

EEO PUBLIC FILE REPORT

FOR

STATIONS WSLC-FM, WXLK(FM), WSLQ(FM),
WVBE-FM, WPLY(AM), WVBB(FM),
WLNI(FM), WFIR(AM), and WPLI(AM)¹

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2020

¹ Mel Wheeler, Inc. acquired WPLI(AM) (formerly WKPA(AM)) on May 31, 2019, in accordance with the FCC's consent in FCC File No. BAL-20190222AAJ. Effective June 1, 2019, WKPA(AM)'s call letters were changed to WPLI(AM).

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), WLNI(FM) WFIR(AM), and WPLI(AM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 31, 2020, the employment unit filled the following full-time vacancies:

<u>Position</u>	<u>Date Filled</u>
Air Personality/Promotions Director WSLQ	December 8, 2019
Program Director WSLC	October 14, 2019

The employment unit interviewed a total of nine (9) people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Internal Applicants	5
Referrals	1
Station Websites	0
On Air Announcements/Radio Advertising	0
Indeed.com	0
Allaccess.com	3
Zip Recruiter	0
VAB Website	0
Previous Employee	0
NAACP – Roanoke Branch	0
Mary Baldwin College – Communications Department	0
Hampton University – Career Planning & Placement	0
Hollins University – Career Development Center	0
Roanoke College - Upward Bound	0
Winston-Salem State University – Career Services	0
Emory & Henry College – Career Services	0
Roanoke College - Career Placement	0
NC A&T State University – Career Services	0
Virginia Workforce Connection	0
Apple Ridge Farm	0

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 each vacancy.

Attachment B contains 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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ATTACHMENT A
EEO INFORMATION FOR FULL-TIME VACANCIES

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

Job Title of Vacancy: **AIR PERSONALITY/PROMO - WSLQ**

Recruitment Source That Referred the Hire: **Internal**

Date Vacancy Opened: **September 16, 2019**

Total Number of Persons Interviewed for Vacancy: **4**

Date Vacancy Filled: **December 8, 2019**

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		no
VAB Website	www.vabonline.com	N/a	N/a		no
On Air Promos					no
Internal Posting				3	no
Indeed.com					no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals				1	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: PROGRAM DIRECTOR - WSLC

Recruitment Source That Referred the Hiree: Internal

Date Vacancy Opened: September 16, 2019

Total Number of Persons Interviewed for Vacancy: 5

Date Vacancy Filled: October 14, 2019

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		no
VAB Website	www.vabonline.com	Online reporting	N/a		no
On Air Promos					no
Internal Posting				2	no
Indeed.com		Online reporting			no
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting			no
Referrals					no
AllAccess.com		Online reporting		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

ATTACHMENT B
MENU OPTION ACTIVITIES

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Stations WSLC-FM, WXLK(FM), WSLQ(FM), WVBE-FM, WPLY(AM), WVBB(FM), WLNI(FM) WFIR(AM), and WPLI(AM) have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
1	Job Fair	Greater Community Job Fairs (Roanoke, VA) in September 2019. HR Director and Account Executives attended.
10	Educational Institution	Radford University Spring Career & Internship Fair in February 2020. Research, Sales & Marketing Coordinator (and alumni) attended.
10	Educational Institution	Liberty University Business and Communication Career Fairs in October 2018 and March 2019. Former intern and current Promotions Director attended.
4	Community Group	Digital Marketing Department spoke at the Roanoke Higher Education Center educating businesses on digital services in March 2019.
10	Educational Institution	Dearington Elementary School in Lynchburg, VA Career Week. WVBE Program Director and Air Personality attended in November 2019.
10	Educational Institution	On Air Personality for WXLK attended career day at Virginia Heights Elementary School talking about radio/communications.
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 6 interns: Summer 2019 – Virginia Tech (1) Liberty University (1) Spring 2020 – Johnson University (1) Liberty University (1) Radford University (1)
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.)
8	Training Programs for Station Personnel	Seminar for Program Directors and Promotions Directors on Photoshop and Billboard training in May 2019.

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/General Manager is on-going member of the VAB Board. In addition, he is a member of the NAB Radio Board.
16	Other Outreach Activities	<p>Sales Executives are involved in various local Chamber/Associations:</p> <p>1-Ambassador for Bedford Area Chamber</p> <p>2-The employment unit is a member of Lynchburg Regional Business Alliance and Sales Exec attends all functions</p> <p>3- The employment unit is a member of the Lynchburg Retail Merchants Association</p> <p>4-Board Member of Smith Mountain Lake Chamber of Commerce</p> <p>Air Personality for WXLK acted as moderator for Chamber of Commerce Event and hosted Women's Empowerment Conference in September 2019.</p>
16	Other Outreach Activities	WFIR Reporter mentored a Roanoke College student in Spring 2020
16	Other Outreach Activities	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. The employment unit most recently participated in the 2019 summer program.