

Recruitment Source Analysis					
This form is to be placed in the public file annually			Total No. of Persons		
Station:	WLSL-TV		Interviewed for full-time vacancies		
Year:	6/1/03 to 5/31/04			91	
Recruitment Source Information					
Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
Asian American Journalists	1182 Market St., Suite 320, San Francisco, CA 94102	aaaja.org	415-346-2051	0	N
Careerbuilder.com				3	
NABJ	8701 A Adelphi Rd., Adelphi, MD 20783-1716	nabj.org	304-445-7100	0	N
National Association of Hispanic Journalists	1000 National Press Building, Washington, D.C. 20045-2001	nahj.org	202-662-7145	0	N
National Association of Minority Media Executives	1921 Gallows Road, Suite 600, Vienna, VA 22182	namme.org	703-893-2410	0	N
National Council of Negro Women	633 Pennsylvania Avenue, NW, Washington, D.C. 20004	Career Center	202-737-0120	0	N
National Lesbian and Gay Journalists Association	1420 K Street, NW Suite 910, Washington, D.C. 20005	nljja.org	202-588-9888	0	N
Native American Journalist Assoc., U of South Dakota	414 E. Clark Street, Vermillion, SD 57069	naja.com	605-677-5282	0	N
Native American Public Telecommunications (NAPT)	P. O. Box 83111, Lincoln, NE 68501	nativetelecom.org	404-402-3522	0	N
Newschannel 10 Web Page	www.wsls.com	wsls.com		2	N
Norfolk State University	2401 Corprew Avenue, Norfolk, VA 23504	Benjamin Ellis, Jr.	757-823-8600	0	N
Radford University	Box 6901, Radford, VA 24142	Career Services Director	540-831-5373	0	N
Richmond Times Dispatch - used upon request by manager, mostly to recruit for sales or news positions	333 Franklin Street, Richmond, VA 23219	Classified Dept.	804-775-8046	0	N
Roanoke College	Chalmers Hall/High Street, Salem, VA 24153	Career Planning	540-375-2303	0	N
Roanoke Times	Campbell Avenue, Roanoke, VA 24011	Classified Dept.	roanoke.com	7	N
Total Action Against Poverty	P. O. Box 2868, Roanoke, VA 24001	Career Services	540-982-6781	0	N
VAB	Charlottesville, VA	Job Bank	vab.org	0	N
Virginia Employment Commission	Roanoke, VA	Job Bank		1	N
Virginia Tech	3rd Floor Henderson Hall, Blacksburg, VA 24060	James Malone	540231-6241		N
Virginia State University	Memorial Hall, 2nd Floor, Room 207, Petersburg VA 23806	Career Placement	804-524-5211	0	N
Virginia Union University	1500 North Lombardy Street, Richmond, VA 23220-1790	Career Planning	804-257-5600	0	N
Virginia Western Community College	P. O. Box 14065, Roanoke, Va 24038	Career Coordinator	540-857-7298	0	N
Danville Register & Bee	700 Monument Street, Danville, VA 24541	Classified Dept.	804-799-0595	0	N
Department of Rehabilitative Services	3433 Brambleton Avenue, SW Roanoke, VA 24014	Dan Semones	540-776-2715	0	N
ECPI	5234 Airport Road, Roanoke, VA 24019	Helen Payne	540-563-8000	0	N
Emory & Henry College, Mass Comm. Dept.	30461 Garnard Drive, Emory, VA 24327	Dr. Teresa Keller	540-944-4121	0	N
Hampton University	114 Wigwam Building, Hampton, VA 23668	Career Placement	757-727-5000	0	N
Howard University	2400 6th Street, NW Washington, D.C. 20059	Career Services	202-806-0007	0	N
Lynchburg News & Advance	Lynchburg, VA	Classified Dept.	804-385-5511	1	N
TVJobs.com (used for news, sales, production and technical openings)		tvjobs.com		8	N
Talent Dynamics - used for on-air positions only				1	N
Virginia Employment Commission	5060 Valley View Blvd., NW, Roanoke, VA 24019	Career Placement	540-561-7525	1	N
MegaNet Job Bank	www.themeganet.com				N
Employee Referrals					N
Newschannel 10 Intern Program	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph/John Carlin	540-981-9110	0	N
Walk-In	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph	540-981-9110	0	N
Newschannel 10 Internal Candidates	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph	540-981-9110	10	N
Employee Referrals	401 Third Street, SW, Roanoke, VA 24011	Hiring Manager	540-981-9110	3	Y

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WLSL-TV

Year: 6/1/06 to 5/31/07

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks for WLSL-TV, NAB, VAB	Job postings of all open positions for employment	On-going	Judy Ralph, HRC/Exec. Asst.	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	John Carlin, News Anchor; Judy Ralph, HRC	Host interns from area high schools and colleges who are majoring in broadcasting for credit hours.
3)	Interstate Career Fair	Career Fair for college seniors	4/12/2007	Judy Ralph, HRC/Exec. Asst.	Partnered with WJHL-TV to sponsor a recruitment booth at the Holiday Inn Conference Center in Bristol, VA; provided information to applicants regarding job openings and job descriptions for those openings.
4)	Training Programs	Cross-training program for employees to give them opportunities to increase their job knowledge and skills for career growth	On-going	Kathy Mohn, VP/GM, Ricky Williams; Chief Engineer; Shane Moreland; News Dir., Linda Haddix; GSM, 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)	VAB Summer Intern Program 2006	Scholarship program sponsored by the VAB. Provides a paid internship for a college senior enrolled in a college in Virginia. The VAB seeks out radio/tv stations who are willing to let the interns work during the summer months.	June-July 2006	Kevin Kirkaldie, Marketing Director; Judy Ralph, H. R. Coordinator	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.
6)	Job Shadow Program	Permits high school juniors and seniors to "shadow" employees to learn more about broadcasting careers.	On-going; specifically with Hidden Valley High School Fall 2006 and Noel C. Taylor School March and April 2007	Judy Ralph, HRC/Adm. Asst., Shane Moreland, News Director; Amit Patel, Production Supervisor;	Permits high school juniors and seniors to "shadow" employees for several days to learn more about the broadcasting career they are interested in. Students must be enrolled in media classes or show a strong interest in broadcasting careers and must be recommended by their faculty advisor to participate in the program.
7)	Howard University	Career Fair	10/19/06-10/20/06	Judy Ralph, HRC/Exec. Asst.	Partnered with the VAB to sponsor a recruitment booth and promote intern opportunities in the broadcasting field
8)	Roanoke Chamber of Commerce Career Focus Event	Career Dinner/Presentation	3/29/2006 & 10/30/2006	Judy Ralph, HRC/Exec. Asst., Kathy Mohn, GM, Emily Wood, Business Manager, Kevin Kirkaldie, Marketing Director, Brian Robinson, Production Manager, Ricky Williams, Chief Engineer and Shane Moreland, News Director;	Hosted a group of 25 college students from Hollins University, Radford University, Ferrum University and Roanoke College. Introduced them to careers in Broadcasting by presenting a program that provided them an overview of job titles, qualifications and responsibilities. The group also viewed a live newscast at 5:00PM in order to see how a portion of the information related to a real life situation.
9)	This Valley Works Job Fair	Career Fair	4/3/2007	Judy Ralph, H.R.C./Exec. Asst. & Judy Ross, Career Counselor for TAP	Provided business students with an opportunity to work with our receptionist to gain on the job experience in an effort to better prepare them for the workplace.
10)	Hampton University	Career Fair	9/28/2006	Judy Ralph/WLSL-TV & Vicki Stec/VAB	Partnered with the VAB to sponsor a recruitment booth and promote intern opportunities in the broadcasting field