, unscheduled time table.
14.	All upper management within Magic Broadcasting LLC, is required to participate in Equal Employment Opportunity and Preventing Discrimination training, to ensure the most unbiased and fair hiring practices.