

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: WLSL-TV Total No. of Persons Interviewed
 Year: 6/1/2011 - 5/31/2012 for full-time vacancies

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Recruitment Source Information

Recruitment Source	Address	Contact Person	Telephone No.	by Source	Notification
1 Roanoke Rescue Mission	402 4th Street, Roanoke, VA 24013 (P. O. Box 11525, Roanoke, VA 24022)	Uneita Matthews	777-3794	0	N
2 NAACP	National Headquarters, 4805 Mt. Hope Drive, Baltimore, MD 21215	webmaster @naacpnet.org	410-580-5777	0	N
3 Native American Journalist Assoc. Native American Public	University of Oklahoma, Gaylord College, 395 W. Lindsey St., Norman OK 73019-4201	naja.com	605-677-5282	0	N
4 Telecommunications (NAPT)	1880 N. 33rd St., Lincoln NE 68503	native@unl.edu	404-402-3522	0	N
5 Total Action Against Poverty	P. O. Box 2868, Roanoke, VA 24001	Career Services amcadams@dcc.vccs.edu or ashomali@dcc.vccs.edu	540-982-6781	0	N
6 Danville Community College	1008 South Main Street Danville, VA 24541		434 797-2222	0	N
6 Department of Rehabilitative Services	111 Franklin Rd., Roanoke, VA 24013	Career Placement	540-512-1180	0	N
7 Experience.com	http://www.experience.com/entry-level-jobs/jobs-and-careers/	Jobs and Careers		1	N
8 Lynchburg News & Advance	101 Wyndale Drive, Lynchburg, Va. 24501	Classifieds Manager	434-385-5440	0	
9 Danville Register & Bee	700 Monument Street, Danville VA 24141	Classifieds Manager	434-791-7971	0	
10 Roanoke Times	110 Campbell Avenue, SW, Roanoke, 24011	dniven@roanoke.com	540-981-3211	2	N
11 Indeed.com	Indeed, 177 Broad Street, 6th Floor, Stamford, Connecticut 06901	indeed.com		2	N
12 Interstate Career Fair	Holiday Inn, Bristol, VA	Judy Ralph/Paulette Broyles	540-512-1501	0	N
13 VAB	600 Peter Jefferson Parkway • Suite 300 • Charlottesville, Virginia 22911	Job Bank	434-977-3716	0	N
14 VAB Intern Program	600 Peter Jefferson Parkway • Suite 300 • Charlottesville, Virginia 22911	Christina Meyer	434-977-3716	0	
15 Virginia Worforce Connection	5060 Valley View Blvd., NW, Roanoke, VA 24019	Career Placement	540-561-7525	0	N
16 RBR.com/TVBR.com	PO Box 6633, Woodbridge, VA 22195	www.tvbr.com		0	N
17 Emory & Henry College	Mass Communications Dept., 30461 Garnard Drive, Emory, VA 24327	Dr. Teresa Keller	540-944-4121	0	N
18 Hampton University	114 Wigwam Building, Hampton, VA 23668	Career Placement	757-727-5000	0	N
19 Howard University	2400 6th Street, NW Washington, D.C. 20059	Career Services	202-806-0007	0	N
20 Jobfox.com	7926 Jones Branch Drive, McLean, VA 22101	Jobfox.com		0	N
21 Liberty University	1971 University Blvd., Lynchburg, VA 24502	careers@liberty.edu	434-582-2000	0	
22 Monster.com	Global Headquarters, Monster Worldwide, Inc., 622 Third Avenue , 39th Floor, New York, NY 10017	Jobs Listing		0	N
23 National College	1813 E. Main Street, Salem, VA 24153	Dr. Annette Chamberlin	540-444-5232	0	N
24 Norfolk State University	2401 Corprew Avenue, Norfolk, VA 23504	Benjamin Ellis, Jr.	757-823-8600	0	N
25 Radford University	Box 6901, Radford, VA 24142	Career Servies Director	540-831-5373	0	N
26 SimplyHired.com	370 San Aleso Avenue, Suite 200, Sunnyvale, CA 94085	Careers/Search All Jobs		0	N
27 Skyline College	5234 Airport Road, Roanoke, VA 24019	Helen Payne	540-563-8000	0	N
28 Virginia Tech	3rd Floor Henderson Hall, Blacksburg, VA 24060		540231-6241	0	N
29 Virginia State University	Memorial Hall, 2nd Floor, Room 207, Petersburg VA 23806	Career Placement	804-524-5211	0	N
30 Virginia Union University	1500 North Lombardy Street, Richmond, VA 23220-1790	Career Planning	804-257-5600	0	N
31 Virginia Western Community College	P. O. Box 14065, Roanoke, Va 24038	Career Coordinator	540-857-7298	0	N
32 Media General Careers Website	111 N. 4th Street, Richmond, VA 23219	www.mediageneral.com/careers		32	N
33 WLSL 10 Web Page	www.wsls.com ; 401 3rd St., SW, Roanoke, VA 24011	Judy Ralph	540-981-9110	1	N
34 WLSL 10 Intern Program	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph/John Carlin	540-981-9110	3	N
35 Walk-In/Self Initiated/Word of Mouth/Mail	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph	540-981-9110	4	N
36 WLSL 10/MGBG Internal Candidates	401 Third Street, SW, Roanoke, VA 24011	Judy Ralph	540-981-9110	1	N
37 Employee Referral	401 Third Street, SW, Roanoke, VA 24011	Hiring Manager	540-981-9110	12	N
38 Craigs List	1381 9th Avenue, San Francisco, CA 94122 http://roanoke.craigslist.org	Jobs Section	415-566-6394	1	N

EEO Public File Report

Station: **WLSL-TV**

Period Covered By This Report 6/1/2011 to 5/31/2012

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 each FT vacancy (including organizations entitled to notification)*	Total # Interviewed	Number Hired	Recruitment Source for Hire
1	Account Executive	3/15/2011	6/6/2011	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	6	1	Roanoke Times
2	Digital Journalist SR	7/20/2011	10/3/2011	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	7	1	Media General Careers Website
3	Sales Assistant	7/12/2011	8/29/2011	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	3	1	Employee Referral
4	Writer/Producer	5/20/2011	9/26/2011	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	4	1	Indeed.com
5	Digital Journalist	10/28/2011	12/12/2011	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	7	1	Media General Careers Website

6	Production Tech II	8/25/2011	12/12/2011	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	5	1	Media General Careers Website
7	Anchor, Weekend	10/4/2011	12/5/2011	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	3	1	Media General Careers Website
8	Host	12/6/2011	1/16/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	1	1	Employee Referral
9	Producer	11/4/2011	1/16/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	1	1	Employee Referral
10	Producer	11/4/2011	2/13/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	3	1	Employee Referral
11	Accountant	12/12/2011	3/5/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	9	1	Media General Careers Website
12	Director	1/10/2012	3/19/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	3	1	Media General Careers Website
13	Producer	2/14/2012	3/12/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	2	1	Employee Referral

14	Director	4/6/2012	4/23/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	3	1	Media General Careers Website
15	Producer	3/25/2012	5/21/2012	Recruitment Source(s) utilized to fill each FT vacancy (including organizations entitled to notification)*	2	1	Indeed.com

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WLSL-TV

Year: 6/1/2011 - 5/31/2012

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1)	Intern Program	Expose eligible high school seniors and college juniors and seniors to a broadcasting environment	On-going	Jay Warren, News Anchor; Amit Patel, Production Supervisor; Joe Castiglioni, Commercial Producer and Judy Ralph, HR Generalist	Host interns from area high schools and colleges who are majoring in broadcasting for credit hours.
2)	VAB Summer Intern Program 2011	Scholarship program sponsored by the VAB. Provides a paid internship for a college senior enrolled in a college in Virginia. The VAB	July - August 2011	Jay Warren, News Anchor; Judy Ralph, HR Generalist	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
3)	Interstate Career Fair-2012	Career Fair held in Bristol, VA open to college seniors and sponsored by The Interstate Career Council, WCYB-TV, The Bristol Chamber of Commerce, and the Southwest Virginia Higher Education Center	April 5, 2012	Paulette Broyles and Judy Ralph, H. R. Generalists for Media General (VA/TN Market)	WLSL partners with WJHL to provide information on all broadcast careers and job openings available for college seniors majoring in communications, engineering, production broadcast, marketing and administration.
4)	Southern Christian Leadership Conference National Magazine	Equal Employment Opportunity Ad	Winter 2012 issue (January-March issue)	Judy Ralph, HR Generalist	Participated in ad campaign to list WLSL - TV as a company who believes in equal opportunity for all regardless of race, creed, sex, age, disability, or ethnic background.

5)	Wytheville Community Center Career Fair	Community Career Fair	April 24, 2012	Barbara Sewell, Advertising Manager - Wytheville Enterprise	Participated in this first annual career fair to provide information on current job openings at WSLs-TV as well as the Floyd Press. This career fair was attended by college students majoring in communications, media studies, advertising and journalism.
6)	Career Focus Dinner	Through WSLs' membership in the Roanoke Chamber of Commerce, WSLs-TV General Manager Leesa Wilcher agreed to host a career focus dinner to provide information on broadcast careers and WSLs's intern program.	February 16, 2012	Leesa Wilcher, General Manager, Melissa Preas, News Director, Jay Warren and Karen McNew, and Jeff Hanewich all evening anchors.	Hosted a group of area college students for dinner. Leesa Wilcher, General Manager, did a presentation that introduced the students to broadcast careers and the educational requirements. Information regarding WSLs' intern program was also shared.
7)	Training Programs	Cross-training program for employees to give them opportunities to increase their job knowledge and skills for career growth	On-going	Leesa Wilcher, General Manager, Melissa Preas, News Director, Ricky Williams Chief Engineer, Brian Robinson, Production Manager, Scott Martin, GSM	Department heads are continually training their employees to gain skills that will enable them to obtain internal promotions or transfers to larger markets.
8)	Job Shadow Program	Permits high school juniors and seniors to "shadow" employees to learn more about broadcasting careers.	On-going; specifically with Hidden Valley High School Summer 2011	Judy Ralph, HRC/Adm. Asst., Amit Patel, Production Supervisor; Eric Salo, Hidden Valley Teacher (Media Studies)	Permits high school juniors and seniors to "shadow" employees from June - August. Students must be enrolled in media classes or show a strong interest in broadcasting careers and must be recommended by their faculty advisor to participate in the program.