

EEO PUBLIC FILE REPORT

FOR

WSKY-TV

This EEO Public File Report
August 1, 2020 to July 31, 2021

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, 2021 (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 at (804) 672-6565 or business@lockwoodbroadcast.com.

* * * * *

ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
Account Executive*	9	Indeed.com	1-21
Account Executive*	9	Indeed.com	1-21

Total number of persons interviewed during the Reporting Period: 9

*Please note both positions were hired from the same pool of candidates.

ATTACHMENT 2

RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
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	No
13	0	No
14	0	Yes
15	0	Yes
16	0	No
17	8	No
18	0	No
19	0	No
20	1	No
21	0	No

*** Note: The above table reflects information for the 9 interviewees who provided referral source information.**

RECRUITMENT SOURCES

Source

1. Lockwood Broadcast website, www.LockwoodBroadcast.com Danny Woodruff – 804-672-6565
2. Christopher Newport University, Monica Nolan, 1 University Place, Newport News, VA 23606 757-594-8859 Monica Nolan
3. College of Albemarle, 132 Russell Twiford Road, Manteo, NC 27954, 252-335-0821, Martha Johnson
4. Hampton University, 2 Frissell Street, Hampton, VA 23668 757-727-9283 Career Planning
5. NAACP-Portsmouth, Dr. Elizabeth Daniels, PO Box 3878, Portsmouth, VA 23701 757-487-6778 Dr. Elizabeth Daniels
6. National Association of Black College Broadcasters, PO Box 3191, Atlanta, GA 30302, 404-523-6136
7. Norfolk State University, Career Services 53100, 700 Park Ave, Norfolk, VA 23504 757-823-8600
8. Old Dominion University, 2202 Webb University Center, Norfolk, VA 23529 757-683-4388 Alice Jones
9. Regent University, 1000 Regent University Drive, Virginia Beach, VA 23464 757-352-4746 Saranette Williams
10. Roger Bullis, 650 Monroe Ave, Suite 126, Fort Eustis, VA 23185
11. Tidewater Community College—VA Beach, Babbi Brock, 1700 College Crescent, Virginia Beach, VA 23453 757-722-7228
12. Tidewater Community College—Chesapeake, Danielle Giscombe, 1428 Cedar Road, Chesapeake, VA 23320 757-822-5095
13. Thomas Nelson Community College, Stacey Roberts, 600 Butler Farm Road, Hampton, VA 23666 757-865-5870
14. Urban League of Hampton Roads, Gwendolyn Mack, PO Box 2176, Norfolk, VA 23501, 757-226-7589
15. Troy University, Roger Smith, 100 Volvo Parkway, Suite 300, Chesapeake, VA 23320 757-451-8202
16. VABonline.com
17. Indeed.com
18. Medialine.com
19. TVJobs.com
20. LinkedIn.com
21. WSKY4 Website

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
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	On 11/9/2020, 11/11/2020, 4/14/2021, 4/30/2021, and 7/13/2021, Station personnel participated in the Ford Next Generation Learning Virtual Biztalk series with Hampton University. During the presentations, station personnel spoke with students regarding careers in broadcasting. On 1/14/2021, the General Manager of WSKY participated in a podcast with Retail Alliance to talk about broadcast employment opportunities and issues.
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 2021. The intern worked at the station from June 7, 2021 to July 30, 2021. They spent a good deal of the 8 weeks working with production to gain creative services type skills. They also spent time with the account executives at the station learning the art of sales. Likewise, they spent time with the General Manager learning about general broadcasting.
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)	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. Job Opportunities at the stations are also posted on the Virginia Association job banks.

<p>8.</p>	<p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</p>	<p>WSKY station personnel participated in a series of webinars geared towards helping them acquire skills that could qualify them for higher level positions.</p> <p>8/6/2020 - Data, Performance, Technology; Optimizing Spot TV in a Challenging Economy</p> <p>8/12/2020 - 2020 Virtual Mid-Year Economic Forecast</p> <p>8/18/2020 - Political Advertising Webinar: Is your Station Ready for the Race to Nov 3?</p> <p>9/1/2020 - Black-Owned Media Matters: A Demand for Change and Inclusion in Media Planning</p> <p>1/19/2021 - Local TV's (Happy) New Year: Views from the Top</p> <p>1/19/2021 - STRIVE Workshop: Maximizing Your Digital Footprint</p> <p>1/21/2021 - Sales Manager or Babysitter - 5 Ways to Create Sales Rep Accountability</p> <p>1/21/2021 - NAB - Discussion about Covid-19 vaccinations</p> <p>1/27/2021 - Spot TV Forecast 2021 Webinar</p> <p>1/28/2021 - Your Guide to Seasonal CTV Planning: from Valentine's Day to Veteran's Day</p> <p>2/16/2021 - VAB Legal Webinar: What Virginia's Local Broadcasters Need to Know About Legalized Betting</p> <p>2/22/2021 - Fighting for Your Team - P1 Learning VAB Webinar</p> <p>2/25/2021 - Marketing Local TV in a Changing Media Environment</p> <p>4/1/2021 - All Eyes on OTT - Breakout Media Category in 2021</p> <p>4/14/2021 - VAB - Next Level Leadership: The Challenge of Continuous Growth with Kevin Eastman</p> <p>5/19/2021 - Automation & Optimizing Spot TV</p> <p>6/1/2021 -VAB Legal Webinar: Returning to the Station: COVID Legal Considerations</p> <p>6/8/2021 -The Top 5 Sales Skills Your Sales Training Must Address</p>
-----------	---	---

*** 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.