

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, 2022

¹ Mel Wheeler, Inc. acquired WZZU(FM) on April 30, 2021, in accordance with the FCC's consent in FCC File No. 0000137477.

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, 2022, three positions were filled by the employment unit.

WFIR New Director	8/30/2021
Midday Air Personality	12/6/2021
Social/Multi Media	6/8/2021

The employment unit interviewed fifteen (15) 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:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Internal Applicants	2
Referrals	1
Station Websites	7
Indeed.com	2
AllAccess.com	3

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.

* * * * *

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

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

[Attached]

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: WFIR NEWS DIRECTOR

Recruitment Source That Referred the Hiree: INTERNAL PROMOTION

Date Vacancy Opened: March 2, 2020

Total Number of Persons Interviewed for Vacancy: 6

Date Vacancy Filled: August 30, 2021

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 therockchannelradio.com		540-774-9200	1	no
VAB Website	www.vabonline.com	N/a	N/a		no
On Air Promos					no
Internal Posting				2	no
Indeed.com					no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals					no
AllAccess.com				3	no
Emory & Henry College	agardner@ehc.edu	Amanda Gardner			No
Emory & Henry College	tdkeller@ehc.edu	Teresa Keller			No
Winston Salem State University	winstonmi@wssu.edu	Miles Winston			No
Hollins University	cdc@hollins.edu	Career Center			No
Apple Ridge Farm	info@appleridge.org	Peter Lewis			No
Hampton University	Vivian.david@hampton.edu	Vivian David			No
Mary Baldwin College	Steelec3991@mbc.edu	Christina Steele			No
Roanoke College	mclawhorn@roanoke.edu	Toni McLawhorn			No
Roanoke NAACP	Brendahale3651@gmail.com	Brenda Hale			No
NC A&T College	downingc@ncat.edu	Cynthia Downing			No
Emory & Henry College WEHC	rgraves@ehc.com	Richard Graves			No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: MIDDAY AIR PERSONALITY - WSLC

Recruitment Source That Referred the Hiree: Website

Date Vacancy Opened: July 8, 2021

Total Number of Persons Interviewed for Vacancy: 4

Date Vacancy Filled: December 6, 2021

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 therockchannelradio.com	N/a	540-774-9200	4	no
VAB Website	www.vabonline.com	N/a	N/a		no
On Air Promos					no
Internal Posting					no
Indeed.com					no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals					no
AllAccess.com					no
Emory & Henry College	agardner@ehc.edu	Amanda Gardner			No
Emory & Henry College	tdkeller@ehc.edu	Teresa Keller			No
Winston Salem State University	winstonmi@wssu.edu	Miles Winston			No
Hollins University	cdc@hollins.edu	Career Center			No
Apple Ridge Farm	info@appleridge.org	Peter Lewis			No
Hampton University	Vivian.david@hampton.edu	Vivian David			No
Mary Baldwin College	Steelec3991@mbc.edu	Christina Steele			No
Roanoke College	mclawhorn@roanoke.edu	Toni McLawhorn			No
Roanoke NAACP	Brendahale3651@gmail.com	Brenda Hale			No
NC A&T College	downingc@ncat.edu	Cynthia Downing			No
Emory & Henry College WEHC	rgraves@ehc.com	Richard Graves			No

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: SOCIAL/MULTI MEDIA

Recruitment Source That Referred the Hiree: Website

Date Vacancy Opened: June 8, 2021

Total Number of Persons Interviewed for Vacancy: 5

Date Vacancy Filled: November 30, 2021

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 therockchannelradio.com	N/a	540-774-9200	2	no
VAB Website	www.vabonline.com	Online reporting	N/a		no
On Air Promos					no
Internal Posting					no
Indeed.com		Online reporting		2	no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals				1	no
AllAccess.com		Online reporting			no
Emory & Henry College	agardner@ehc.edu	Amanda Gardner			No
Emory & Henry College	tdkeller@ehc.edu	Teresa Keller			No
Winston Salem State University	winstonmi@wssu.edu	Miles Winston			No
Hollins University	cdc@hollins.edu	Career Center			No
Apple Ridge Farm	info@appleridge.org	Peter Lewis			No
Hampton University	Vivian.david@hampton.edu	Vivian David			No
Mary Baldwin College	Steelec3991@mbc.edu	Christina Steele			No
Roanoke College	mclawhorn@roanoke.edu	Toni McLawhorn			No
Roanoke NAACP	Brendahale3651@gmail.com	Brenda Hale			No
NC A&T College	downingc@ncat.edu	Cynthia Downing			No
Emory & Henry College WEHC	rgraves@ehc.com	Richard Graves			No

Mary Baldwin College	Steelec3991@mbc.edu	Christina Steele			No
Roanoke College	mclawhorn@roanoke.edu	Toni McLawhorn			No
Roanoke NAACP	Brendahale3651@gmail.com	Brenda Hale			No
NC A&T College	downingc@ncat.edu	Cynthia Downing			No
Rehire				1	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 worked three local high schools and hosted pep rallies.
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 2 interns: Summer 2021 – Roanoke County Schools, Center for Mass Communication – 2 Journalism student interns
7	Scholarship	The station has established an annual scholarship fund for students who are interested in pursuing study in broadcasting or communications. The scholarship is awarded on an annual basis (in June each year.)
16	Other Outreach Activities	President/General Manager 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 4-Board Member of Smith Mountain Lake Chamber of Commerce By participating, Managers represent and educate the organizations and community about broadcast employment.

4	Event Participation	Booth at Empower Women's Leadership Conference sponsored by Central Virginia Business Coalition.
16	Other Outreach Activities 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
16	Other Outreach Activities	Account Managers are working with the Roanoke Chamber of Commerce helping to raise money for membership. Sponsored a coffee bar for the Annual Chamber dinner.
1	Job Fairs	HR Director attended youth summer jobs events for Roanoke County, VA school system (4/26/22) and Roanoke City school system (5/23/22). Hired two students for summer jobs as board operators or in promotions/marketing.