

ANNUAL EEO PUBLIC FILE REPORT
WFXR/WWCW
June 1, 2016 – May 31, 2017

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WFXR/WWCW

The information contained in this Report covers the time period beginning June 1, 2016 to and including May 31, 2017 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from June 1, 2016 through May 31, 2017

Station(s) Comprising the Station Employment Unit: WFXR/WWCW

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Account Executive (2)	6/27/16, 8/1/16	I, I	9	A-Z, CC, DD
2	Multimedia Journalist	7/5/16	CC	6	A-Z, CC, DD
3	News Anchor	7/18/16	I	12	A-Z, CC, DD
4	General Sales Manager	10/10/16	I	7	A-Z, BB-DD
5	Assignment Editor	10/24/16	I	6	A-Z, CC, DD
6	Sales Assistant (2)	11/14/16, 12/19/16	F, I	3	A-Z, CC, DD
7	Technical News Director	11/29/16	I	4	A-Z, CC, DD
8	Admin/Programming Coordinator	1/16/17	CC	4	A-Z, CC, DD
9	Sports Director	1/27/17	I	6	A-C, E – I, P-Q, U, Y-Z, EE, FF
10	News Anchor (2)	1/24/17, 4/13/17	F, I	12	A-Z, CC, DD
11	Weekend Meteorologist/MMJ	1/30/17	F	5	B, D, E, F

Total Number of Persons Interviewed During Applicable Period: 74

Appendix 2 to Annual EEO Public File Report

Covering the Period from June 1, 2016 through May 31, 2017

Station(s) Comprising the Station Employment Unit: WFXR/WWCW

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Virginia Employment Commission	N/A	https://www.vawc.virginia.gov	540-561-7535	N	0
B	Station Website	Kaya Love	www.virginiafirst.com	540-344-2127	N	0
C	Virginia Association of Broadcasters	N/A	http://www.vabonline.com/membership/login/	N/A	N	0
D	TVJobs.com	N/A	www.tvjobs.com	N/A	N	20
E	Station Bulletin Board	Lindsey Weston	5305 Valleypark Drive, Suite 1 Roanoke, VA	540-344-2127	N	5
F	Nexstar Broadcasting	Lindsey Weston	www.nexstart.tv		N	25
G	WFXR	Lindsey Weston	5305 Valleypark Drive, Suite 1 Roanoke, VA	540-344-2127	N	6

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
H	WWCW	Lindsey Weston	5305 Valleypark Drive, Suite 1 Roanoke, VA	540-344-2127	N	0
I	Referral	Lindsey Weston	5305 Valleypark Drive, Suite 1 Roanoke, VA	540-344-2127	N	14
J	Averett University	Petrina Carter	pcarter@averett.edu	800-448-5233	N	0
K	Bridgewater College	Sherry P. Talbott	stalbott@bridgewater.edu	540-828-5369	N	0
L	Central Virginia Community College	Susan Rush	rushs@cvcc.vccs.edu	434-832-7805	N	0
M	Danville Community College	Angie McAdams	amcadams@dcc.vccs.edu	434-797-8520	N	0
N	Ferrum College	Rol Walters	rwalters@ferrum.edu	540-365-4267	N	0
O	Skyline College	Norma Lawrence	nlawrence@skyline.edu	540-563-8000	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
P	James Madison University	Denise Meadows	www.jmu.edu/cap	540-568-6229	N	0
Q	Liberty University	Clinton Melton	Cemelton2@liberty.edu	434-592-4194	N	0
R	Longwood College	Lynn Estes	career@longwood.edu	434-395-2063	N	0
S	National College	Kristal Bushong	kpbushong@national-college.edu	540-986-1800	N	0
T	New River Community College	Glenda Salerno	gsalerno@nr.edu	540-674-3609	N	0
U	Radford University	Carolyn Sutphin	csutphin@radford.edu	540-831-6528	N	0
V	Randolph College	Carol Johnson	cjohnson@randolphcollege.edu	434-947-8000	N	0
W	Roanoke College	Toni Mclawhorn	careers@roanoke.edu	540-375-2500	N	0

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
X	Sweetbriar College	Wayne Stark	careerservices@sbc.edu	434-381-6151	N	0
Y	Virginia Tech	Jim Henderson	Jim.henderson@vt.edu	540-231-8079	N	0
Z	Virginia Western Community College	Ruth Hendrick	rhendrick@viriniawestern.edu	540-857-6278	N	0
AA	Rick Gevers Weekly News Letter	Rick Gevers	rick@rickgevers.com	N/A	N	0
BB	Mediarecruiter.com	Art Scott	Art@mediarecruiter.com	N/A	N	0
CC	Indeed.com	N/A	www.indeed.com	N/A	N	2
DD	Job Fair	N/A		N/A	N	0
EE	Purplebriefcase.com	N/A	www.purplebriefcase.com	N/A	N	0
FF	Collegecentral.com	N/A	www.collegecentral.com	N/A	N	0
GG	Linkedin	N/A	www.linkedin.com	N/A	N	1
HH	Facebook	N/A	www.facebook.com	N/A	N	1

Appendix 3 to Annual EEO Public File Report

Covering the Period from June 1, 2016 through May 31, 2017

Station(s) Comprising the Station Employment Unit: WFXR/WWCW

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WFXR

	Recruitment Initiative	Description
1	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	WFXR has an established internship program. WFXR hosted two interns from Virginia Tech during the Summer 2016 semester. WFXR hosted two interns from Roanoke College during the Fall 2016 semester. WFXR hosted one intern from Virginia Tech during the Spring 2017 semester. On May 30, 2017, WFXR began hosting an intern from the Virginia Association of Broadcasters' Fellowship Program.
2	Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions	In August 2016, WFXR's News Anchor attended the 2016 NABJ/NAHJ convention and participated in the associated career fair.

	Recruitment Initiative	Description
3	Participation in other activities designed by the station employment unit 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	WFXR Chief Meteorologist participated in Career Day at the Virginia Museum of Transportation in September 2016. This Career Day was sponsored by Virginia Tech.
4	Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops and similar activities)	WFXR's General Manager ("GM") attended the October 2016 Virginia Association of Broadcaster's ("VAB") board meeting, during which attendees discussed state radio and TV issues, including EEO regulations and job bank opportunities.
5	Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops and similar activities)	In December 2016, certain hiring managers, the GM and other station management level personnel attended the VAB Regional Roanoke meeting, during which attendees discussed, among other things, EEO recruitment tools.
6	Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting	On February 2, 2017, WFXR hosted a student for the Junior Achievement Job Shadow Day. The student visited every department at the station to gain insight on broadcasting as a career.

	Recruitment Initiative	Description
7	Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting	Production Manager served as a member of the business panel to review the instructional frameworks for the Television and Media Production I, II, and III curricula for the Office of Career, Technical and Adult Educations, Virginia Department of Education. On site meeting, 2/24/17 at the CTE Resource Center and virtual follow-ups from 2/25/17 – 3/24/17
8	Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops and similar activities)	February 27, 2017 – March 1, 2017, the GM attended the National Association of Broadcasters State Leadership Conference and the Virginia Association of Broadcasters Board Meeting in Washington, D.C.
9	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	WFXR account executive spoke to Radford University’s marketing class on March 20, 2017. He spoke on several topics including, career opportunities in broadcast sales, knowledge, skills and abilities needed to work in the industry, how the agency-TV rep relationship works and how to could be improved, and how digital is changing all media industries and how their generation is changing the way the businesses work to reach them with their marketing message.
10	Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;	On March 29, 2017 WFXR’s News Director, Creative Services Director, Chief Engineer, Production Manager and HR/Programming Coordinator attended the Career Premiere Job Fair at Green Ridge Recreation Center. Looking for candidates to fill Multimedia Journalist, Promotions Assistant, News Producer, Technical News Director, Student Journalist and Interns. WFXR was a Corporate Silver Sponsor of this job fair.

	Recruitment Initiative	Description
11	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	WFXR has an established training program in place for employees to acquire new skills for career advancement. As a result, WFXR promoted nine employees during this reporting period. Promotions include the following positions: News Photographers (2), Web Producer, Character Generator Operators (2), Technical Directors (2), Reporter, Audio Operator. These individual's promotions would not have been possible without their extra training which gave them additional skills needed for their roles.
12	Participation in other activities designed by the station employment unit 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	WFXR ran on-air commercial spots seeking candidates for general Broadcast career opportunities.