

EEO PUBLIC FILE REPORT
FOR
STATION WFLO, FARMVILLE, VA

**This EEO Public File Report
Covers the One-Year Period
Ending on 5/31/2019**

*** This specimen should be used as an aid in creating a station's EEO Public File Report. Each station's report must accurately reflect the station's EEO efforts. A station's report must be placed in the station's public file annually on the anniversary of the date the station is due to file its license renewal application—this is the date that should be referenced throughout the report. If the station has a web site, in addition to being placed in the public file, the station's report must also be posted on the web site.**

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EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WFLO's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on 5/31/2019, the station filled the following full-time vacancies: none

The station interviewed a total of no (0) people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
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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 each vacancy.

Attachment B contains a list and 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

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Station WFLO-FM has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
[*] 2	WFLO in-house Career Day	Hosting the 11th annual Career Day @ station

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

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.

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Hosting an in-house Career Day

Activity Classification: 1

Nature of the Activity, Including Date(s): On March 21ST, 2018 WFLO hosted its 11th annual in-house career day.

Scope of Station's Participation: WFLO-AM hosted their 11th annual in-house career day open to both high school and college students as well as the public. Station employees are teamed with people interested in aspects of radio broadcasting and a one on one session of 30 minutes learning about the radio industry and asking questions with hands-on activities.

Station Personnel Involved: Christopher Brochon

Attach all documentation concerning the nature of the activity, the scope of the station's participation, and the station personnel involved.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

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.

***** DO NOT PUT IN PUBLIC FILE *****

All around (general) / Engineering CHRIS

BROCHON

9 joe deck

9:30

10

10:30

11

11:30 PE high - group of 4 students

12

12:30 Dylan McKercher - Longwood

1

1:30

2 Sam Norton - Longwood

2:30 Zachary Peppers - Longwood

3

3:30

college letter

6 February 2019

Dear Student Affairs Leader,

WFLO will be hosting a Broadcasting Career Day on Thursday March 21st.

We would like to extend an invitation to all of the school's students who are interested in the field of radio broadcasting.

If you need further information or have any questions please feel free to contact me at 434-392-4195 or cbrochon@wflo.net.

If you have students who would like to attend, please contact me so we may set up a time.

We look forward to seeing you.

Sincerely,

Christopher Brochon, Station Manager / On-Site Engineer

High school letter

6 February 2019

Dear Student Advisor,

WFLO will be hosting a Broadcasting Career Day Thursday March 21st. We would like to extend an invitation to all of the school's juniors and seniors who are interested in the field of radio broadcasting.

If you need further information or have any questions please feel free to contact me at 434-392-4195 or cbrochon@wflo.net.

If you have students who are planning to attend, please contact me so we may set up a time.

We look forward to seeing you.

Sincerely,

Christopher Brochon, Station Manager / On-Site Engineer

Prince Edward Co. schools
35 Eagle Drive
Farmville, VA 23901

Buckingham Co. High School
High School Rd.
Buckingham, VA 23921

Cumberland High School
P.O. Box 140
Cumberland, VA 23040

Charlotte Co. schools
P.O. Box 668
Charlotte Courthouse, VA 23923

Fuqua School
605 Fuqua Dr.
Farmville, VA 23901

Dr. Naomi Johnson
c/o Longwood University
201 High St.
Farmville, VA 23909

SVCC
109 Campus Dr.
Alberta, VA 23821

Rucker Sneed
c/o Hampden-Sydney College
P.O. Box 607
Hampden-Sydney, VA 23943

WFLO-FM

P.O. BOX 367
 FARMVILLE, VIRGINIA 23901
 434-392-4195
 FAX-434-392-1823

Order No : 16299
 Date : 02/05/19
 Page No : 1
 A/E : HOUSE

WFLO PROMO

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FARMVILLE, VA 23901

CONFIRMATION OF ORDER - DO NOT PAY

Flight Dates		Time									Station	Length	Rate	Spots per week	Time Charges
Starting	Ending	From	To	Mon	Tue	Wed	Thu	Fri	Sat	Sun					
02/11/19	02/17/19	6:00 AM	6:00 PM	2	2	2	2	2			WFLO	30	.00	10	.00
02/18/19	02/24/19	6:00 AM	6:00 PM	2	2	2	2	2			WFLO	30	.00	10	.00
02/25/19	03/03/19	6:00 AM	6:00 PM	2	2	2	2	2			WFLO	30	.00	10	.00
03/04/19	03/10/19	6:00 AM	6:00 PM	2	2	2	2	2			WFLO	30	.00	10	.00
03/11/19	03/17/19	6:00 AM	6:00 PM	2	2	2	2	2			WFLO	30	.00	10	.00
03/18/19	03/20/19	6:00 AM	6:00 PM	2	2	2					WFLO	30	.00	6	.00
02/11/19	02/17/19	7:00 AM	12:00 PM						2	2	WFLO	30	.00	4	.00
02/18/19	02/24/19	7:00 AM	12:00 PM						2	2	WFLO	30	.00	4	.00
02/25/19	03/03/19	7:00 AM	12:00 PM						2	2	WFLO	30	.00	4	.00
03/04/19	03/10/19	7:00 AM	12:00 PM						2	2	WFLO	30	.00	4	.00
03/11/19	03/17/19	7:00 AM	12:00 PM						2	2	WFLO	30	.00	4	.00
03/18/19	03/20/19	7:00 AM	12:00 PM								WFLO	30	.00	0	.00
Total Spots 76															
02/11/19	02/17/19	9:00 AM	12:00 PM	2	2	2	2	2	2	2	AM	30	.00	14	.00
02/18/19	02/24/19	9:00 AM	12:00 PM	2	2	2	2	2	2	2	AM	30	.00	14	.00
02/25/19	03/03/19	9:00 AM	12:00 PM	2	2	2	2	2	2	2	AM	30	.00	14	.00
03/04/19	03/10/19	9:00 AM	12:00 PM	2	2	2	2	2	2	2	AM	30	.00	14	.00
03/11/19	03/17/19	9:00 AM	12:00 PM	2	2	2	2	2	2	2	AM	30	.00	14	.00
03/18/19	03/20/19	9:00 AM	12:00 PM	2	2	2					AM	30	.00	6	.00
Total Spots 76															
Total															.00

This information shall be deemed correct in all respects unless written notice of any inaccuracy is sent to us within three business days of receipt and shall be subject to the terms and conditions printed on the reverse side thereof.

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IF YOU'VE EVER BEEN INTERESTED IN WORKING IN THE
FIELD OF RADIO, SET UP YOUR APPOINTMENT NOW FOR
THE ~~TENTH~~ ANNUAL WFLO BROADCAST CAREER DAY;
THURSDAY MARCH 21ST. LEARN ABOUT THE
REQUIREMENTS AND JOB SKILLS NEEDED TO WORK IN
THE RADIO BROADCASTING INDUSTRY. AREAS
INCLUDE ON-AIR TALENT, BROADCAST SALES, RADIO
BEHIND THE SCENES, AD COPYWRITING, AND
ENGINEERING / I-T WORK. SET UP YOUR APPOINTMENT
TODAY BY CALLING CHRIS BROCHON AT 392-4195;
SPACE IS LIMITED, SO DON'T WAIT. THE ANNUAL WFLO
BROADCAST CAREER DAY, THURSDAY MARCH 21ST.