

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)¹

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2024

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, 2024, two positions were filled by the employment unit.

Local Sales Manager	6/5/2023
K92 Program Director	10/9/2023

The employment unit interviewed three (3) candidates for full-time vacancies during the period covered in this report.²

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

Rehire	1
AllAccess	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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² 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, 2023 – May 31, 2024

Job Title	Date Filled	Total Number of Interviewees for the Vacancy	Recruitment Source that Referred the Hire
Local Sales Manager	6/5/23	1	Rehire
K92 Program Director	10/9/23	2	AllAccess

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Local Sales Manager

Recruitment Source That Referred the Hire: Rehire

Date Vacancy Opened: _____

Total Number of Persons Interviewed for Vacancy: 1

Date Vacancy Filled: June 5, 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?
Rehire		Nadra Scott	540-774-9200		No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: K92 Program Director

Recruitment Source That Referred the Hire: AllAccess

Date Vacancy Opened: August 17, 2023

Total Number of Persons Interviewed for Vacancy: 2

Date Vacancy Filled: October 9, 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	www.melwheelerinc.com www.949starcountry.com www.k92radio.com www.q99fm.com www.thevibe.fm www.wfir960.com sportsradiova.com www.therockchannelradio.com	N/A	540-774-9200		No
Internal Posting	3934 Electric Rd Roanoke, VA 24019				No
VAB Website	www.vabonline.com	N/A	N/A		No
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting	N/A		No
AllAccess	https://www.allaccess.com/	Online	N/A	2	
Handshake	https://joinhandshake.com/	Online	N/A		No
Winston Salem State University	601 S. Martin Luther King Jr. Dr. Winston-Salem, NC 27110	Miles Winston	336-750-2000		No
Apple Ridge Farm	PO Box 13463 Roanoke, VA 24034	Peter Lewis	540-982-1322		No
Hampton University	100 E Queen St Hampton, VA 23669	Vivian David	757-727-5000		No
Roanoke NAACP	401 Gainsboro Rd NW Roanoke, VA 24016	Brenda Hale	540-344-2424		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 on September 29, 2023 and March 8 and April 26, 2024.
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 3 interns: Summer 2023 – Concord University – 1 Mass Communication student intern, VA Western Community College – 1 Journalism student intern. Spring 2024 – Radford University– 1 Marketing/Sales 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 2023.
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-Member of the Roanoke Regional Chamber of Commerce 2-Member of the Salem-Roanoke County Chamber of Commerce 3- Member of the Montgomery County Chamber of Commerce 4- Member of the Smith Mountain Lake Regional Chamber of Commerce 5- Member of The Greater Williamson Road Area Business Association 6- The employment unit is a member of the Central VA Business Coalition
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 Learning 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 Salem Area Ecumenical Ministries and The Least of These 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.
16	Other Outreach Activities	VP/GM is on the Board of Directors for the Salem-Roanoke County Chamber of Commerce
1	Job Fairs	HR Director attended a college career fair at Liberty University on September 26, 2023.
1	Job Fairs	HR Director attended a college career fair at Liberty University on February 13, 2024.
1	Job Fairs	HR Director attended a youth summer jobs event (RCPS Works) for Roanoke City, VA school system on April 4, 2024.
1	Job Fairs	HR Director attended a youth summer jobs event (Career Quest) for Roanoke City, VA school system on February 26-27, 2024.
10	Educational Institution	Local Sales Manager attended a college networking event (NRV Internships with Impact) hosted by Virginia Tech on March 19, 2024.

10	Educational Institution	The station participated in Media Week 2024 hosted by Radford University School of Communication and the Roanoke American Advertising Federation on March 26, 2024 which was to present students what job/internship opportunities are available in the media world.
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