

EEO PUBLIC FILE REPORT

FOR

**WSKY-TV**

This EEO Public File Report  
August 1, 2015 to July 31, 2016

## **EEO Annual Public File Report**

### **WSKY-TV**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of WSKY. This Report will be placed in WSKY's public inspection file and posted on WSKY's website.

The information contained in this Report covers the time period ending July 31, 2016 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain 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 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey or Samantha Eastlack, at (804) 672-6565.

\* \* \* \* \*

**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

| <b>Position Title</b> | <b>Total No.<br/>Interviewees for<br/>the Vacancy</b> | <b>Recruitment Source of<br/>Hiree</b> | <b>Recruitment Sources<br/>Utilized (see attached<br/>list of sources)</b> |
|-----------------------|---|--|--|
| Creative Producer     | 8   | Craigslist                             | 1-23   |
|                       |   |  |  |
|                       |   |  |  |
|                       |   |  |  |

Total number of persons interviewed during the Reporting Period: 8.

## ATTACHMENT 2

### RECRUITMENT SOURCE INFORMATION

| <b>Recruitment<br/>Source<br/>(see<br/>attached<br/>list)</b> | <b>Total Number of<br/>Interviewees from<br/>Source*</b> | <b>Did Source Request<br/>Notice of Job<br/>Openings?</b> |
|---|--|---|
| 1   | 0  | No  |
| 2   | 0  | No  |
| 3   | 0  | No  |
| 4   | 0  | Yes   |
| 5   | 0  | No  |
| 6   | 0  | No  |
| 7   | 0  | No  |
| 8   | 0  | No  |
| 9   | 0  | No  |
| 10  | 0  | No  |
| 11  | 0  | No  |
| 12  | 0  | No  |
| 13  | 0  | Yes   |
| 14  | 0  | Yes   |
| 15  | 0  | No  |
| 16  | 0  | No  |
| 17  | 0  | Yes   |
| 18  | 0  | Yes   |
| 19  | 0  | Yes   |
| 20  | 1  | Yes   |
| 21  | 2  | No  |
| 22  | 5  | No  |
| 23  | 0  | No  |

**\* Note:** The above table reflects information for the 4 interviewees who provided referral source information.

## RECRUITMENT SOURCES

### Source

1. WSKY-TV website, Danny Woodruff, <http://www.sky4tv.com>
2. Broadcasting Institute of Maryland, Norman Brooks, 7200 Harford Road, Baltimore, MD 21234 410-254-2770 Norman Brooks
3. Christopher Newport University, Monica Nolan, 1 University Place, Newport News, VA 23606 757-594-8859 Monica Nolan
4. College of Abermarle, Martha Johnson, 132 Russell Twiford Road, Manteo, NC 27954 252-475-2264 Martha Johnson
5. Commonwealth of VA, Rehabilitation Services, Gail Price, 3248 Academy Ave, Portsmouth, VA 23703 757-686-5004 Gail Price
6. DeVry University, 1317 Executive Boulevard, Chesapeake, VA 23320 757-382-5641 Rosetta Rolan
7. Hampton University, 2 Frissell Street, Hampton, VA 23668 757-727-9283 Career Planning
8. NAACP-Portsmouth, Dr. Elizabeth Daniels, PO Box 3878, Portsmouth, VA 23701 757-487-6778 Dr. Elizabeth Daniels
9. NAACP-VA Beach Branch, Georgia Allen, 868 N. Newtown Road, Suite A, Virginia Beach, VA 23402 757-892-7799 Georgia Allen
10. NAACP-Norfolk Branch, Shirley Winder, 909 B Marshall Ave, Norfolk, VA 23504 757-627-1096 Shirley Winder
11. Norfolk State University, Career Services 53100, 700 Park Ave, Norfolk, VA 23504 757-823-8600
12. Old Dominion University, 2202 Webb University Center, Norfolk, VA 23529 757-683-4388 Alice Jones
13. Regent University, 1000 Regent University Drive, Virginia Beach, VA 23464 757-352-4746 Saranette Williams
14. Tidewater Community College – Portsmouth, Lisa Tretola, 700 College Drive, Portsmouth, VA 23703 757-822-6999 Lisa Tretola
15. Tidewater Community College—VA Beach, Babbi Brock, 1700 College Crescent, Virginia Beach, VA 23453 757-722-7228
16. Tidewater Community College—Chesapeake, Danielle Giscombe, 1428 Cedar Road, Chesapeake, VA 23320 757-822-5095
17. Thomas Nelson Community College, Stacey Roberts, 600 Butler Farm Road, Hampton, VA 23666 757-865-5870
18. Troy University, Roger Smith, 100 Volvo Parkway, Suite 300, Chesapeake, VA 23320 757-451-8202
19. Urban League of Hampton Roads, Gwendolyn Mack, 5700 Thurston Ave, Ste 101, Virginia Beach, VA 23455 757-226-7589
20. Internal Company Posting 804-672-6565
21. VARTV.com
22. Craigslist.com
23. VABonline.com

### ATTACHMENT 3

#### MENU OPTION ACTIVITIES

WSKY-TV has engaged in the following outreach activities during the period covered by this Report:

| Activity Classification* | Type of Activity  | Brief Description  |
|--------------------------|---|--|
| 1.                       | Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions                            | John Cochrane, General Manager, attended the Hampton University Career Fair on September 24, 2015. John Cochrane also attended the Christopher Newport University Career Fair held on September 30, 2015. John Cochrane also attended the Old Dominion Spring Career Fair on March 31, 2016. Kathy Yevak, Local Sales Manager, attended a career fair event at Tabb Middle School to educate students on careers in the broadcasting industry.   |
| 5.                       | Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;                   | The station participated in the internship program offered by the VAB in the summer of 2015. The intern worked at the station from June 6, 2016 to July 29, 2016. He spent a good deal of the 8 weeks working with production to gain creative services type skills. He also spent time with the account executives at the station learning the art of sales. Likewise, he spent time with the General Manager and General Sales Manager learning about general broadcasting.  |
| 8.                       | Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions            | The Local Sales Manager, Account Executives, and Director of Operations all participated in regularly scheduled webinars through the VAB designed to provide skills to enable them to perform better at their jobs and also to gain skills that will enable them to perform higher job functions. The staff routinely participates in the webinars and started their participation in July of 2014 and have continued the participation as recently as July 11, 2016. Topics include Income Managing, Diffusing Angry Callers, Automotive Selling, and Business Travel Planning. |
| 11.                      | Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting | Tidewater TV, LLC was a corporate sponsor of the Old Dominion Spring Career Fair held on March 31, 2016.   |

\* For "Activity Classification", use "1" through "16" in accordance with attached list.

### **Menu Option Classifications**

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.