

EEO Public File Report

Station: WLSL-TV

Period Covered By This Report 6/1/09-5/31/10

This report is a complete listing of all full-time jobs filled by station's employment unit during previous year, identified by title.

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	Total # Interviewed	Number Hired	Recruitment Source for Hire
1	Anchor	6/16/2009	9/19/2009	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	3	1	David Crane Agency
2	Producer	6/16/2009	8/17/2009	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	2	1	Virginia Tech
3	Host	11/13/2009	1/18/2010	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	3	1	Roanoke Times
4	Research Specialist	12/21/2009	2/15/2010	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	4	1	WLSL 10 Web Page
5	Programming Coordinator	1/6/2010	2/15/2010	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	2	1	WLSL 10 Web Page
6	Sales Assistant	3/9/2010	4/12/2010	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	4	1	Roanoke Times

Recruitment Source Analysis

Station: WLSL-TV Total No. of Persons
 Year: 6/1/09-5/31/10 Interviewed for full-time
 vacancies 18

Recruitment Source Information					
Recruitment Source	Address	Contact Person	Telephone No.	by Source	Notification
1 Asian American Journalists	1182 Market St., Suite 320, San Francisco, CA 94102	aaja.org	415-346-2051	0	N
2 NABJ	8701 A Adelphi Rd., Adelphi, MD 20783-1716	nabj.org	304-445-7100	0	N
3 National Association of Hispanic Journalists	1000 National Press Building, Washington, D.C. 20045-2001	nahj.org	202-662-7145	0	N
4 National Council of Negro Women National Lesbian and Gay Journalists Association	633 Pennsylvania Avenue, NW, Washington, D.C. 20004	Career Center	202-737-0120	0	N
5 Native American Journalist Assoc., U of South Dakota	1420 K Street, NW Suite 910, Washington, D.C. 20005	nljja.org	202-588-9888	0	N
6 Native American Public Telecommunications (NAPT)	414 E. Clark Street, Vermillion, SD 57069	naja.com	605-677-5282	0	N
7 WSLs 10 Web Page	P. O. Box 83111, Lincoln, NE 68501	nativetelecom.org	404-402-3522	0	N
8 Norfolk State University	www.wsls.com P. O. Box 10, Roanoke, VA 24022-0010	Judy Ralph	540-981-9110	7	N
9 Radford University	2401 Corprew Avenue, Norfolk, VA 23504	Benjamin Ellis, Jr.	757-823-8600	0	N
10 Roanoke College	Box 6901, Radford, VA 24142	Career Servies Director	540-831-5373	0	N
11 Total Action Against Poverty	Chalmers Hall/High Street, Salem, VA 24153	Career Planning	540-375-2303	0	N
12 VAB	P. O. Box 2868, Roanoke, VA 24001	Career Services	540-982-6781	0	N
13 Virginia Tech	600 Peter Jefferson Parkway • Suite 300 • Charlottesville, Virginia 22911	Job Bank	434-977-3716	0	N
14 Virginia State University	3rd Floor Henderson Hall, Blacksburg, VA 24060	James Malone	540231-6241	1	N
15 Virginia Union University	Memorial Hall, 2nd Floor, Room 207, Petersburg VA 23806	Career Placement	804-524-5211	0	N
16 Virginia Western Community College	1500 North Lombardy Street, Richmond, VA 23220-1790	Career Planning	804-257-5600	0	N
17 Department of Rehabilitative Services	P. O. Box 14065, Roanoke, Va 24038	Career Coordinator	540-857-7298	0	N
18 ECPI	3433 Brambleton Avenue, SW Roanoke, VA 24014	Career Placement	540-776-2715	0	N
19 Emory & Henry College, Mass Comm. Dept.	5234 Airport Road, Roanoke, VA 24019	Helen Payne	540-563-8000	1	N
20 Hampton University	30461 Garnard Drive, Emory, VA 24327	Dr. Teresa Keller	540-944-4121	0	N
21 Howard University	114 Wigwam Building, Hampton, VA 23668	Career Placement	757-727-5000	0	N
22 OODLE	2400 6th Street, NW Washington, D.C. 20059	Career Services	202-806-0007	0	N
23 RBR.com/TVBR.com	401 Third Street, SW, Roanoke, VA 24011	Classifieds/www.wsls.com		0	N
24 Virginia Employment Commission	PO Box 6633, Woodbridge, VA 22195	www.tvbr.com		0	N
25 MegaNet Job Bank	5060 Valley View Blvd., NW, Roanoke, VA 24019	Career Placement	540-561-7525	0	N
26 WSLs 10 Intern Program	111 N. 4th Street, Richmond, VA 23219	www.mgbg.com		0	N
27 Walk-In/Self Initiated/Word of Mouth	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph/John Carlin	540-981-9110	0	N
28 WSLs 10/MGBG Internal Candidates	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph	540-981-9110	0	N
29 Employee Referrals	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph	540-981-9110	1	N
30 Bright Services	401 Third Street, SW, Roanoke, VA 24011	Hiring Manager	540-981-9110	3	Y
31 David Crane Agency	6813 Peters Creek Rd., Roanoke VA 24019	Teresa Noakes	540-265-2516	0	N
32 Interstate Career Fair	124 Ammons Drive, Raleigh NC 27615	Steve Swienkowski	919-870-9121	2	N
33	Holiday Inn, Bristol, VA	Judy Ralph/Paulette Broyles	540-512-1501	0	N

34 Lynchburg News & Advance
35 Roanoke Times
36 YAHOO! HotJobs

101 Wyndale Drive, Lynchburg, VA 24501
201 West Campbell Avenue, Roanoke, VA 24011
701 First Avenue, Sunnyvale CA 94089

Jobs Classified	434-385-5400	1	N
Jobs Classified	540-981-3211	2	N
Kwanza Quartey		0	N

Supplemental Outreach Initiatives

Station: WLSL-TV

Year: 6/1/09-5/31/10

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks for WLSL-TV, VAB	Job postings of all open positions for employment	On-going	Judy Ralph, HR Generalist	All open positions are posted on internet web sites specifically to reach and recruit a broad spectrum of qualified broadcasting applicants.
2)	Intern Program	Expose eligible high school and college students to a broadcasting environment	On-going	Jay Warren, News Anchor; Amit Patel, Production Supervisor; Judy Ralph, HR Generalist	Host interns from area high schools and colleges who are majoring in broadcasting for credit hours.
3)	VAB Summer Intern Program 2009	Scholarship program sponsored by the VAB. Provides a paid internship for a college senior enrolled in a colleg in Virginia. The VAB seeks out radio/tv stations who are willing to let the interns work during the summer months.	June - July 2009	Jay Warren, News Anchor; Judy Ralph, HR Generalist	WLSL partners with the VAB to provide a summer internship for a college senior who is majoring in communications or broadcasting. The intern is actually considered a temporary employee and is trained in policies and procedures that pertain to all other regular employees. They become a vital part of the department to which they are assigned.
4)	Training Programs	Cross-training program for employees to give them opportunities to increase their job knowledge and skills for career growth	On-going	Warren Fiihr, VP/GM, Ricky Williams; Chief Engineer; Melissa Preas; News Dir., Brian Robinson, Production Manager	Department heads are continually training their employees to gain skills that will enable them to obtain internal promotions or transfers to larger markets.

5)

Interstate Career Fair	Career Fair held in Bristol, VA open to college seniors and sponsored by Virginia Intermont College, Bristol, VA (Bobbie Stugill, Director of Career Development Office)	Annula event	Paulette Broyles and Judy Ralph, H. R. Generalists for Media General (VA/TN Market)	WSLS partners with WJHL to provide information on all broadcast careers and job openings available for college seniors majoring in communications, engineering, production broadcast, marketing and administration.
------------------------	--	--------------	---	---