

EEO Public File Report

For

WKDE-AM & WKDE-FM
Altavista, Virginia

This report covers the one-year period ending on May 31, 2017.

EEO PUBLIC FILE REPORT

This EEO Report is filed in the public inspection files of WKDE AM and WKDE FM pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules: WKDE AM and WKDE FM.

During the period from June 1, 2016 through May 31, 2017 the employment unit filled one full time vacancy:

Full time Account Executive (filled May 5, 2017)

Number of applicants interviewed for this position: five (5); Recruitment Source of hire: station web site.

Recruitment sources used during the period covered in this report and the number of interviews referred by each:

<u>Recruitment Source</u>	<u>Number of Referrals</u>	<u>Number of Interviews</u>
1. Virginia Employment Commission web site	4	1
2. Virginia Association of Broadcasters web site	0	0
3. Station web site	4	2
4. On-air announcements	3	1
5. Social media: Facebook, LinkedIn, Twitter	0	0
6. Liberty University	1	1
7. Lynchburg College	0	0
8. Internal applicants	0	0
9. Previous applicants	1	0
10. Self Referrals/Walk-ins	1	0

Menu Option Activities – Form BP-02

Stations WKDE-AM and WKDE-FM engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
5	On air announcements for VAB internship program	January-February 2017
5	Hosted VAB intern	Summer, 2016
6	Participation in job banks, Internet programs, other programs to promote outreach generally	VEC job bank, station web site, social media.
8	Training program for employees	Informal training sessions and direction to educational resources to enable station personnel to acquire skills that could qualify them for higher level positions.
9	Mentor program for employees	Regular meetings of 30-60 minutes to discuss issues/ activities related to specific position.
1	Participation in Job Fair	Virginia Technical Institute March 1, 2017
6	Outreach at educational institutions	Liberty University, Lynchburg College, CVCC, Randolph College, local high schools
16	Business/Jobs Expo	Sponsored by Bedford Area Chamber of Commerce - January 2017
16	Business Expo	Altavista YMCA, sponsored by Altavista Chamber of Commerce, November 2016
16	Community Outreach	Station employees participate in a variety of activities and serve including on local boards and committees including Altavista on Track, United Way of Central Virginia, Chamber of Commerce.

For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Host 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 interested in broadcast employment issues;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not generally 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 a 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.