

Annual EEO Public File Report
WBRA-TV
5/22/2022 – 5/21/2023

The station engaged in the following outreach activities:

Description of Activity	Personnel Involved	Scope of Involvement
<p>Establishment of an internship program designed to assist members of the community to acquire skills need for broadcast employment.</p>	<p>Production Dept Education Dept</p>	<p>A student from Cave Spring High School interned at the station starting June 6, 2022 – Sept 10, 2022. During her time, she helped with special events and pop-up events over the summer.</p> <p>A student from Elon University interned at the station starting May 23, 2022 – July 22, 2022. During his time, he worked on promos, sizzle reels, data analysis for the ECHO you tube channel, assisted on location shoots, and made a “Be the Helper” spot featuring Mr. Rogers and our community.</p> <p>A home-schooled student interned at the station starting May 23, 2022 – June 10, 2022. During his time, he mainly did physical work because we were undergoing studio renovations and there were no production projects to work on.</p>
<p>Other</p>	<p>Pres/CEO VP of Education Dir of Content Exec Producer/Host Dir of Development Program Manager Dir of Engineering Producer/Director Creative Services/Traffic Assistant Corp Support Exec</p>	<p>Programs/Events where we partnered with other organizations and provided information on careers in broadcasting:</p> <p>VAB FCC EEO Rules Webinar – July 12, 2022 Red Sox PBS/ECHO night - May 21, 2022 Festival in the Park – May 28 & 29, 2022 Blue Ridge PBS gives back/Angels of Assisi June 6, 2022 Oceans of Possibilities – Roanoke Libraries – June 13 – July 23, 2022 Glenvar Library Event – June 18, 2022 Botetourt County Historical Museum Ribbon cutting & open house – July 25, 2022 Buzz Watch Party/Grandin Theatre – July 27, 2022 Botetourt Chamber Cocktail Connection/Hotel Roanoke – July 28, 2022 National Night Out -Celebrating Roanoke’s City & County First Responders – August 2, 2022 Give a Hoot/Mill Mountain Zoo – August 6, 2022 Buzz Watch Party/Grandin Theatre – August 9, 2022 Touch-A-Truck/NRV Home Builders Association – August 13, 2022 Oak Grove Elementary/Back to School event – August 13, 2022 Blue Ridge PBS gives back/The Rescue Mission of Roanoke – August 15, 2022</p>

		<p>Olde Salem Days/Rotary Club of Salem – September 10, 2022</p> <p>The Life of a Musician – Series Release Party – October 6, 2022</p> <p>25th Episode of Buzz Watch Party – West End Center & 5 Points Creative – October 19, 2022</p> <p>The Nature Conservancy board meeting -Focus on the whole Appalachian Mountain system – October 19, 2022</p> <p>Breakfast Roundtable (Carthan Curran) – October 25, 2022</p> <p>Gov Youngkin Meeting (Brambleton Center) – October 26, 2022</p> <p>ZooBoo/Mill Mountain Zoo – October 29, 2022</p> <p>RWF Awards Fall Grants Luncheon – November 3, 2022</p> <p>Virginia innovation Accelerator tour in Buena Vista – November 16, 2022</p> <p>Buzz + Friends of the Blue Ridge Watch Party – November 30, 2022</p> <p>Santa’s Winter Wonderland – December 9- 23, 2022</p> <p>Buzz Watch Party for Arts in Roanoke City Public Schools – January 18, 2023</p> <p>RWF Grant Meeting (St. John’s Episcopal Church – February 23, 2023</p> <p>Commonwealth Alliance for Rural Colleges Reception at Academy Center of the Arts in Lynchburg – March 2, 2023</p> <p>Botetourt Board Meeting (The Glebe Retirement Community) – March 9, 2023</p> <p>Broadband & Botetourt – What does the future look like? Meeting – 3/21/2023</p> <p>Botetourt Chamber Open House – April 13, 2023</p> <p>Lionberger Construction Company (100-year celebration) – April 20, 2023</p> <p>PBS Kids night/ECHO Salem Red Sox – April 21, 2023</p> <p>Community Celebration – April 29, 2023</p>
<p>Provided training to management level personnel as well as non-management personnel as to methods of ensuring equal employment opportunity and preventing discrimination</p>	<p>All employees</p>	<p>Took a Harassment Prevention Training Class through CSG from May – September 2022. It was on demand – 8 completed in May, 3 in June, 1 in July, 2 in August and 6 in September.</p>

<p>Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities</p>	<p>Office Manager/Administrative Assistant</p>	<p>The only upper-level opening during the reporting period was advertised with Virginia Association of Broadcasters.</p>
<p>Tours</p>	<p>Corporate Support Exec Dir of Development Exec Producer/Host Pres/CEO</p>	<p>Four or more tours that involved groups affiliated with community organizations or educational institutions where careers in broadcasting were discussed.</p> <p>Steve Hildebrand-Freedom First June 9, 2022 Keri Garrett-Freedom Financial Center June 10, 2022 Ashley Pannel – VA Career Works June 15, 2022 Rescue Mission/PBS Gives Back July 11, 2022 VA Career Works July 14, 2022 Roanoke Women’s Foundation – August 3, 2022 Virginia Career Works Business Summit – August 9, 2022 Lawrence Moving – August 22,2022 United Way – August 30, 2022 Local Colors – August 30, 2022 Water Doc Meeting & Tour – September 2, 2022 United Way – September 7, 2022 Emma Howard-Woods – Greater Roanoke Workforce Development – Sept 21, 2022 Carthan Curry & Bob Denton – Commonwealth Alliance for Rural Colleges – October 25, 2022 Advancement Foundation and Rudy’s Girl Media – November 9, 2022 Chapter BD sisters – November 16, 2022</p> <p>Carilion – December 14, 2022 Blacksburg Parks and Rec – January 18, 2023 Partnership for Community Wellness – March 8, 2023 Ronald McDonald House – March 22, 2023</p>

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	Executive Producer/Host	Took an Effective Leadership Development class through Leadership Management International, Inc. The course required 22 class hours plus application outside of class. Received certificate on 11/15/2022
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Annual EEO Public File Report
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Full Time Position	Date Filled	Recruitment Source(s)	Recruitment Source of Person Hired	Recruitment Sources for Interviewees
Regional Vice President, Operations	5/31/2022	Blue Ridge PBS Bulletin Board		
		Blue Ridge PBS Facebook		
		Blue Ridge PBS electronic newsletter		
		Blue Ridge PBS Website	Blue Ridge PBS Website	Blue Ridge PBS Website (3)
		CPB		
		MyPBS.org		
		NETA		
		Roanoke Tribune		
		TV Jobs.com		
		VAB		
Total People Interviewed				3
Programming Operations Assistant	11/14/2022	Blue Ridge PBS Bulletin Board		
		Blue Ridge PBS Facebook		
		Blue Ridge PBS electronic newsletter		

Annual EEO Public File Report
 WBRA-TV
 5/22/2022 – 5/21/2023

		Blue Ridge PBS Website			
		CPB			
		My PBS.org			
		NETA			
		Roanoke Tribune			
		TV Jobs			
		VAB			
		Indeed	Indeed		Indeed (4)
Total People Interviewed					4
Producer Director (2 positions)	11/14/2022 and 2/13/2023	Blue Ridge PBS Bulletin Board			
		Blue Ridge PBS Facebook			
		Blue Ridge PBS electronic newsletter			
		Blue Ridge PBS Website	Blue Ridge PBS Website		Blue Ridge PBS Website (2)
		CPB			
		My PBS.org			
		NETA			
		Roanoke Tribune			
		VAB			
		Indeed			Indeed (1)
Total People Interviewed					3

Annual EEO Public File Report
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Field Producer	2/11/2023	Blue Ridge PBS Bulletin Board				
		Blue Ridge PBS Facebook				
		Blue Ridge PBS electronic newsletter				
		Blue Ridge PBS Website	Blue Ridge PBS Website			Blue Ridge PBS Website (3)
		CPB				
		MyPBS.org				
		NETA online				
		TV Jobs				
		VAB				
		Bristol Herald				
		Coalfield Progress				
Total People Interviewed						3
Corporate Support Executive (2 positions)	2/11/2023 2/25/2023	Blue Ridge PBS Bulletin Board				
		Blue Ridge PBS Facebook				
		Blue Ridge PBS electronic newsletter				
		Blue Ridge PBS Website	Blue Ridge PBS Website			Blue Ridge PBS Website (2)
		CPB				
		MyPBS.org				

Annual EEO Public File Report
WBRA-TV
5/22/2022 – 5/21/2023

			NETA online			
			TV Jobs			
			VAB			
			Bristol Herald			Bristol Herald (1)
			Coalfield Progress			
Total People Interviewed						3
Education Producer/Editor	3/6/2023		Blue Ridge PBS Bulletin Board			
			Blue Ridge PBS Facebook			
			Blue Ridge PBS electronic newsletter			
			Blue Ridge PBS Website	Blue Ridge PBS Website		Blue Ridge PBS Website (2)
			CPB			
			MyPBS.org			
			NETA online			
			TV Jobs			
			VAB			
			Roanoke Tribune			Roanoke Tribune (1)
			Roanoke Times - webpage			Roanoke Times-webpage (1)
Total People Interviewed						4
Programming Operations Assistant	4/26/2023		Blue Ridge PBS Bulletin Board			

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			Blue Ridge PBS Facebook				
			Blue Ridge PBS electronic newsletter				
			Blue Ridge PBS website				Blue Ridge PBS website (2)
			CPB				
			MyPBS.org				
			NETA online				
			Roanoke Tribune				
			TV Jobs				
			VAB				
			Indeed		Indeed		Indeed (5)
Total People Interviewed							7

EEO Public File Report

Recruitment Sources

WBRA-TV

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Source	Contact Person	Address	Telephone Number	Entitled to Notification
Alliance for Women in Media		www.allwomeninmedia.org	703-506-3290	N
Asian American Journalists Association		www.aaja.org	415 346-2051	N
Bedford Bulletin		233 W Depot St., Bedford, VA 24523-1935	540-586-8612	N
Blue Ridge PBS Bulletin Board	Rita Thurman	1215 McNeil Dr., Roanoke, VA 24015	540-344-0991	N
Blue Ridge PBS Electronic newsletter	Suzanna Cory	1215 McNeil Dr., Roanoke, VA 24015	540-344-0991	N
Blue Ridge PBS Facebook	Sherry Spradlin	1215 McNeil Dr., Roanoke, VA 24015	540-344-0991	N
Blue Ridge PBS Website	Carol Jennings	1215 McNeil Dr., Roanoke, VA 24015	540-344-0991	N
Bristol Herald Courier		rguffey@bristolnews.com	276-967-0009	N
Broadcast and Cable Magazine		zmajma@nbmedia.com	646-746-6741	N
Charlottesville Daily Progress	Dave Massey	685 West Rio Road Charlottesville, VA 22901 classified@dailyprogress.com	434-978-7202	N
Coalfield Progress	Donna Lawson	dlawson@coalfield.com	276-679-1101, ext 241	
Corporation for Public Broadcasting (CPB)		www.cpb.org	202-879-9600	N
Current Magazine	Dave Kramer	dave@current.org	877-745-8776	N
East Tennessee State University	Mitzi Edwards	EdwardsML@mail.etsu.edu		N
Engineer Jobs		www.engineerjobs.com		N

Hollins University	Amber Becke	beckeAE@hollins.edu	540-362-6364	N
Indeed		Indeed.com		
Journalism Jobs		info@journalismjobs.com	510-508-7386	N
Kentucky Employment Commission		www.E3.ky.gov		N
Monster.Com		www.monster.com		N
MY PBS		Mypbs.org		
National Association of Black Journalists (NABJ)		http://nabicareers.org/	301-445-7100	N
National Association of Broadcasters (NAB)		www.nab.org	202-429-5300	N
North Carolina Employment Commission		www.ncesc1.com		
National Educational Telecommunications Association (NETA)	Jennifer Fisher	jfisher@netaonline.org	803-799-5517	N
Public Media Business Association (PMBA)		http://pmbaonline.org/node/312		N
PBS Connect (operated by the Public Broadcasting Service)		Connectpbs.org		N
Richmond Times Dispatch		www.richmond.com/classifieds	804-643-4414	N
Roanoke College		221 College Lane, Salem, VA 24153	540-375-2500	N
Roanoke Times	Tracy Brown	tracy.brown@roanoke.com	800-346-1234	N
Roanoke Tribune	Stan Hale	trib@rt.roacoxmail.com	540-343-7366	N
Society of Broadcast Engineers	Scott Jones	www.sbe.org	317-846-9000	N
The News & Advance		www.newsadvance.com	434-385-5470	N
TV Jobs		www.tvjobs.com		N
TV and Radio Jobs		http://tvandradijobs.com		N

Virginia Association of Broadcasters (VAB)		www.vabonline.com	804-977-3716	N
Virginia Workforce Connection		www.vawc.virginia.gov		N
Virginia Western Community College		www.viriniawestern.edu	540-857-8922	N