

EEO PUBLIC FILE REPORT

FOR

STATIONS WSLC-FM, WXLK(FM), WSLQ(FM),
WVBE-FM, WPLY(AM), WVBB(FM),
WFIR(AM), WPLI(AM), and WZZU(FM)

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2025

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the online public inspection files of stations WSLC-FM, WXLK(FM), WSLQ(FM), WVBE-FM, WPLY(AM), WVBB(FM), WFIR(AM), WPLI(AM), and WZZU(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 31, 2025, two full-time positions were filled by the employment unit.

Senior Account Executive	12/10/2024
WXLK Promotions & Event Coordinator	3/24/2025

The employment unit interviewed six (6) candidates for full-time vacancies during the period covered in this report.

The following are the recruitment sources from which interviewees were referred and total number of interviewees referred by each:

LinkedIn	1
WMS Website	2
Radio Insight	2
Radford University	1

Attachment A contains 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 the vacancy.

Attachment B contains a brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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ATTACHMENT A
EEO INFORMATION FOR FULL-TIME VACANCIES

Current License Term: June 1, 2024 – May 31, 2025

Job Title	Date Filled	Total Number of Interviewees for the Vacancy	Recruitment Source that Referred the Hire
Senior Account Executive	12/10/2024	2	WMS Website
WXLK Promotions & Event Coordinator	3/24/2025	4	Radford University

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Senior Account Executive

Recruitment Source That Referred the Hiree: WMS Website

Date Vacancy Opened: November 8, 2024

Total Number of Persons Interviewed for Vacancy: 2

Date Vacancy Filled: December 10, 2024

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total # of Interviewees Referred by the Source	Notification Requested?
Station Websites: WSLC WXLK WSLQ WVBE WFIR WPLY WZZU	www.wheelermediasolutions.com www.949starcountry.com www.k92radio.com www.q99fm.com www.thevibe.fm www.wfir960.com sportsradiova.com www.therockchannelradio.com	Jason Williams	540-774-9200	1	No
Internal Posting	3934 Electric Rd Roanoke, VA 24019	Jason Williams	540-774-9200		No
Radio Ad (WXLK, WSLC, WSLQ, WVBE, WZZU, WFIR, WPLY)	On-the-air on each radio station	Jason Williams	540-774-9200		No
Social Media Accounts (Wheeler Digital, WXLK, WSLC, WSLQ, WVBE, WZZU, WFIR, WPLY)	Facebook	Jason Williams	540-774-9200		No
VAB Website	www.vabonline.com	N/A	N/A		No
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting	N/A		No
LinkedIn	https://www.linkedin.com/	Online	N/A	1	No
US National Labor Exchange	https://usnlx.com/	Online	N/A		No
Radio Insight	https://radioinsight.com/	Online	N/A		No
Zip Recruiter	https://www.ziprecruiter.com/	Online	N/A		No
Roanoke Regional Chamber	https://roanokechamber.org/	Online	N/A		No
Salem-Roanoke County Chamber	https://s-rcchamber.org/	Online	N/A		No

Handshake <ul style="list-style-type: none"> • Emory & Henry • Ferrum • Hollins • Liberty • Mary Baldwin • Norfolk State • North Carolina A&T • North Carolina Central • Radford • Roanoke College • Virginia Tech 	https://joinhandshake.com/	Online	N/A		No
Virginia Western Community College	https://www.viriniawestern.edu/	Online	N/A		No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: WXLK Promotions & Event Coordinator

Recruitment Source That Referred the Hiree: Radford University Career Fair

Date Vacancy Opened: January 29, 2025

Total Number of Persons Interviewed for Vacancy: 4

Date Vacancy Filled: March 24, 2025

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total # of Interviewees Referred by the Source	Notification Requested?
Station Websites: WSLC WXLK WSLQ WVBE WFIR WPLY WZZU	www.wheelermediasolutions.com www.949starcountry.com www.k92radio.com www.q99fm.com www.thevibe.fm www.wfir960.com sportsradiova.com www.therockchannelradio.com	Jason Williams	540-774-9200	1	No
Internal Posting	3934 Electric Rd Roanoke, VA 24019	Jason Williams	540-774-9200		No
VAB Website	www.vabonline.com	N/A	N/A		No
Virginia Workforce Connection	3601 Thirlane Road Roanoke, VA 24019	Online reporting	N/A		No
LinkedIn	https://www.linkedin.com/	Online	N/A		No
US National Labor Exchange	https://usnlx.com/	Online	N/A		No
Radio Insight	https://radioinsight.com/	Online	N/A	2	No
Roanoke Regional Chamber	https://roanokechamber.org/	Online	N/A		No
Salem-Roanoke County Chamber	https://s-rcchamber.org/	Online	N/A		No
Montgomery County Chamber	https://www.montgomerycc.org/	Online	N/A		No
Handshake <ul style="list-style-type: none"> • Emory & Henry • Ferrum • Hollins • Liberty • Mary Baldwin • Norfolk State • North Carolina A&T • North Carolina Central • Radford • Roanoke College • Virginia Tech 	https://joinhandshake.com/	Online	N/A		No

Virginia Western Community College	https://www.viriniawestern.edu/	Online	N/A		No
Radford University Career Fair	801 E Main St Radford, VA 24142	Paula McGraw	540-831-6528	1	No

ATTACHMENT B

MENU OPTION ACTIVITIES

Stations WSLC-FM, WXLK(FM), WSLQ(FM), WVBE-FM, WPLY(AM), WVBB(FM), WFIR(AM), WPLI(AM), and WZZU(FM) have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
10	Educational Institution	On Air Personalities for WXLK participated in and hosted pep rallies at local high schools on October 11, 2024, October 18, 2024, and March 28, 2025.
5	Internship	The station maintains a year-round internship program providing students with opportunities to acquire skills needed for broadcast employment. During the period covered by this report, the stations had 2 interns: Summer 2024 – Virginia Tech – 1 Multimedia Journalism student intern, Radford University – 1 Marketing/Sales student intern.
7	Scholarship	The station has established an annual minority scholarship fund for students who are interested in pursuing study in broadcasting or communications.
16	Other Outreach Activities	President/CEO established and maintains relationships with key community leaders, including the Executive Director and Founder of Apple Ridge Farm, a camp whose mission is to provide outdoors experiences and academic programs for inner city and at-risk youth.
16	Other Outreach Activities	President/CEO is involved with the Virginia Association of Broadcasters and on the board of the National Association of Broadcasters.

16	Other Outreach Activities	Account Managers are involved in and attend the functions of various local Chambers/Associations: 1-Member of the Roanoke Regional Chamber of Commerce 2-Member of the Salem-Roanoke County Chamber of Commerce 3- Member of the Montgomery County Chamber of Commerce 4- Member of the Smith Mountain Lake Regional Chamber of Commerce 5- Member of The Greater Williamson Road Area Business Association 6- The employment unit is a member of the Central VA Business Coalition
10	Educational Institution	The employment unit participates in a program with the Virginia Association of Broadcasters in coordination with the Virginia Commonwealth University and P1 Learning that provides a summer program of sales training designed to assist college students to acquire skills needed for broadcast employment.
10	Educational Institution	News Director spoke/read to a local school to further promote how and explain what it is like to work in the broadcast industry on March 7, 2025.
16	Other Outreach Activities	VP of Sales is on the executive board of Downtown Roanoke Inc. and the Community Foundation.
16	Other Outreach Activities	VP of Sales is on the Board of Directors of Radford University's Virginia Employer Advisory Board
16	Other Outreach Activities	VP/GM is on the Board of Directors for the Salem-Roanoke County Chamber of Commerce
1	Job Fairs	Local Sales Manager attended a college career fair at Virginia Tech on October 18, 2024.
1	Job Fairs	HR Director attended a college career fair at Radford University on February 4, 2025.
1	Job Fairs	Two Recruiting representatives attended a college career fair at Virginia Tech on February 25, 2025.
1	Job Fairs	HR Director attended a youth summer jobs event (RCPS Works) for Roanoke City, VA school system on April 14, 2025.
1	Job Fairs	HR Director attended a youth summer jobs event for Roanoke County, VA school system on March 13, 2025.