

# WSLS-TV

## EEO PUBLIC FILE REPORT

**June 1, 2024 - May 31, 2025**

WSLS-TV is an Equal Opportunity Employer. In addition to complying with the requirements of federal law, WSLS-TV will comply with applicable state and local laws prohibiting employment discrimination. Any offer of employment is conditional upon the successful completion of a background check and pre-employment drug screen.

### I. VACANCY LIST

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

| Job Title  | Recruitment Sources ("RS")<br>Used to Fill Vacancy      | RS Referring<br>Hiree |
|--|---|-----------------------|
| Weather Anchor                                     | 1, 3-5, 9-22, 25-27, 29-35, 37-53                       | 15                    |
| Web News Producer                                  | 1, 3-5, 9-14, 16-22, 25-35, 37-53                       | 26                    |
| Web News Producer                                  | 1, 3-5, 9-14, 16-22, 25-35, 37-53                       | 26                    |
| Business Development Account Executive             | 1, 3-5, 9-22, 25, 27-35, 37-53                          | 15                    |
| Photographer                                       | 1, 3-5, 9-14, 16-23, 25, 27, 29-35, 37-53               | 23                    |
| Weekday Morning Broadcast/Digital Meteorologist    | 1, 3-5, 9-14, 16-22, 25-27, 29-35, 37-53                | 26                    |
| Producer   | 1, 3-5, 9-22, 25-27, 29-35, 37-53                       | 52                    |
| Producer   | 1, 3-5, 9-14, 16-22, 26-27, 29-35, 37-53                | 26                    |
| Digital Executive Producer                         | 1, 3-5, 8-14, 16-22, 27, 29-35, 37-53                   | 22                    |
| Director of Technology                             | 1, 3-5, 9-22, 27, 29-35, 37-53                          | 52                    |
| Content Gatherer                                   | 1, 3-5, 9-14, 16-22, 26-27, 29-35, 37-42, 44-53         | 26                    |
| Logistics Coordinator                              | 1-5, 7-14, 16-22, 27, 29-42, 44-53                      | 8                     |
| Account Executive                                  | 1, 3-5, 9-22, 27, 29-35, 37-42, 44-53                   | 15                    |
| Content Gatherer                                   | 1, 3-5, 9-14, 16-22, 26-27, 29-35, 37-42, 44-53         | 26                    |
| Weekend Anchor/Reporter                            | 1, 3-5, 8-14, 16-22, 26-27, 29-35, 37-42, 44-53         | 26                    |
| Executive Producer                                 | 1, 3-5, 9-22, 26-27, 29-35, 37-42, 44-53                | 26                    |
| Digital/Social Media Television Promotion Producer | 1, 3-5, 8-13, 16-23, 26-27, 29-33, 35, 37-42, 44-53     | 26                    |
| Multi Media Journalist                             | 1, 3-5, 9-13, 16-22, 26-27, 29-33, 35, 37-42, 44-53     | 26                    |
| Promotion Producer                                 | 1, 3-5, 9-11, 13, 16-22, 26-27, 29-33, 35, 37-42, 44-53 | 26                    |
| Account Executive                                  | 1, 3-5, 9-13, 15-22, 26-27, 29-33, 35, 37-42, 44-53     | 15                    |
| Multi Media Journalist                             | 1, 3-5, 9-22, 26-27, 29-33, 35, 37-42, 44-53            | 15                    |

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| Job Title                   | Recruitment Sources ("RS")<br>Used to Fill Vacancy      | RS Referring<br>Hiree |
|-----------------------------|---|-----------------------|
| WSLS Planning Editor        | 1, 3-5, 9-22, 27, 29-33, 35, 37-42, 44-53               | 52                    |
| Photographer                | 1, 3-5, 9-23, 27, 29-33, 35, 37-42, 44-53               | 15                    |
| WSLS Reporter               | 1, 3-5, 9-14, 16-22, 24, 26-27, 29-33, 35, 37-42, 44-53 | 24                    |
| Account Executive           | 1, 3-5, 9-22, 26-27, 29-33, 35, 37-42, 44-53            | 15                    |
| Digital Ideation Specialist | 1, 3-6, 9-14, 16-22, 26-27, 29-33, 35, 37-42, 44-53     | 22                    |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

| <b>RS<br/>Number</b> | <b>RS Information</b>  | <b>Source Entitled<br/>to Vacancy<br/>Notification?<br/>(Yes/No)</b> | <b>No. of Interviewees<br/>Referred by RS<br/>Over<br/>Reporting Period</b> |
|----------------------|--|--|---|
| 1                    | American National University<br>1813 East Main Street<br>Salem, Virginia 24153<br>Phone : 540-769-8230<br>Email : careerservices@an.edu<br>Wendolyn Larkins        | N  | 0   |
| 2                    | Averett University<br>420 West Main Street Top Floor<br>Danville, Virginia 24541<br>Phone : 434-791-5629<br>Email : amcadams@averett.edu<br>Angie McAdams          | N  | 0   |
| 3                    | Blue Ridge Community College<br>One College Lane Box 80<br>Weyers Cave, Virginia 24486<br>Phone : 540-453-2523<br>Email : careers@brcc.edu<br>Career Services      | N  | 0   |
| 4                    | Bluefield College<br>3000 College Ave<br>Bluefield, Virginia 24605<br>Phone : 276-326-4208<br>Email : jcline@bluefield.edu<br>Joshua Cline                         | N  | 0   |
| 5                    | Bridgewater College<br>402 East College Street Box 35<br>Bridgewater, Virginia 22821<br>Phone : 540-828-5357<br>Email : stalbott@bridgewater.edu<br>Sherry Talbott | N  | 0   |
| 6                    | Career Fair  | N  | 1   |
| 7                    | Central Virginia Community College<br>3506 Wards Road<br>Lynchburg, Virginia 24502<br>Phone : 434-832-7689<br>Email : jarretts@cvcc.vccs.edu<br>Susan Rush         | N  | 0   |
| 8                    | Current Employee - Transfer/Promotion  | N  | 5   |

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|------------------|--|--|---|
| 9                | Danville Community College<br>1008 South Main Street<br>Danville, Virginia 24541<br>Phone : 434-334-0504<br>Email : Barry.mayo@danville.edu<br>Barry Mayo            | N  | 0   |
| 10               | Department of Veterans Services<br>210 Franklin Road Suite 810<br>Roanoke, Virginia 24011<br>Phone : 5409822463<br>Email : Fred.Beebe@dvs.virginia.gov<br>Fred Beebe | N  | 0   |
| 11               | Dept. of Rehabilitative Services<br>111 Franklin Rd. SE<br>Roanoke, Virginia 24011<br>Phone : 540-857-7748<br>Email : betsy.stone@ssa.gov<br>Mary Stone              | N  | 0   |
| 12               | Eastern Band of Cherokee Indians<br>P. O. Box 455<br>Cherokee, North Carolina 28719<br>Phone : 828-497-9195<br>Fax : 1-828-497-5802<br>Kimlyn Lambert                | N  | 0   |
| 13               | Emma Bowen Foundation<br>1221 Avenue of the Americas<br>New York, New York 10020<br>Phone : 2126643486<br>Email : michael.barham@nbcuni.com<br>Michael Barham        | N  | 0   |
| 14               | Emory & Henry College<br>30461 Granard Drive<br>Emory, Virginia 24327<br>Phone : 276-944-6922<br>Email : antunstall@emoryhenry.edu<br>Anne Louise                    | N  | 0   |
| 15               | Employee Referral  | N  | 25  |

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|----------------------|--|--|---|
| 16                   | Ferrum College<br>215 Ferrum Mountain Road<br>Ferrum, Virginia 24088<br>Phone : 540-365-4460<br>Email : lholden@ferrum.edu<br>Leslie Holden  | N  | 0   |
| 17                   | Goodwill Industries of the Valley<br>Workforce Training P. O. Box 6159<br>Roanoke, Virginia 24017<br>Phone : 540-581-0620<br>Email : zbarrett@goodwillvalleys.com<br>Fax : 1-540-581-0628<br>Z Barrett | N  | 0   |
| 18                   | Graham Media Group<br>550 West Lafayette Blvd<br>Detroit, Michigan 48226<br>Phone : 3129176260<br>Email : Careers@grahammedia.com<br>Julie Dreixler  | N  | 1   |
| 19                   | Hampden-Sydney College<br>172 Via Sacra<br>Hampden Sydney, Virginia 23943<br>Phone : 434-223-6106<br>Email : ctharpe@hsc.edu<br>Casey Tharpe   | N  | 0   |
| 20                   | Hampton University<br>2 Frissell Street<br>Hampton, Virginia 23668<br>Phone : 757-727-5331<br>Email : careercenter@hamptonu.edu<br>Stacey Fletcher   | N  | 0   |
| 21                   | Hollins University<br>Career Center P. O. Box 9628<br>Roanoke, Virginia<br>Phone : 540-362-6364<br>Email : beckeae@hollins.edu<br>Amber Becke  | N  | 0   |

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|------------------|---|--|---|
| 22               | iHire<br>41 E All Saints Street<br>Frederick, Maryland 21701<br>Phone : 8662380161<br>Url : <a href="https://www.ihire.com">https://www.ihire.com</a><br>Career Listing<br>Manual Posting | N  | 8   |
| 23               | Indeed.com  | N  | 7   |
| 24               | Internship Program  | N  | 1   |
| 25               | Liberty University<br>School of Communications 1972 University Blvd.<br>Lynchburg, Virginia 24502<br>Phone : 434-592-4109<br>Email : EmployerRelations@liberty.edu<br>Brian Hastoglis     | N  | 0   |
| 26               | LinkedIn<br>2029 Stierlin Court<br>Mountain View, California 94043<br>Phone : 650-687-3600<br>Online Careers Listing<br>Manual Posting  | N  | 38  |
| 27               | Longwood University<br>201 High Street Lancaster Hall G08-A<br>Farmville, Virginia 23909<br>Phone : 434-395-2064<br>Email : millermp@longwood.edu<br>Megan Miller                         | N  | 0   |
| 28               | Mary Baldwin University<br>Rosemarie Sena Center, Kable House P. O. Box 1599<br>Staunton, Virginia 24402<br>Phone : 540-887-7236<br>Email : alteague@marybaldwin.edu<br>Adrienne Teague   | N  | 0   |
| 29               | Mattaponi Pamunkey, Monacan<br>Career Services 5036 Indian Neck Rd.<br>Indian Neck, Virginia 23148<br>Phone : 804-769-4767<br>Email : info@mpmjobs.org<br>G. Anne Richardson              | N  | 0   |

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|----------------------|---|--|---|
| 30                   | NAACP<br>401 Gainsboro Rd. NW<br>Roanoke, Virginia 24016<br>Phone : 540-344-2424<br>Brenda Hale<br>Manual Posting   | N  | 0   |
| 31                   | NABEF - Broadcast Career Link<br>1 M Street SE<br>Washington , District of Columbia 20003<br>Phone : 2024293191<br>Url : nabef.org<br>Career Listing<br>Manual Posting                  | N  | 0   |
| 32                   | NABJ<br>1100 Knight Hall Suite 3100<br>College Park, Maryland 20742<br>Phone : 626-792-3846<br>Email : info@nabjcareers.org<br>Darryl Matthews Sr.                                      | N  | 0   |
| 33                   | National Lesbian & Gay Journalists Assoc.<br>2120 L Street, NW Suite 850<br>Washington, Virginia 20037<br>Phone : 202-588-9888<br>Email : Jen.Christensen@turner.com<br>Jen Christensen | N  | 0   |
| 34                   | New River Community College<br>5251 College Drive<br>Dublin, Virginia 24084<br>Phone : 540-674-3600 x4408<br>Email : pdunn@nr.edu<br>Peggy Dunn   | N  | 0   |
| 35                   | Norfolk State University<br>2401 Corprew Avenue<br>Norfolk, Virginia 23504<br>Phone : 757-823-8462<br>Email : sdmwilliams@nsu.edu<br>Fax : 1-757-823-2075<br>Saranette Williams         | N  | 0   |

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|----------------------|--|--|---|
| 36                   | P. I. Reed School of Journalism<br>West Virginia University P. O. Box 6008<br>Morgantown, West Virginia 26506<br>Phone : 304-293-6117<br>Email : eric.minor@mail.wvu.edu<br>Eric Minor           | N  | 0   |
| 37                   | Radford University<br>Career Services Walker Hall 275, P. O. Box 6901<br>Radford, Virginia 24142<br>Phone : 540-831-6528<br>Email : csc@radford.edu<br>Carolyn Sutphin                           | N  | 0   |
| 38                   | Randolph Macon College<br>P. O. Box 5005<br>Ashland, Virginia 23005<br>Phone : 804-752-3103<br>Email : theedge@rmc.edu<br>Cathy Rollman  | N  | 0   |
| 39                   | Regent University<br>School of Communication and the Arts 1000 Regent<br>University Drive<br>Virginia Beach, Virginia 23452<br>Phone : 757-352-4557<br>Email : kathst3@regent.edu<br>Kathy Stull | N  | 0   |
| 40                   | Rick Gevers & Associates<br>355 E Ohio St #303<br>Indianapolis, Indiana 46204<br>Phone : 317-635-7912<br>Rick Gevers<br>Manual Posting   | N  | 0   |
| 41                   | Roanoke College<br>202 High Street<br>Salem, Virginia 24153<br>Phone : 540-375-2303<br>Email : careers@roanoke.edu<br>Fax : 1-540-375-2092<br>Toni McLawhorn                                     | N  | 0   |

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|------------------|---|--|---|
| 42               | Southside Virginia Community College<br>109 Campus Dr<br>Alberta, Virginia 23821<br>Phone : 434-736-2020<br>Email : matt.dunn@southside.edu<br>Matt Dunn                                | N  | 0   |
| 43               | Southwest Virginia Community College<br>724 Community College Road<br>Cedar Bluff, Virginia 24609<br>Phone : 276-964-7262<br>Email : jessica.dotson@sw.edu<br>Jessica Dotson            | N  | 0   |
| 44               | Sweet Briar College Career Services<br>P. O. Box AT Prothro Hall, 2nd Floor<br>Sweet Briar, Virginia 24595<br>Phone : 434-381-6465<br>Email : careerservices@sbc.edu<br>Barbara Watts   | N  | 0   |
| 45               | Tidewater Community College<br>1700 College Crescent Student Center Room KS42<br>Virginia Beach, Virginia 23453<br>Phone : 757-822-7228<br>Email : bbrock@tcc.edu<br>Babi Brock         | N  | 0   |
| 46               | Total Action for Progress<br>P. O. Box 2868<br>Roanoke, Virginia 24011<br>Phone : 540-283-4802<br>Email : tabatha.cooper@tapintohope.org<br>Tabatha Cooper                              | N  | 0   |
| 47               | Virginia Employment Commission<br>1351 Hershberger Rd.<br>Roanoke, Virginia 24012<br>Phone : 540-206-3477<br>Email : beth.groff@dars.virginia.gov<br>Fax : 1-540-857-6052<br>Beth Groff | N  | 0   |

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|--|---|--|---|
| 48   | Virginia State University<br>Memorial Hall 2nd Floor, Room 207<br>Petersburg, Virginia 23806<br>Phone : 80-524-5684<br>Email : careerservices@vsu.edu<br>Arifah Goodwin                                   | N  | 0   |
| 49   | Virginia Tech Career Services<br>Washington Street & West Campus Drive Mail Code 0128<br>Blacksburg, Virginia 24061<br>Phone : 540-231-8079<br>Email : jim.henderson@vt.edu<br>Jim Henderson              | N  | 0   |
| 50   | Virginia Union University<br>1500 North Lombardy<br>Richmond, Virginia<br>Phone : 804-354-5219<br>Email : dmfowler@vuu.edu<br>Dominique Fowler  | N  | 0   |
| 51   | Virginia Western Community College<br>P. O. Box 14007 Student Center Room 202<br>Roanoke, Virginia 24038<br>Phone : 540-857-6124<br>Email : scooke@viriniawestern.edu<br>Shonny Cooke                     | N  | 0   |
| 52   | WSLS.com<br>821 5th St NE<br>Roanoke, Virginia 24016<br>Email : kklinger@wsls.com<br>Kimberly Klinger   | N  | 7   |
| 53   | www.mediagignow.com<br>550 W. Jackson Blvd Suite 200<br>Chicago, Illinois 60661<br>Phone : 336-553-0620<br>Url : http://www.mediagignow.com<br>Email : customerservice@mediagignow.com<br>MediaGigNow.com | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |   |  | <b>93</b>   |

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**III. RECRUITMENT INITIATIVES**

|   | <b>Date</b>   | <b>Type of Recruitment Initiative (Menu Selection)</b>                    | <b>Brief Description Of Activity</b>   | <b>No. of Stations Participants</b> | <b>Participant Title</b>  |
|---|---------------|---|--|-------------------------------------|---|
| 1 | Ongoing Event | Establishment of training programs for station personnel                  | Up Your Culture - Executive Workshop Training program provides training to enable station personnel to acquire skills that could qualify them for higher level positions, reduce turnover, and develop leadership skills for people managers   | 10                                  | News Director<br>General Manager<br>Creative Services Dir<br>Operations Manager |
| 2 | Ongoing Event | Participation in scholarship programs                                     | Participate in Emma Bowen Internship program which provides on the job training/scholarship to minority students pursuing a career in broadcasting   | 1                                   | Human Resources Admin   |
| 3 | 6/1/2024      | Establishment of training programs for station personnel                  | Community Connections<br>WSLS hosts monthly community connections meetings with local members of the community to gain perspectives of various backgrounds and how the media can help to better understand and represent them. Duke Carter and Rachel Lucas hosted meetings about representation of the history of Roanoke with the NAACP, local veterans on their experience, the Virginia Autism Institute, and many others which will continue all throughout the year. | 2                                   | Anchor<br>Anchor  |
| 4 | 7/17/2024     | Provision of training to management                                       | The WSLS creative Services team held an information session for all employees on understanding how a commercial gets made, called "From Sell to Spot".   | 2                                   | Creative Services Dir<br>Local Sales Manager                                    |
| 5 | 7/31/2024     | Participation in Job Fairs  | NABJ Career Expo for the national association of black journalist conference attended by manager of content and coverage who met with students from - interviewed candidates interested in careers at WSLS as well as other GMG stations   | 1                                   | Manager of Content & Coverage   |
| 6 | 9/19/2024     | Participation in events or programs sponsored by educational institutions | Career Fair at Sam Houston State University and Keynote Speaker: Jenna Zibton spoke to students, discussed working and applying with Graham Media Group as well as career development  | 1                                   | Anchor  |

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|----|---------------|---|--|-------------------------------------|---|
| 7  | 9/19/2024     | Participation in events sponsored by organizations representing the community | Alumni Jenna Zibton was in Sam Houston State University for the 65th annual anniversary event, as the key note speaker she talked about her career in Broadcasting and had the opportunity to speak to students in the Communication program | 1                                   | Anchor Reporter   |
| 8  | 10/9/2024     | Participation in Job Fairs  | Scott Flannigan News Director attended the job fair at Mizzou college and spoke to students about careers in broadcasting and available internship opportunities   | 1                                   | News Director   |
| 9  | 10/18/2024    | Participation in Job Fairs  | Ed Shaw & Thomas Mundy attended the VA Tech job fair, meeting with students to discuss careers in broadcasting and promoting our internship programs   | 2                                   | Meteorologist<br>Reporter   |
| 10 | 12/4/2024     | Provision of training to management   | Training with Sorboni Banerjee from Talent Dynamics on how to better connect with audiences and the community  | 4                                   | News Director<br>Anchor<br>Anchor<br>Anchor                                     |
| 11 | 1/21/2025     | Provision of training to management   | EAP Webinar Managing a multi generational workforce  | 6                                   | News Director<br>General Manager<br>Creative Services Dir<br>Operations Manager |
| 12 | 2/25/2025     | Participation in Job Fairs  | HR Administrator attended the VT College of Liberal Arts and Human Sciences inaugural CLAHS Career Fair.   | 1                                   | Human Resources Admin   |
| 13 | 2/26/2025     | Participation in other activities designed by the station employment unit     | A station tour of students led by meteorologist Delaney Wilson who showed students the different tools used as a meteorologist and spoke about the career path for a student seeking a job in media  | 1                                   | Meteorologist   |
| 14 | Ongoing Event | Participation in Job Fairs  | HR Admin attended Ferrum College Career Fair and met with students answering questions on internships and speaking about careers in broadcast media  | 1                                   | Human Resources Admin   |
| 15 | 3/31/2025     | Participation in scholarship programs   | College-bound, graduating high school seniors can apply for the WSLs \$2,000 scholarship   | 1                                   |   |

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|----|---------------|--|---|-------------------------------------|--|
| 16 | Ongoing Event | Establishment of an intern program designed to assist members of the community | Spring semester Internship program for senior journalism majors giving them comprehensive training in all areas from editing to on air reporting to master control. We have 1 intern for the Spring semester starting on May 19th through July 5th. | 6                                   | Manager of Content & Coverage<br>Executive Producer<br>Operations Manager<br>News Director |