

EEO PUBLIC FILE REPORT

FOR

WSKY-TV

This EEO Public File Report
August 1, 2025, to July 31, 2026

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 online public inspection file and posted on WSKY's website.

The information contained in this Report covers the time period ending July 31, 2026 (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.

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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)
Digital Sales Account Executive	24	14	1-18
Account Executive	4	13	1-13, 15-16

Total number of persons interviewed during the Reporting Period: 28

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	No
10	0	No
11	0	No
12	0	No
13	4	No
14	22	No
15	0	No
16	0	No
17	0	No
18	2	No

*** Note: The above table reflects information for the 28 interviewees who provided referral source information.**

RECRUITMENT SOURCES

Source

1. Christopher Newport University, Monica Nolan, 1 University Place, Newport News, VA 23606, 757-594-8859, Monica Nolan
2. Hampton University, 2 Frissell Street, Hampton, VA 23668, 757-727-9283, Career Planning
3. NAACP-Portsmouth, Dr. Elizabeth Daniels, PO Box 3878, Portsmouth, VA 23701, 757-487-6778, Dr. Elizabeth Daniels
4. National Association of Black College Broadcasters, PO Box 3191, Atlanta, GA 30302, 404-523-6136
5. Norfolk State University, Career Services 53100, 700 Park Ave, Norfolk, VA 23504, 757-823-8600
6. DeVry University, 1317 Executive Boulevard, Chesapeake, VA 23320, Lola Bennett-Clayton, 757-382-5680
7. Roger Bullis, Community Readiness Consultant, 650 Monroe Ave, Suite 126, Fort Eustis, VA 23185
8. Tidewater Community College—VA Beach, Babbi Brock, 1700 College Crescent, Virginia Beach, VA 23453, 757-722-7228
9. Tidewater Community College—Chesapeake, Danielle Giscombe, 1428 Cedar Road, Chesapeake, VA 23320, 757-822-5095
10. Virginia Peninsula Community College, 99 Thomas Nelson Drive, Hampton, VA 23666, Career Services, 757-825-4070
11. Urban League of Hampton Roads, Gwendolyn Mack, PO Box 2176, Norfolk, VA 23501, 757-226-7589
12. Army Community Service, 650 Monroe Ave, Room 126-02B, Fort Eustis, Virginia 23604, 804-734-6388
13. VABonline.com, 250 West Main Street, Suite 100, Charlottesville, VA 22902, 434-977-3716, Kathy Yevak, District Director
14. Indeed.com, 6433 Champion Grandview Way, Building 1, Austin, TX 78750, 1-800-475-4361
15. TVJobs.com, PO Box 4116 Oceanside, CA 92052, 760-754-8177, info@tvjobs.com
16. College Central—Tidewater CC, Green District Administration Building, 121 College Place, Norfolk, VA 23510, 757-822-1111
17. Linked In, www.linkedin.com, 2029 Stierlin Court Suite 200 Mountain View, CA 94043, 1-650-687-3600
18. Internal Referral

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	• September 18, 2025: The General Manager attended a Practice with the Pros event at Christopher Newport University to help their students learn more about opportunities in broadcasting and provide practice to the students on the interviewing and resumes. • September 23, 2025: The General Manager attended a job fair at Christopher Newport University to discuss job opportunities at WSKY and broadcasting in general. • January 14, 2026: The General Manager attended a virtual job fair at Norfolk State University to discuss job opportunities at WSKY and broadcasting in General.
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	• August 11, 2025: The station hosted a group from Beyond Disabilities, a local group who help individuals with developmental disabilities, in order to educate them about broadcasting jobs and opportunities. • March 3-March 4, 2026: The General Manager and Sales Manager attended the National Association of Broadcasters State Conference in Washington, DC. The conference included sessions addressing broadcast employment issues. • April 23, 2026: The station hosted a group from Beyond Disabilities, a local group who help individuals with developmental disabilities, in order to educate them about broadcasting jobs and opportunities. • June 11-13, 2026: The General Manager and an Account Executive attended the Virginia Association of Broadcasters Convention in Virginia Beach, VA. Sessions included issues in broadcasting including employment issues.

5.	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	• WSKY hosted an intern in collaboration with the Virginia Association of Broadcasters from June 1, 2026 to July 24, 2026. The intern worked on commercial production, broadcasting writing, sales items such as prospecting and doing a customer needs analysis, and digital marketing strategies.
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 to learn of employment opportunities at member stations. These announcements ran throughout the year on WSKY. Job Opportunities at the station are also posted on the Virginia Association of Broadcasters job banks. WSKY actively supports the Virginia Association of Broadcasters job banks in that the General Manager promotes their Summer Internship program to colleges when the colleges are unaware of the program.

8.	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	WSKY station personnel participated in a number of webinars and events geared towards helping them acquire skills that could qualify them for higher level positions. • October 24, 2025-June 13, 2026: An Account Executive participated in the Virginia Association of Broadcasters Best of the Best Program. This leadership program helps the participants build leadership skills, develop a diverse business network, meet legislative officials and become advocates for their industry, and prepare for challenges facing the broadcasting industry. • February 18, 2026: The General Manager and Account Executives attended training with VICI Media on Digital Restricted Verticals. • March 11, 2026: The General Manager and Account Executives attended training with VICI Media on Native Advertising for Digital Advertisers. • May 6, 2026: The General Manager and Account Executives attended training with VICI Media on Digital Advertising for Home Services. • May 6, 2026: The General Manager and Account Executives participated in training with Brian Wexler from the Television Bureau of Advertising. This training covered items such as growing your business and effective appointment setting. • May 13, 2026: The General Manager and Account Executives attended training with VICI Media on selling Digital Out of Homes. • May 20, 2026: The General Manager and Account Executives attended training with VICI Media on creating better creative for ads. • May 27, 2026: The General Manager and Account Executives attended training with VICI Media on overcoming a client's objections to digital advertising. • June 3, 2026: The General Manager and Account Executives attended training with VICI Media on Website Visitor ID and legal considerations of utilizing those IDs. • June 10, 2026: The General Manager and Account Executives attended training with VICI Media on how to enhance digital selling. • June 17, 2026: The General Manager and Account Executives attended training with VICI Media on post sale next steps for digital. • June 24, 2026: The General Manager and Account Executives attended a question and answer session with VICI about digital advertising.
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10.	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	June 18, 2026: The General Manager participated in virtual meeting with Virginia Commonwealth University. This meeting was a Futures Program Question and Answer session by which the students asked the panel about jobs in broadcasting.
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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.