

EEO PUBLIC FILE REPORT

FOR

**WSKY-TV**

This EEO Public File Report  
August 1, 2019 to July 31, 2020

## 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, 2020 (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 Kristin Hellyer at (804) 672-6565.

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**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
Commercial Production	6	21	1-24, 26
Account Executive	5	21	1-18, 20, 21, 23-25

Total number of persons interviewed during the Reporting Period: 11.

## ATTACHMENT 2

### RECRUITMENT SOURCE INFORMATION

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
1	0	No
2	0	No
3	0	No
4	0	No
5	0	No
6	0	No
7	0	No
8	0	No
9	0	Yes
10	0	No
11	0	No
12	0	Yes
13	0	No
14	0	No
15	0	No
16	0	No
17	0	Yes
18	0	Yes
19	0	No
20	1	No
21	7	No
22	0	No
23	0	No
24	0	No
25	2	No
26	1	No

**\* Note: The above table reflects information for the 11 interviewees who provided referral source information.**

## RECRUITMENT SOURCES

### Source

1. Lockwood Broadcast website, [www.LockwoodBroadcast.com](http://www.LockwoodBroadcast.com) Danny Woodruff – 804-672-6565
2. Soldier Support Center, 650 Monroe Ave, Suite 126, Fort Eustis, VA 23185, 757-878-3638, Roger Bullis
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. National Association of Black College Broadcasters, PO Box 3191, Atlanta, GA 30302, 404-523-6136
6. Hampton University, 2 Frissell Street, Hampton, VA 23668 757-727-9283 Career Planning
7. NAACP-Portsmouth, Dr. Elizabeth Daniels, PO Box 3878, Portsmouth, VA 23701 757-487-6778 Dr. Elizabeth Daniels
8. College of Albemarle, 132 Russell Twiford Road, Manteo, NC 27954, 252-335-0821, Martha Johnson
9. Saint Leo University, 33701 SR 52, Saint Leo, FL 33574, 352-588-8200, Career Planning
10. Norfolk State University, Career Services 53100, 700 Park Ave, Norfolk, VA 23504 757-823-8600
11. Old Dominion University, 2202 Webb University Center, Norfolk, VA 23529 757-683-4388 Alice Jones
12. Regent University, 1000 Regent University Drive, Virginia Beach, VA 23464 757-352-4746 Saranette Williams
13. Tidewater Community College – Portsmouth, 120 Campus Drive, Portsmouth, VA 23701 757-822-6999 Lisa Tretola
14. Tidewater Community College—VA Beach, Babbi Brock, 1700 College Crescent, Virginia Beach, VA 23453 757-722-7228
15. Tidewater Community College—Chesapeake, Danielle Giscombe, 1428 Cedar Road, Chesapeake, VA 23320 757-822-5095
16. Thomas Nelson Community College, Stacey Roberts, 600 Butler Farm Road, Hampton, VA 23666 757-865-5870
17. Troy University, Roger Smith, 100 Volvo Parkway, Suite 300, Chesapeake, VA 23320 757-451-8202
18. Urban League of Hampton Roads, Gwendolyn Mack, PO Box 2176, Norfolk, VA 23501, 757-226-7589
19. Internal Company Posting 804-672-6565
20. VABonline.com
21. Indeed.com
22. Medialine.com
23. TVJobs.com
24. LinkedIn.com
25. Employee Referral
26. JMU SMAD Program

## 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	Station personnel participated in the Christopher Newport University with the Virginia Association of Broadcasters on September 25, 2019.
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;	The General Manager of WSKY spoke at the Downing Gross Cultural Arts Center about Broadcast Careers.
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)	<p>WSKY created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Virginia Association of Broadcasters learn of employment opportunities at member stations. These announcements ran throughout the year on WSKY.</p> <p>Job Opportunities at the stations are also posted on the Virginia Association job banks.</p>

8.	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	Station Account Executives, Local Sales Manager, and General Manager participated in many training activities that would benefit them to help elevate their careers. These activities include but are not limited to training offered by the VAB and training on political buying, COVID-19 business and employment issues, selling during recessions, digital selling, and needs assessment training.
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**\* 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.