

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, 2021

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<sup>1</sup> 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, 2021, no positions were filled by the employment unit.

The employment unit interviewed no candidates for full-time vacancies during the period covered in this report.

Attached hereto is a list and 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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## 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 Personality for WXLK worked with Administration and Senior Advisors to create a virtual yearbook for seniors at 16 local high schools. Posted on social media and awarded (4) \$500 gifts for randomly selected seniors.
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 2020 – Radford University Media Studies/Journalism student (remote work) Spring 2021 – Roanoke County Schools, Center for Mass Communication – Journalism student (remote work)
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

16	Other Outreach Activities	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.
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.