

EEO PUBLIC FILE REPORT

FOR

WXBX, Rural Retreat, VA

WYVE, Wytheville, VA

WLOY, Rural Retreat, VA

This EEO Public File Report

Covers the One-Year Period

Ending on May 31, 2017

This EEO Public File Report is filed in the public inspection files of WXXB, WYVE, and WLOY, pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules. WXXB, WYVE, and WLOY together comprise the employment unit.

During the one-year period ending on May 31, 2017, the station employment unit filled the following full-time vacancies:

Sales Representative/Media Consultant (filled September 6, 2016). The hire was a rehire. 4 applicants were interviewed. All recruitment sources listed below were used for this vacancy.

Operations Manager/On Air (filled January 10, 2017). The hire was an unsolicited applicant. 5 applicants were interviewed. All recruitment sources listed below were used for this vacancy.

The station interviewed a total of 9 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

Recruitment Contacts	Contact Info/Location	Interviews	Request Notification?
Central VA Commonwealth College	3506 Wards Road Lynchburg, VA (p) 434-832-7600	0	No
Hollins University	P.O Box 9707 Roanoke, Virginia	0	No
Liberty University	1971 University Blvd. Lynchburg, Virginia	0	No
New River Community College	P.O. Box 1127 Dublin, VA 24084	0	No
Virginia Highlands Community College	K. Morton 100 VHC Drive Abingdon, VA 24210 (p) 276-730-2400	0	No
Walter State CC	Andy Hall 500 South Davy Crockett Parkway Morristown, TN	0	No
Wytheville Community College	1000 East Main St. Wytheville, Virginia	0	No
Roanoke College	M. Clawhorn 221 College Lane Salem, VA	0	No
Bluefield State College	219 Rock St. Bluefield, Virginia	0	No
Appalachian State University	330 University Hall Dr. Boone, NC	0	No
East Tennessee State University	807 Univserity Pkwy. Johnson City, TN	0	No
Emory & Henry College	P.O. Box 947 Emory, Virginia	0	No
Knoxville College	901 Knoxville Dr. Knoxville, Tennessee	0	No
Marshall University	One Marshall Drive Huntington, WVA	0	No
Milligan College	P.O. Box 500 Milligan College, TN	0	No
Nat. Association of Broadcasters	1771 N. Street, N.W Washington D.C.	0	No

U. of Tennessee, Chattanooga	615 McCallie Ave Chattanooga, TN	0	No
Northeast Community College	2425 Highway 75 Blountville, TN	0	No
UNC Chapel Hill	Raleigh, NC	0	No
Tusculum College	300 W. Market St Kingsport, TN	0	No
U of Tennessee, Knoxville	M. Mahoney Knoxville, TN 37996	0	No
Facebook.com		0	No
Station Website		1	N/A
Indeed.com		6	No
Southwest Times	Brenda Adams 34 5 th St NE Pulaski, VA 24301	0	No
Wytheville Enterprise	Curtis Hawkins 460 W. Main St. Wytheville, VA	0	No
Unsolicited Applicant		1	N/A
Client Referral		0	N/A
Employee Referral		1	N/A

* * * * *

During the one year period covered by this report, the station employment unit engaged in several outreach activities.

Job Fairs

Classification #1

- **11/15/16 at Wytheville Meeting Center** from 11am-2pm Three Rivers Media Staff: Danny Gordon, Operations Manager; Barbra Sewell, Sales Manager; and Misty Jackson, Sale Representative participated in the Annual Wythe/Bland County Career Fair. Students from 10th to 12th grade from area secondary schools attended the event. Each student was presented with vendor's names and suggested questions for them to ask. We fielded questions in a range from salary, qualifications, and education necessary to obtain a job in broadcast. The Radio Station also did a live broadcast from 10AM-12PM on 95.3 FM to help promote the activity.
- **4/13/17 at the Crossroads Institute in Galax, Virginia** from 12pm-4pm. Three Rivers Media Staff: Barbara Sewell, General Manager; and Allyson Williams, Traffic Manager; participated in job fair hosted by the Wytheville Community College. Collected resumes for possible future positions.
- **4/21/17 at Wytheville Community College** Job Fair from 12pm-2pm. Three Rivers Media Staff: Misty Jackson, Media Consultant; and Thom Moore, Media Consultant participated/spoke with several people interested in a career in radio.

Public Service Announcement Project/Community Outreach

Classification #16

February 2017-April 2017

Contact was made with the Wythe County Public School system middle school administration to collaborate on a Public Service Announcement project. Local students wrote PSAs based on school and youth related topics such as test taking skills, school bus safety, internet safety, bullying, and technology. All middle/jr. high schools in Wythe County were given the opportunity to participate in a writing contest. Rural Retreat Middle School hosted a station employee for remote recording and a presentation on the importance of public service in radio and a brief look on the production process. The PSAs selected by school administration were recorded by their authors for play on WXBX, WYVE, and WLOY. No sponsor was obtained for these events; they were for educational purposes only.

Station Personnel Involved: Allyson Williams, Office Manager/Traffic Director.

Kids & Weather

Classification #10 (Participation in programs with educational institutions)

Every Wednesday from August 2016- Present in connection with Spiller Elementary School. Each week, one student (chosen by Principal) was given the opportunity to tour the station facilities with a member of staff from Spiller Elementary School. Each student receives an in-depth tour of the station with background/history and a discussion of various positions and responsibilities at the station. The students were shown station operations and were given the chance to record the weather for Friday of every week that school is in session. Students were given a behind the scenes look at the production process for commercials in the WXBX studio. Every student then received a certificate for having completed the program. This is an ongoing program that began in January 2015 with plans to continue in the future.

Station Personnel Involved: Allyson Williams, Office Manager/Traffic Director.

Intern

Classification #10 (Participation in programs with educational institutions)

Three Rivers Media hosted an intern for an eight week duration during the Spring of 2017. The intern was placed by the Southwest Virginia Governor's School in conjunction with George Wythe High School. Tasks during the internship included but were not limited to shadowing the traffic department, assisting production, recording commercial spots, assisting with digital media, etc. At the close of the internship, the intern reported on her experiences for a classroom grade.

Station Personnel Involved: Allyson Williams, Office Manager/Traffic Director.

Training Programs

Activity Classification #8

During the one year term of this report, station personnel took part in several training opportunities provided by the Virginia Association of Broadcasters in the following areas:

- Word of Mouth Business (Sales)
- Know Your Competition
- The Branding Process
- The Sales Cycle
- The Advertising Method
- Station Tour
- Programming and Sales
- Promotions
- Know Your Customer
- Advertising Sales
- Copywriting
- Account Management
- 7 Stages of Business Outlook
- Collections

Station Personnel Involved: Barbara Sewell, Sales Manager; Thom Moore, Sales Representative; Allyson Williams, Traffic Director; Nicole Fisher, Traffic/Sales Assistant, and Misty Jackson, Sales Representative.

* * * * *