

WALC, WAZR, WKCI, WKCY, WKCY-FM, WKDW, WSVO

EEO PUBLIC FILE REPORT

June 1, 2017 - May 31, 2018¹

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Outside Account Executive	1-6, 8	1
Sales Support	2-6, 12-13	13
Sales Support	2-6	6
Sales Support	2-7, 9-10, 14	9
Outside Account Executive	2-6, 10-11, 13-14	13

¹This Report was modified in May 2019 to address reporting issues.

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Current Employee - Transfer/Promotion	N	1
2	Direct Employer Association, Inc. <i>(association distributing job postings to state job banks)</i> 9002 N. Purdue Road Suite 100 Indianapolis, Indiana 46268 AJ Selvey Manual Posting	N	0
3	HarrisonburgHelpWanted.com 1 Civic Center Plaza Suite 506 Poughkeepsie, New York 12601 Phone : 5404341777 Recruitment Office Manual Posting	N	1
4	iHeartMedia.jobs 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmedia.jobs Talent Acquisition Coordinator Manual Posting	N	0
5	iHeartMediaCareers.com 20880 Stone Oak Pkwy San Antonio, Texas 78258 Phone : 210-253-5126 Url : http://www.iheartmediacareers.com Talent Acquisition Coordinator Manual Posting	N	0
6	Indeed 6433 Champion Grandview Way Austin, Texas Bridgett Knupp Manual Posting	N	21
7	James Madison University Career and Academic Planning Harrisonburg, Virginia 22801 Phone : (540) 568-6229 Denise Meadow Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Linked In 1000 W. Maude Avenue Sunnyvale, California 94085 Phone : 540-434-1777 Url : www.linkedin.com Email : bridgettknupp@iheartmedia.com Bridgett Knupp	N	1
9	LinkedIn / Word of Mouth	N	2
10	Norfolk State University Career Service 700 Park Ave Norfolk, Virginia 23504 Phone : 757-823-8462 Url : http://nsu.edu/careerservices/ Email : pcopeland@nsu.edu Patricia Copeland	Y	0
11	On-Air Radio Announcements (<i>one or more SEU stations</i>) 207 University Blvd Harrisonburg, Virginia 22801 Bridgett Knupp Manual Posting	N	0
12	Unknown (source not adequately identified upon inquiry by SEU)	N	1
13	Word of Mouth Referral	N	2
14	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Bridgewater College 402 E College St Bridgewater, Virginia 22812 Phone : 540-828-5393 Url : http://www.collegecentral.com/bridgewater/ Kimberly Harper Manual Posting	Y	0
16	Eastern Mennonite University 1200 Park Rd Harrisonburg, Virginia 22802 Phone : 540-432-4131 Url: http://www.emu.edu/ Career Services Manual Posting	Y	0
17	Mary Baldwin College Rose Marie Sena Center Staunton, Virginia 24402 Phone: 540-887-7367 Url: http://www.mbc.edu/ Email : sirvine@marybaldwin.edu Shelly Irvine	Y	0
18	Virginia Employment Commission PO Box 351 Harrisonburg, Virginia 22803 Phone : 540-434-2513 Url : http://www.vec.virginia.gov/harrisonburg Taylor Howell Manual Posting	Y	0
19	Virginia Western Community College Career & Placement Services P O Box 14007 Roanoke, Virginia 24038 Phone: 540-857-7298 Url : http://www.virginiawestern.edu/career_center Gary Adkins Manual Posting	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD			29

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/16/2017	Hosting of Job Fair	IHeart-Harrisonburg hosted The Valley's Virtual Career Fair. We organized an outreach opportunity soliciting businesses in our local market to participate as exhibitors, promoting the event on air, on station websites, and through station social media pages as well, organizing the logistics of the event and monitoring the online activity. The SEU also participated as a local employer. The Virtual Career Fair was from October 16th thru October 27, 2017.	1	General Sales Manager
2	1/8/2018	Establishment of training programs for station personnel	Sales Manager attended a seminar on Live to Lead your employees. It was a seminar that revolved around managing your employees and mentoring them to improve their skills to qualify them for internal and external higher employment positions and opportunities.	1	General Sales Manager
3	1/15/2018	Establishment of training programs for station personnel	John Maxwell's 21 Irrefutable Laws of Leadership was three, one hour sessions hosted by the Harrisonburg-Rockingham Chamber of Commerce. The seminar focused on leading employees to their fullest potential and helping their peers. Our participating personnel---a Senior Account Executive and General Sales Manager - have continued their training programs within the market to raise each employee to their fullest potential.	3	General Sales Manager Senior Account Executive