

Annual EEO Public File Report
WBRA-TV
5/22/2024 – 5/21/2025

The station engaged in the following outreach activities:

Description of Activity	Personnel Involved	Scope of Involvement
Provided training to management level personnel as well as non-management personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	All employees	Took a Harassment Prevention Training Class through CSG in 2024.
Other	Pres/CEO GM & VP PBSA VP of Education Dir of Content Exec Producer/Host Dir of Development Program Manager Dir of Engineering Producer/Director Corp Support Exec Office Manager Director of Educational Innovation Producer/Director Education Programming Operations Manager Education Producer/Editor Programming Operations Assistant Marketing Assistant	Programs/Events where we partnered with other organizations and provided information on careers in broadcasting: Southwest Virginia Economic Forum – May 23, 2024 Artistic Encounters (Meet the Artist – P. “Pat” Buckley Moss) – May 30, 2024 Gainsboro Doc Presentation – RWF-St. Johns Episcopal – June 6, 2024 Good Samaritan – Advance Illness Care Hospice Ribbon Cutting – June 7, 2024 Blue Ridge PBS Kids Night at the Salem Red Sox game June 7, 2024 Artistic Encounters (Meet the Artist – Beth Rodgers) – June 27, 2024 BUZZ4good Watch Party – Grandin Theatre – July 17, 2024 Artistic Encounters (Meet the Artist – Sienna Turecamo) – July 25, 2024 BOCO Chamber Network Event – July 31, 2024 5 th Annual Celebrate Tourism Summit – Wytheville, VA – August 6, 2024 Touch-A-Truck NRV (A Community Event for all Ages) – August 17, 2024 Partnered with Department of Conservation and Recreation for Outdoor Movie Night for the showing of our documentary – “The Story of the New River” – August 23, 2024 The Big Kahuna – A Mental Health fundraiser for the whole family – August 23-24, 2024 Fishin’Pig Groundbreaking ribbon cutting - August 28, 2024 Artistic Encounters (Meet the Artist – Z.L. Feng) – August 29, 2024 Taco Fest, Elmwood Park – September 7, 2024

	Special Events/Volunteer Coordinator Dir of Content Marketing Assistant	<p>Olde Salem Days – September 14, 2024</p> <p>250th Documentary Muster Grounds – Re-enactment Shoot – Abingdon, VA – September 23, 2024</p> <p>Prairie Preacher Screening at Wytheville Community College – September 25, 2024</p> <p>Artistic Encounters (Meet the Artist – David Ferrell & Ruth Lefko) – September 26, 2024</p> <p>Virginia Western Community College Greenfield Education & Training Center Ribbon Cutting & Open House – September 26, 2024</p> <p>BOCO Chamber Board Retreat – October 15, 2024</p> <p>BOCO Chamber Golf Tournament – October 18, 2024</p> <p>Artistic Encounters (Meet the Artist – David-Charles Campbell) – October 24, 2024</p> <p>F.A. Wagner Insurance Agency Ribbon Cutting – October 25, 2024</p> <p>Santa’s Winter Wonderland – Holiday experience for our community – December 12-23</p> <p>Artistic Encounters (Meet the Artist – Pippi Miller) – January 30, 2025</p> <p>Hoot and Holler: Our Stories, Out Loud – “Lovestruck” at Grandin Theatre – February 6, 2025</p> <p>Artistic Encounters (Meet the Artist – Bob Crawford) – February 27, 2025</p> <p>Read Across America Day – Preston Park Elementary School – March 7, 2025</p> <p>Read Across America Day – Check Elementary School – March 19, 2025</p> <p>PBS Appalachia VIP Event – March 21, 2025</p> <p>Artistic Encounters (Meet the Artist – Mei Shu) – March 27, 2025</p> <p>Partnered with Wytheville Museums for a re-enactment for our upcoming documentary “Resolved to Live & Die: The Revolutionary Roots of Southwest Virginia” – April 8, 2025</p> <p>Blue Ridge PBS Kids Night at the Salem Red Sox game April 18, 2025</p> <p>Artistic Encounters (Meet the Artist – Willard Gayheart) – April 24, 2025</p>
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Tours	<p>Corporate Support Exec Dir of Development Exec Producer/Host Pres/CEO VP Education Director of Educational Innovation Special Events/Volunteer Coordinator Dir of Content Office Manager Marketing Assistant</p>	<p>Four or more tours that involved groups affiliated with community organizations or Educational institutions where careers in broadcasting were discussed.</p> <p>Partnership for Community Wellness work lunch 5/23/2024 RWF (Roanoke Women's Foundation) Grant site visit – June 11, 2024 Bill Houck AAF Tour – June 25, 2024 Cheryl Morales Tour, VBR – June 25, 2024 Women's Railroad Association – June 29, 2024 Ginger Ashton & Grandson – July 17, 2024 Gentry Locke tour – July 23, 2024 Kay Tymes – Art Studio – July 26, 2024 Brooke Weikle Family (4) Art Studio tour – July 31, 2024 ZL Feng Art studio tour – August 5, 2024 Art Study Group – October 10, 2024 Patrick Shea Studio Tour – October 30, 2024 Carolina Smales Production meeting & tour – January 15, 2025 Blacksburg Parks and Rec – January 29, 2025 Junior Achievement student tour – April 30, 2025</p>
Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	<p>Exec Producer/Host Exec Producer of PBSA Field Producer Producer Engineer VP&GM of PBSA Pres/CEO Prog Operations Assist Education Prod/Editor Producer/Director</p>	<p>BOCO Chamber Orientation training – July 2, 2024 Nielsen Training Webinar – January 16, 2025 FCC Underwriting Training – February 18, 2025 DVG training March 17-20, 2025, and Ross Xpression training March 25-28, 2025</p>

Establishment of an internship/volunteer program designed to assist members of the community.		Marketing Dept Production Dept	Post-graduate student (East Tennessee State University) will be helping with production tasks starting 12/5/2024 working Tuesdays, Wednesday & Thursdays. Several students from Virginia Western Community College volunteered for SWW(Santa's Winter Wonderland) as part of their curriculum.

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WBRA-TV did not fill any fulltime positions during the period of Annual EEO Public File Report.