

EEO PUBLIC FILE REPORT

FOR

**WSKY-TV**

This EEO Public File Report  
August 1, 2023 to July 31, 2024

## 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, 2024 (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](mailto:business@lockwoodbroadcast.com).

\* \* \* \* \*

**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
Account Executive	7	13	1-15

Total number of persons interviewed during the Reporting Period: 7

**ATTACHMENT 2**

**RECRUITMENT SOURCE INFORMATION**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
<b>1</b>	<b>0</b>	<b>No</b>
<b>2</b>	<b>0</b>	<b>No</b>
<b>3</b>	<b>0</b>	<b>No</b>
<b>4</b>	<b>0</b>	<b>No</b>
<b>5</b>	<b>0</b>	<b>No</b>
<b>6</b>	<b>0</b>	<b>No</b>
<b>7</b>	<b>0</b>	<b>No</b>
<b>8</b>	<b>0</b>	<b>No</b>
<b>9</b>	<b>0</b>	<b>No</b>
<b>10</b>	<b>0</b>	<b>No</b>
<b>11</b>	<b>0</b>	<b>No</b>
<b>12</b>	<b>0</b>	<b>No</b>
<b>13</b>	<b>7</b>	<b>No</b>
<b>14</b>	<b>0</b>	<b>No</b>
<b>15</b>	<b>0</b>	<b>No</b>

**\* Note: The above table reflects information for the 7 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. Regent University, 1000 Regent University Drive, Virginia Beach, VA 23464, 757-352-4746, Saranette Williams
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. Thomas Nelson Community College, Stacey Roberts, 600 Butler Farm Road, Hampton, VA 23666, 757-865-5870
11. Urban League of Hampton Roads, Gwendolyn Mack, PO Box 2176, Norfolk, VA 23501, 757-226-7589
12. VABonline.com, 250 West Main Street, Suite 100, Charlottesville, VA 22902, 434-977-3716, Kathy Yevak, District Director
13. Indeed.com, 6433 Champion Grandview Way, Building 1, Austin, TX 78750 1-800-475-4361
14. TVJobs.com PO Box 4116 Oceanside, CA 92052 760-754-8177 [info@tvjobs.com](mailto:info@tvjobs.com)
15. College Central—Tidewater CC, Green District Administration Building, 121 College Place, Norfolk, VA 23510, 757-822-1111

### 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
5.	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	<ul style="list-style-type: none"> <li>• June 3-July 26, 2024: WSKY hosted and intern from Virginia Peninsula Community College. The intern attended the January 31, 2024 visit to WSKY to learn about opportunities in broadcasting (see Menu Option 10 dated January 31, 2024). The intern worked with the creative and production staff learning about broadcasting production and digital ads. The intern also learned about general broadcasting tasks and roles.</li> </ul>
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)	<p>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.</p> <p>Job Opportunities at the station are also posted on the Virginia Association of Broadcasters job banks.</p> <p>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.</p>

<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 and events geared towards helping them acquire skills that could qualify them for higher level positions.</p> <ul style="list-style-type: none"> <li>• November 15, 2023: The Sales Team, Chief Engineer, Producer, Sales Assistant, and General Manager participated in training with Waymark on the creation of AI video content and prospecting tools.</li> <li>• March 1, 2024: The Sales Team, Chief Engineer, Producer, Sales Assistant, and General Manager participated in with SEO, Rep Management, and Google My Business Training from Orbit Interactive. This training discussed digital selling options along with content for those options.</li> <li>• June 18, 2024: The General Manager, Assistant Sales Manager, Engineer, and Producer participated in training with Orbit Interactive on project management software for digital campaigns.</li> </ul>
<p>10.</p>	<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting</p>	<ul style="list-style-type: none"> <li>• September 21, 2023: The General Manager participated in an event with Christopher Newport University whereby, she met with students to review their resumes and give feedback on interviewing. The event was geared towards business, communications and marketing majors.</li> <li>• January 19, 2024: The General Manager participated in a Zoom meeting with faculty and staff at Virginia Peninsula Community College to introduce the Virginia Association of Broadcasters internship programs as an option for their students.</li> <li>• January 31, 2024: The General Manager, Sales Assistant, Engineer, Producer, and Account Executives hosted over 30 students at the station’s studio location. The students were from the Virginia Peninsula Community College’s Visual Arts Department. The station staff talked about opportunities in broadcasting.</li> <li>• June 18, 2024: The General Manager participated in a Question and Answer session with students interested in broadcasting. The students were attending Virginia Commonwealth University.</li> </ul>

**\* 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.