

EEO PUBLIC FILE REPORT

FOR

STATIONS WSLC-(FM), WXLK-(FM), WSLQ-(FM),
WVBE-(AM), WFIR-(AM) and WVBE-(FM)

This EEO Public File Report
Covers the One-Year Period
Ending on May 23, 2011

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the public inspection files of Stations WSLC-(FM), WXLK-(FM), WSLQ-(FM), WVBE-(AM), WFIR-(AM), and WVBE-(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 23, 2011, the station filled the following full-time vacancies:

<u>Position</u>	<u>Date Filled</u>
Sales Representative – WSLQ	June 28, 2010
Air Personality – WSLC	October 18, 2010
Air Personality – WSLC	February 21, 2011

The station interviewed a total of eighteen (18) 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	2
Referrals	6
Station Websites	2
NAACP – Roanoke Branch	0
Mary Baldwin College – Communications Department	0
Radford University – Career Services Center	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
Norfolk State University – Placement	0
Ferrum College – Career Services	0
NC A&T State University – Career Services	0
North Carolina Central University – Career Services	0
Virginia Western Community College – Student Life	0
Virginia Workforce Connection	0
Apple Ridge Farm	0
VPI – Job Placement	0
VAB Website	2
Allaccess.com	6

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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MENU OPTION ACTIVITIES

Stations WSLC-FM, WXLK-FM, WSLQ-FM, WVBE-AM, WVBE-FM, WFIR-AM have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
4	Society for Human Resource Management State Convention	Participated in the state convention in Roanoke, Virginia. Manned a booth September 29 th -October 1 st , 2010. Provided advertising through our stations. HR Director, Sales Representative and two station interns attended.
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 1 high school intern and 7 college interns.
6	Community Outreach	Employ a Community Development Director as liaison for all stations with non-profit community and community groups.
7	Scholarship – VAB	Scholarship program for VA residents entering their Junior/Senior year in broadcast, mass communications or journalism program at a college or university. President/General Manager has served on the Virginia Association of Broadcasters (VAB) scholarship committee, which reviews scholarship recipients. The Director of Research assists the committee. On behalf of the VAB, the committee awards one scholarship in the amount of \$1,000 and three in the amount of \$500 each to entering juniors and seniors at a college or university that offers undergraduate training in broadcasting related programs, such as mass media, communications, journalism, and advertising.

7	Scholarship	The station has established a \$1,500 annual scholarship fund for students who are interested in pursuing study in broadcasting or communications and are members of Psi Phi Omega Fraternity, a national organization comprised primarily of minority students. The scholarship is awarded on an annual basis. For 2010-2011, \$500 awarded to a Virginia Commonwealth University student.
8	Employee Training	Marketing Director provided classes to employees on Microsoft Word and Excel.
10	Roanoke College Intern Fair	Provided information on VAB and station internship/scholarship programs on November 10, 2010. HR Director and Q99 Promotions Director attended.
10	Career Fair	Provided information at Shawsville Middle School Career Fair on June 8, 2010. HR Director and WXLK Program Director attended.
10	Marketing Class – High School	Program Director spoke to students of Arnold Burton Technical School on April 4, 2011 regarding radio as a career path and daily operations of a station.
10	Virginia Tech Marketing Department	Sales Manager spoke to Marketing Class about different departments inside a radio station and what role each plays on October 13, 2010. Program included marketing, advertising, customer base and sales.
10	Virginia Tech Broadcast/ Communications Class	President spoke to Broadcast/Communications Class on February 21, 2011 about different departments inside a radio station and what role each plays.

16	Outreach Activities	<p>President/General Manager established and maintains relationships with key community leaders:</p> <ul style="list-style-type: none"> • Former Roanoke City Councilman who participates in minority mentoring workshops, Big Brothers/Big Sisters of America, and is a member of the Omega Psi Phi Fraternity. • 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. • Director of Upward Bound, a program at Roanoke College that focuses on assisting High School students develop skills needed to succeed in college. • Former Roanoke County administrator and member of the Omega Psi Phi Fraternity.
16	Outreach Activities	<p>Sales Manager established and maintains relationships through the following to raise awareness to the group and to events:</p> <ul style="list-style-type: none"> • Serves on Board of Directors at the Salem Roanoke County Chamber, Boys & Girls Club of SW Virginia and the Ronald McDonald House charities. • Assists with marketing campaigns, fund raising efforts and public awareness. Stations often become a media partner with in-kind donations of air-time, website and gifting.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

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.

FULL-TIME VACANCY EEO INFORMATION – Form BP-03

Job Title of Vacancy: Sales Representative – WSLQ

Recruitment Source That Referred the Hire: Website

Date Vacancy Opened: 5/17/2010

Total Number of Persons Interviewed for Vacancy: 8

Date Vacancy Filled: 6/28/2010

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	www.949starcountry.com www.k92radio.com www.q99fm.com www.vibe100.com www.wfir960.com	N/a	540-774-9200		no
Employee Referrals	N/a	N/a	N/a	6	no
VAB Website	www.vabonline.com	N/a	N/a	2	no
Virginia Workforce Connection	www.vawc.virginia.gov	N/a	N/a		no
Internal Applicant	N/a	N/a	540-774-9200		no
NAACP – Roanoke Branch	Unit7114@naacp.org	Brenda Hale	540-344-2424		No
Mary Baldwin College	jchappel@mbc.edu	Julie Chappel	540-887-7221		No
Radford University	k-jordan@radford.edu	Kathy Jordan	540-831-5373		No
Hampton University	Vivian.david@hamptonu.edu	Vidian David	757-727-5331		No
Hollins University	cdc@hollins.edu	Career Development Center			No
Roanoke College Upward Bound	Jackson@roanoke.edu	Theresa Jackson			No
Winston-Salem State University	careersvcs@wssu.edu	Helene Cameron	336-750-3240		No
Emory & Henry College	agardner@ehc.edu	Amanda Gardner	276-944-6114		No
Roanoke College	Mclawhorn@roanoke.edu	Toni McLawhorn	540-375-2303		No

Norfolk State University	www.Ncsu.edu/careerservices	Nash Montgomery	757-823-8462		No
Ferrum College	rwalters@ferrum.edu	Rol Walters	540-365-4259		No
NC A&T State University	tonkins@ncat.edu	Nagatha Tonkins			No
North Carolina Central University	bsexton@nccu.edu	Brenda Sexton	919-530-7356		No
Virginia Western Community College	www.viriniawestern.edu	Sandra McGinnis	540-857-6379		No
VPI – Job Placement	careerservices@vt.edu	Betsy McCoy	540-231-6776		No
Apple Ridge Farm	Info@appleridge.org	Peter Lewis, President			No

***** Use additional pages as needed. *Do Not Put in Public File* unless as part of the station’s annual EEO Public File Report. *****

FULL-TIME VACANCY EEO INFORMATION – Form BP-03

Job Title of Vacancy: Air Personality – WSLC

Recruitment Source That Referred the Hire: Website

Date Vacancy Opened: 6/28/2010

Total Number of Persons Interviewed for Vacancy: 9

Date Vacancy Filled: 10/18/2010

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	www.949starcountry.com www.k92radio.com www.q99fm.com www.vibe100.com www.wfir960.com	N/a	540-774-9200	2	no
All Access Website	www.allaccess.com			6	no
Internal Applicant	N/a	N/a	540-774-9200	1	no

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FULL-TIME VACANCY EEO INFORMATION – Form BP-03

Job Title of Vacancy: Air Personality – WSLC

Recruitment Source That Referred the Hire: Internal

Date Vacancy Opened: 12/28/2010

Total Number of Persons Interviewed for Vacancy: 1

Date Vacancy Filled: 2/21/2011

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Station Websites: WXLK, WSLQ, WVBE, WFIR, WSLC	www.949starcountry.com www.k92radio.com www.q99fm.com www.vibe100.com www.wfir960.com	N/a	540-774-9200		no
All Access Website	www.allaccess.com				no
Internal Applicant	N/a	N/a	540-774-9200	1	no
VAB Website	www.vabonline.com	N/a	N/a		no
Virginia Workforce Connection	www.vawc.virginia.gov	N/a	N/a		no
NAACP – Roanoke Branch	Unit7114@naacp.org	Brenda Hale	540-344-2424		No
Mary Baldwin College	jchappel@mbc.edu	Julie Chappel	540-887-7221		No
Radford University	k-jordan@radford.edu	Kathy Jordan	540-831-5373		No
Hampton University	Vivian.david@hamptonu.edu	Vidian David	757-727-5331		No
Hollins University	cdc@hollins.edu	Career Development Center			No
Roanoke College Upward Bound	Jackson@roanoke.edu	Theresa Jackson			No
Winston-Salem State University	careersvcs@wssu.edu	Helene Cameron	336-750-3240		No
Emory & Henry College	agardner@ehc.edu	Amanda Gardner	276-944-6114		No
Roanoke College	Mclawhorn@roanoke.edu	Toni McLawhorn	540-375-2303		No

Norfolk State University	www.Ncsu.edu/careerservices	Nash Montgomery	757-823-8462		No
Ferrum College	rwalters@ferrum.edu	Rol Walters	540-365-4259		No
NC A&T State University	tonkins@ncat.edu	Nagatha Tonkins			No
North Carolina Central University	bsexton@nccu.edu	Brenda Sexton	919-530-7356		No
Virginia Western Community College	www.viriniawestern.edu	Sandra McGinnis	540-857-6379		No
VPI – Job Placement	careerservices@vt.edu	Betsy McCoy	540-231-6776		No
Apple Ridge Farm	Info@appleridge.org	Peter Lewis, President			No

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