

EEO Public File Report

Station: **WLSL-TV**

Renewal Filing Deadline: 6/1/08

Period Covered By This Report 6/1/07-5/31/08

This report is a complete listing of all full-time jobs filled by station's employment unit during previous year, identified by title

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	Number Hired	Recruit-ment Source for Hire
1	Reporter	5/3/2007	7/23/2007	Recruitment Source List (see attached)	4	1	College Intern Program
2	Photojournalist	5/22/2007	8/20/2007	Recruitment Source List (see attached)	4	1	Employee Referral
3	Producer	7/31/2007	9/3/2007	Recruitment Source List (see attached)	3	1	Employee Referral
4	General Sales Manager	7/24/2007	9/17/2007	Recruitment Source List (see attached)	10	1	Self-Initiated
5	Account Executive	5/3/2007	10/1/2007	Recruitment Source List (see attached)	10	1	www.wsls.com
6	Sales Assistant	10/5/2007	10/22/2007	Recruitment Source List (see attached)	5	1	Roanoke Times
7	Local Sales Manager	3/14/2007	11/26/2007	Recruitment Source List (see attached)	15	1	Agency
8	Account Executive	10/29/2007	11/5/2007	Recruitment Source List (see attached)	9	1	Employee Referral
9	Reporter	10/2/2007	3/17/2008	Recruitment Source List (see attached)	3	1	DB & Associates
10	Reporter	12/4/2007	3/31/2008	Recruitment Source List (see attached)	5	1	www.mgbg.com
11	Account Executive	1/2/2008	4/16/2008	Recruitment Source List (see attached)	7	1	www.mgbg.com
12	Anchor, Weather, Weekend	4/18/2008	5/12/2008	Recruitment Source List (see attached)	1	1	www.wsls.com

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: WLSL-TV
Year: 6/1/07 to 5/31/08

Total No. of Persons
Interviewed for full-time
vacancies 76

Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewed by Source	Entitled to Notification
Asian American Journalists	1182 Market St., Suite 320, San Francisco, CA 94102	aaja.org	415-346-2051	0	N
NABJ	8701 A Adelphi Rd., Adelphi, MD 20783-1716	nabj.org	304-445-7100	0	N
National Association of Hispanic Journalists	1000 National Press Building, Washington, D.C. 20045-2001	nahj.org	202-662-7145	0	N
National Council of Negro Women	633 Pennsylvania Avenue, NW, Washington, D.C. 20004	Career Center	202-737-0120	0	N
National Lesbian and Gay Journalists Association	1420 K Street, NW Suite 910, Washington, D.C. 20005	nljja.org	202-588-9888	0	N
Native American Journalist Assoc., U of South Dakota	414 E. Clark Street, Vermillion, SD 57069	naja.com	605-677-5282	0	N
Native American Public Telecommunications (NAPT)	P. O. Box 83111, Lincoln, NE 68501	nativetelecom.org	404-402-3522	0	N
WLSL 10 Web Page	www.wsls.com	wsls.com		13	N
Norfolk State University	2401 Corprew Avenue, Norfolk, VA 23504	Benjamin Ellis, Jr.	757-823-8600	0	N
Radford University	Box 6901, Radford, VA 24142	Career Services Director	540-831-5373	0	N
Richmond Times Dispatch - used upon request by manager, mostly to recruit for sales or news positions	333 Franklin Street, Richmond, VA 23219	Classified Dept.	804-775-8046	0	N
Roanoke College	Chalmers Hall/High Street, Salem, VA 24153	Career Planning	540-375-2303	0	N
Roanoke Times	Campbell Avenue, Roanoke, VA 24011	Classified Dept.	roanoke.com	6	N
Total Action Against Poverty	P. O. Box 2868, Roanoke, VA 24001	Career Services	540-982-6781	0	N
VAB	Charlottesville, VA	Job Bank	vab.org	1	N
Virginia Tech	3rd Floor Henderson Hall, Blacksburg, VA 24060	James Malone	540231-6241		N
Virginia State University	Memorial Hall, 2nd Floor, Room 207, Petersburg VA 23806	Career Placement	804-524-5211	1	N
Virginia Union University	1500 North Lombardy Street, Richmond, VA 23220-1790	Career Planning	804-257-5600	0	N
Virginia Western Community College	P. O. Box 14065, Roanoke, Va 24038	Career Coordinator	540-857-7298	0	N
Danville Register & Bee	700 Monument Street, Danville, VA 24541	Classified Dept.	804-799-0595	0	N

Department of Rehabilitative Services 3433 Brambleton Avenue, SW Roanoke, VA 24014
 ECPI 5234 Airport Road, Roanoke, VA 24019
 Emory & Henry College, Mass Comm. Dept. 30461 Garnard Drive, Emory, VA 24327
 Hampton University 114 Wigwam Building, Hampton, VA 23668
 Howard University 2400 6th Street, NW Washington, D.C. 20059
 Lynchburg News & Advance Lynchburg, VA
 TVJobs.com (used for news, sales,
 production and technical openings)
 Talent Dynamics - used for on-air positions
 only www.talendynamics.com
 Virginia Employment Commission 5060 Valley View Blvd., NW, Roanoke, VA 24019
 MegaNet Job Bank www.mgbg.com
 WSLs 10 Intern Program 401 Third Street, SW, Roanoke, VA 24011
 Walk-In/Self Initiated/Word of Mouth 401 Third Street, SW, Roanoke, VA 24011
 WSLs 10/MGBG Internal Candidates 401 Third Street, SW, Roanoke, VA 24011
 Employee Referrals 401 Third Street, SW, Roanoke, VA 24011
 Spots'n Dots april@spotsndots.com
 DB & Associates dbandassociates@msn.com
 David Crane Agency 124 Ammons Drive, Raleigh, NC 27615-6501

Dan Semones	540-776-2715	0	N
Helen Payne	540-563-8000	0	N
Dr. Teresa Keller	540-944-4121	0	N
Career Placement	757-727-5000	0	N
Career Services	202-806-0007	0	N
Classified Dept.	804-385-5511		N
tvjobs.com			N
www.talendynamics.com		0	N
Career Placement	540-561-7525		N
		15	N
Judy Ralph/John Carlin	540-981-9110	1	N
Judy Ralph	540-981-9110	12	N
Judy Ralph	540-981-9110	8	N
Hiring Manager	540-981-9110	12	Y
April Causey	888-884-2630	1	N
David Bruner	610-767-6183	3	N
David Crane	919-846-9618	3	N

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WLSL-TV

Year: 6/1/07-5-31/08

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Internet Job Banks for WLSL-TV, NAB, VAB	Job postings of all open positions for employment	On-going	Judy Ralph, HR Specialist	All open positions are posted on internet web sites specifically to reach and recruit a broad spectrum of qualified broadcasting applicants.
2)	Intern Program	Expose eligible high school and college students to a broadcasting environment	On-going	John Carlin, News Anchor; Amit Patel, Production Supervisor; Judy Ralph, HR Specialist	Host interns from area high schools and colleges who are majoring in broadcasting for credit hours.
3)	VAB Summer Intern Program 2007	Scholarship program sponsored by the VAB. Provides a paid internship for a college senior enrolled in a college in Virginia. The VAB seeks out radio/tv stations who are willing to let the interns work during the summer months.	JUNE-JULY 2007	John Carlin, News Anchor; Judy Ralph, HR Specialist	WLSL partners with the VAB to provide a summer internship for a college senior who is majoring in communications or broadcasting. The intern is actually considered a 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.
4)	Training Programs	Cross-training program for employees to give them opportunities to increase their job knowledge and skills for career growth	On-going	Warren Filhr, VP/GM, Ricky Williams; Chief Engineer; Melissa Preas; News Dir., Bruce Bryan; GSM, Brian Robinson, Production Manager	Department heads are continually training their employees to gain skills that will enable them to obtain internal promotions or transfers to larger markets.

5)	Norfolk State University	Career Fair	10/11/2007	Judy Ralph/HR Specialist for WSLs	Partnered with the VAB to sponsor a recruitment booth and promote intern opportunities in the broadcasting field
6)	This Valley Works Job Fair	Career Fair	4/1/2008	Judy Ralph, H.R. Specialist & Judy Ross, Career Counselor for TAAP	Provided business students with an opportunity to work with our receptionist to gain on the job experience in an effort to better prepare them for the workplace.
7)	Hampton University	Career Fair	9/27/2007	Judy Ralph/HR Specialist for WSLs	Partnered with the VAB to sponsor a recruitment booth and promote intern opportunities in the broadcasting field