

EEO Public File Report: Section I

Station: WLSL-TV

Period Covered By This Report 6/1/2014 - 5/31/2015

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	Photojournalist	5/16/2014	6/2/2014	All Recruitment Sources in Section II used	3	1	Media General Website #47
2	Photojournalist	6/17/2014	8/11/2014	All Recruitment Sources in Section II used	4	1	Media General Website #47
3	General Manager	3/31/2014	8/11/2014	All Recruitment Sources in Section II used, plus recruitment sources contacted for specific vacancies	6	1	Employee Referral #53
4	Digital Content Producer	5/13/2014	9/15/2014	All Recruitment Sources in Section II used	10	1	Media General Website #47
5	Production Technician II	8/29/2014	9/29/2014	All Recruitment Sources in Section II used	3	1	Media General Careers Website #47
6	News Director	7/21/2014	10/6/2014	All Recruitment Sources in Section II used, plus recruitment sources contacted for specific vacancies	5	1	Walk-In/Self Initiated/Word of Mouth/Mail #50
7	Executive Producer	5/9/2014	12/9/2014	All Recruitment Sources in Section II used	3	1	Walk-In/Self Initiated/Word of Mouth/Mail #50
8	Anchor, Weather, WKND, PM	11/3/2014	12/29/2014	All Recruitment Sources in Section II used	5	1	Employee Referral #53
9	Producer	10/3/2014	12/29/2014	All Recruitment Sources in Section II used	5	1	College Advisor/WLSL Website #48
10	Producer	1/7/2015	2/9/2015	All Recruitment Sources in Section II used	3	1	Employee Referral #50

11	Producer	11/17/2014	2/16/2015	All Recruitment Sources in Section II used	4	1	Internet/Careerbuilder.com #53
12	Photojournalist	12/29/2014	2/23/2015	All Recruitment Sources in Section II used, plus recruitment sources contacted for specific vacancies	3	1	Internet/Indeed.com #53
13	Digital Account Executive	1/12/2015	3/2/2015	All Recruitment Sources in Section II used, plus recruitment sources contacted for specific vacancies	4	1	Media General Careers Website/Facebook #47
14	Photojournalist	1/29/2015	3/30/2015	All Recruitment Sources in Section II used, plus recruitment sources contacted for specific vacancies	3	1	Media General Website #47
15	Producer	8/6/2014	10/20/2014	All Recruitment Sources in Section II used	3	1	Media General Website #47
16	Producer	12/30/2014	3/9/2015	All Recruitment Sources in Section II used, plus recruitment sources contacted for specific vacancies	3	1	Employee Referral #50
17	Meteorologist/Weather	12/30/2014	1/22/2015	All Recruitment Sources in Section II used	3	1	Walk-In/Self Initiated/Word of Mouth/Mail #50
18	Video Editor	3/24/2015	5/18/2015	All Recruitment Sources in Section II used, plus recruitment sources contacted for specific vacancies	3	1	WSLS 10 Intern Program #49

EEO Public File Report: Section II Recruitment Source Analysis

Station: WLSL-TV Total No. of Persons Interviewed for full-time
 Year: 6/1/2014 - 5/31/2015 vacancies

73

Recruitment Source Information

	Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
1	NAACP	401 Gainsboro Rd., NW Roanoke VA 24016	Brenda Hale	540-344-2424		N
2	Roanoke Rescue Mission	P. O. Box 11525 Roanoke VA 24022	Kim Gembala	540-777-7675		N
3	Total Action for Progress	P. O. Box 2868 Roanoke VA 24011	Tina Bousman	540-283-4802		N
4	Virginia State University	Memorial Hall Ptersburg VA 23806	Yolanda Crewe	804-524-5211		N
5	Virginia Union University	1500 North Lombardy Richmond VA 23220-1790	Takeisha Brown	804-257-5616		N
6	Dept. of Rehabilitative Services	111 Franklin Rd., SE Roanoke VA 24011	Mary Stone	540-857-7748		N
7	Skyline College	5234 Airport Road Roanoke VA 24012	Christina Garnett	540-563-8000		N
8	Emory & Henry College	30461 Granard Drive Emory VA 24327	Amanda Gardner	276-944-4121		N
9	Hampton University	114 Wigwam Bldg. Hampton VA 23668	Lashel Wilson	757-727-5000		N
10	Howard University	2400 6th Street, NW Washington D.C. 20059	Joan Browne	202-806-6100		N
11	Averett University	420 West Main Street Danville VA 24541	Mary Vanderlinden	434-791-7214		N
12	Bridgewater College	402 East College Street Bridgewater VA 22821	Sherry Talbott	540-828-5357		N
13	Central Virginia Community College	3506 Wards Road Lynchburg VA 24502	Susan Rush	434-832-7760		N
14	Danville Community Colleg	1008 South Main Street Danville VA 24541	Angie McAdams	434-797-8520		N
15	East Tennessee University	P. O. Box 70667 Johnson City TN 37614	David Magee	423-439-4450		N
16	Hollins University	Career Center Roanoke VA 24020-1628	Ashley Glenn	540-362-6938		N
17	James Madison University	Harrison Hall 0276 Harrisonburg VA 22807	John Woody	540-568-6555		N
18	Longwood University	201 High Street Farmville VA 23909	Mary Meade Saunders	434-395-2063		N
19	Lynchburg College	Communication Studies Video & Multimedia Lynchburg VA 24501	Beverly Reid	434-544-8339		N
20	Mary Baldwin College	Rosemarie Sena Center, Kable House Staunton VA 24402	Julie Chappell	540-887-7225		N
21	National College of Business & Technology	1813 East Main Street Salem VA 24153	Kristal Bushong	540-986-1800		N
22	National Lesbian & Gay Journalists Assoc.	2120 L Street, NW Washington D.C. 20037	Jen Christensen	202-588-9888		N
23	North Carolina A & T State University	1601 East Market Street Greensboro NC 27411	Joyce Edwards	336-334-7500		N
24	Radford University	Career Services Radford VA 24142	Carolyn Sutphin	540-831-5373		N
25	Randolph Macon College	P. O. Box 5005 Ashland VA 23005	Cathy Rollman	804-752-3103		N
26	Regent University	School of Communication and the Arts Virginia Beach VA 23452	Kita Graham	757-352-4926		N
27	Roanoke College	202 High Street Salem VA 24153	Toni McLawhorn	540-375-2303		N
28	Sweet Briar College Career Services	P. O. Box AT Sweet Briar VA 24595	Wayne Stark	434-381-6151		N
29	Tidewater Community College Chesapeake Campus	1700 College Crescent Virginia Beach VA 23453	Danielle Griscombe	757-822-5192		N
30	Tidewater Community College	315 Granby Street Norfolk VA 23510	Heather Kitsis	757- 822-1110		N
31	Tidewater Community College	1700 College Crescent Virginia Beach VA 23453	Babi L. Brock	757-822-7228		N
32	University of North Carolina	Communication Studies Chapel Hill NC 27514	Ray Angle	919-962-6507		N
33	Virginia Tech Career Services	Washington Street & West Campus Drive Blacksburg VA 24061	Lisa Boothe	540-231-8875	1	N
34	Virginia Western Community College	P. O. Box 14007 Roanoke VA 24038	Rhonda Perdue	540-857-7298		N
35	P. I. Reed School of Journalism	West Virginia University Morgantown WV 26506	Eric Minor	304-293-6117		N
36	Virginia Employment Commission	1351 Hershberger Rd. Roanoke VA 24012	Katherine Holcomb	540-204-9660		N
37	Mattaponi Pamunkey, Monacan	Career Services Indian Neck VA 23148	G. Anne Richardson	804-769-4767		N
38	Eastern Band of Cherokee Indians	P. O. Box 481 Cherokee NC 28719	Kimlyn Lambert	828-497-9195		N
39	Department of Veterans Services	900 E. Main Street Richmond VA 23219	John Newby II	804-786-0286		N
40	Goodwill Industries of the Valley	Workforce Training Roanoke VA 24017	Mary Ann Gilmer	540-581-0620		N
41	Poynter Institute	801 Third Street, South St. Petersburg FL 33701	Nico Guerrero	727-553-4711		N
42	NABJ	1100 Knight Hall College Park MD 20742	Darryl Matthews Sr.	626-792-3846		N
43	Liberty University	School of Communications Lynchburg VA 24502	Richard Glass	434-582-2000		N
44	Piedmont Community College	P. O. Box 1150 Yanceyville NC 27379	Tommiann Hill	704-330-6433		N
45	League of Older Americans	206 9th St., NW Roanoke VA 24016	Gloria Clark	540-345-0451		N

46	Norfolk State University	2401 Corprew Avenue Norfolk VA 23504	Nash Montgomery	757-823-8462		N
47	Media General Careers Website	111 N. 4th Street, Richmond, VA 23219	www.mediageneral.com/careers	804-887-1000	29	N
48	WLSL 10 Web Page	401 Third Street, SW, Roanoke, VA 24011	www.wsls.com	540-981-9110	1	N
49	WLSL 10 Intern Program	401 Third Street, SW, Roanoke, VA 24011	Rick Moll	540-981-9110	1	N
50	Walk-In/Self Initiated/Word of Mouth/Mail	401 Third Street, SW, Roanoke, VA 24011	John Kragh	540-981-9110	23	N
51	WLSL Facebook Page	401 Third Street, SW, Roanoke, VA 24011	Margaret Grigsby	540-981-9110		N
52	WLSL Internal Candidates	401 Third Street, SW, Roanoke, VA 24011	John Kragh	540-981-9110		N
53	Internet/Other				17	N
					72	

No.	Recruitment Sources Contacted for Specific Vacancies	Contact/Telephone #	Contact Person	Telephone No	Total Interviewed by Source	Entitled to Notification
1	Spots and Dots (Account Executive and Local Sales Manager)	600 West Peachtree Street, NW, Suite 350, Atlanta, GA 30308	www.spotsndots.com	888-884-2630	1	N
2	Media Recruiter (Local Sales Manager)	9457 So. University Blvd. #303, Highlands Ranch, CO 80126	www.mediarecruiter.com	303-400-5150		N

EEO Public File Report: Section III Recruitment Initiatives

Station: WLSL-TV

Year: 6/1/2014 - 5/31/2014

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1	Establishment of an internship program	Expose eligible high school seniors and college juniors and seniors to a broadcasting environment	As many as 10 internships are available each school semester. Interns must receive class credit.	Production Supervisor, Digital Content Manager	Interns are provided the opportunity to learn all facets of news gathering. They will work with producers, reporters, assignment editors, photographers and anchors.
2	Establishment of training programs	Cross-training program for employees to give them opportunities to increase their job knowledge and skills for career growth	On-going	News Director, General Manager	News managers are continually training their employees to gain skills that will enable them to obtain internal promotions or transfers to larger markets.
3	Participation in job fair	Career fair for Broadcast/Media Students - Liberty University Communications Career Fair	April 2, 2015	Production Manager	Sponsored a booth at career fair that targeted broadcast/media students; Furnished information about all open positions within Media General, Inc. as well as WLSL 10 and provided information regarding the Media General Intern Program.
4	Participate in other activities designed by the Station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting	Scholarship program sponsored by the VAB. Provides a paid internship for a college senior enrolled in a college in Virginia. The VAB seeks radio/tv stations which are willing to let interns work during the summer months.	June - July 2014	HRG and Intern Coordinator	WLSL partners with the VAB to provide a summer internship for a college senior majoring in communications or broadcasting. The intern is actually considered a paid 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.
5	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	Media General Business Administrator Summit	May 27-28, 2015	Business Administrator	The Business Administrators from Media General stations, including WLSL, convened in Indianapolis to receive training in HR compliance, employment & labor law relations, and other business matters.