

WINC FM • WINC • WZFC • WXBN
 Winchester, VA Winchester, VA Strasburg, VA Berryville, VA

EEO PUBLIC FILE REPORT

This report provides recruitment data collected from
June 1, 2017 thru May 31, 2018

This EEO Public File Report is filed in the public inspection file of Stations(s)
 WINC • WINC FM • WZFC • WXBN
 PURSUANT TO Section 73.2080(c)(6) of the Federal Communications (FCC) rules.

I. VACANCY LIST

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

JOB TITLE	DATE FILLED	RECRUITMENT SOURCES USED TO FILL VACANCY	RS REFERRING HIREE
Marketing Consultant	10.2.17	1-2, 4-12, 14-16, 18-20, 24	20
Morning Show Personality WINC FM	10.2.17	1-2, 4-12, 14-16, 18-20, 24-25	1
Digital Solutions Account Executive	2.1.18	1-2, 4-12, 14-16, 18-20, 24	20

EEO Contact Information for Employment units: **WINC FM • WINC AM • WZFC • WXBN**

Centennial Broadcasting II, LLC.

Corporate Address

6201 Town Center Drive, Suite 210
 Clemmons, NC 27012
 Contact: Steve Watts
 336.766.2822

Station(s) Business Address

520 N. Pleasant Valley Rd
 Winchester VA 22601
 Contact: Lawrence Weiss
lweiss@winc.fm
 540.677.2224

FULL TIME VACANCY EEO INFORMATION
FORM BP-05

June 1, 2017 thru May 31, 2018

II. Recruitment Sources Used to Fill the Vacancy

RS Number	RS Information	Did the Source request notification? (yes/No)	No of interviewees Referred by RS over 12 month period
1	<p>All Access Music Group 24955 Pacific Coast Highway, C303 Malibu CA 90265 Joel Denver, President/Publisher 310 457 6616 phone www.allaccess.com</p>	No	3
2	<p>VA Employment Commission 100 Premier Place Winchester VA 22602 Donna Holloway 540 535 2861 phone 540 722 3418 fax www.vawc.virginia.gov</p>	Yes	
3	<p>All Women in Media 1760 Old Meadow Road, Suite 500 McLean, VA 22102 Yacine Sow 703 506 3290 phone 703 506 3266 fax www.allwomeninmedia.org</p>	No	
4	<p>Virginia Association of Broadcasters (VAB) 250 W. Main Street, Suite 100 Charlottesville VA 22902 Kurt Pfund 434 977 3716 phone www.vabonline.com</p>	Yes	
5	<p>Shepherd University PO Box 5000 Shepherdstown WV 25443 Contact: jobweb@shepherd.edu Radka Ferancova 304 876 5814 www.collegecentral.com/shepherd</p>	No	

6	<p>Norfolk State University 700 Park Avenue Norfolk VA 23504 Benjamin Ellis (Dir) 757 823 8462 phone 757 823 2075 fax http://nsu-csm.symplicity.com/employers</p>	No	
7	<p>Howard University 525 Bryant Street NW Washington DC 20059 Jozanne Douglas, Director Career Services 202 806 7513 202 462 4267 fax http://howard-csm.symplicity.com/</p>	No	
8	<p>Shenandoah University 1460 University Drive Winchester VA 22601 Jen Spataro-Wilson, Director Career Services 540 665 5412 http://www.collegecentral.com/su su.edu/hornets4hire/employer (new hiring site starting 10/27/17)</p>	Yes	
9	<p>Lord Fairfax Community College 173 Skirmisher Lane Middletown VA 22645 Shelly Bowers, M.Ed., Career Advisor 540 868 7067 http://www.collegecentral.com/lfcc</p>	Yes	
10	<p>James Madison University School of Communication Studies MSC3504 Harrisonburg VA 22807 Valerie Ghante ghantev@jmu.edu 540 568 7987 phone 540 568 7133 phone</p>	No	
11	<p>James Madison University Career and Academic Planning MSC 1016 738 S. Mason Street - Room 3210 Harrisonburg, VA 22807 Cap@jmu.edu 540 568 7379 (Employer Relations) FAX 540 568 6519 https://jmu-csm.symplicity.com/employers/</p>	No	
12	<p>VA Western Community College 3096 Colonial Avenue Roanoke VA 24015 Rhonda Perdue, Coordinator Career Center 540 857 7298 phone 540 857 6050 fax http://virginiawestern-csm.symplicity.com/employers Careerservices@VAWesternCommunityCollege.edu</p>	No	

13	<p>DCRTV C/O DCRTV.COM 1981 b Villaridge Dr. Reston VA 20191 Dave Hughes dcrtv@hotmail.com</p>	No	
14	<p>VARTV c/o VARTV.COM 1725 Live Oak Trail Virginia Beach VA 23456 Robert Corbin editor@vartv.com</p>	No	
15	<p>Department of Rehabilitative Services 20 Ricketts Drive Winchester VA 22601 Samantha Greene 540-722-3453 Samantha.greenfield@dars.virginia.gov</p>	Yes	
16	<p>Department for the Blind and Vision Impaired 11150 Fairfax Blvd. St. 502 Fairfax, VA 22030 Phone (540)692-3816 Diane McBride diane.mcbride@dbvi.virginia.gov</p>	Yes	
17	<p>Society of Broadcast Engineers (SBE) 9102 North Meridian Street, Suite 150 Indianapolis IN 46260 Scott Jones 317 846 9000 www.sbe.org</p>	No	
18	<p>Internal Posting/Employee Bulletin Boards Winchester –Joyce Stifler, Business Manager 540 667 2224 jstifler@winc.fm</p> <p>Fredericksburg – Wendy Hunter, Business Manager 540 373 7721 Wendy@WBQB.com</p>	Yes	
19	<p>Web sites www.WINC.FM www.trueapplecountry.com/ www.newstalk1400winc.com</p>	Yes	2
20	<p>Radio Ads WINC AM, WINC FM, WXBN/WZFC 520 N. Pleasant Valley Road Winchester, VA 22601 Joyce Stifler, Business Manager jstifler@winc.fm 540 667 2224</p>	No	3

21	Employee and/or Client Referrals	No	
22	Self Referral/Word of Mouth	No	
23	Inside Radio	No	
24	Loudoun Workforce Resource Center 102 Heritage Way, N.E., Suite 103 P.O. Box 7400 Leesburg, VA 20177 May Durkovic, Employer Services Coordinator Michael Bozeth, SHRM-CP Employer Services Coordinator (3/16/18 email notice received) Bozeth, Michael <Michael.Bozeth@loudoun.gov> 703-777-0688 www.loudoun.gov/wrc	No	
25	RAMP - Radio And Media Pros RAMP247.com 24307 Magic Mountain Parkway #65 Valencia, CA 91355 Kevin Carter Kevin@omnivision.net	No	
26	NAB Media Sales Institute Recruiter Days- June 12-13, 2017 nabef@nab.org (202) 429-3191	No	
27	Indeed https://www.indeed.com/hire (800) 475-4361 Added 3.16.18	No	
28	Shenandoah University Arts & Sciences Internship and Job Fair 3.15.18 Career Services Office Claire West, Employer Relations Coordinator cwest02@su.edu	No	
29	Shenandoah University School of Business Career & Internship Fair 4.3.18 Career Services Office Claire West, Employer Relations Coordinator cwest02@su.edu	No	

WINC FM●WINC AM●WXBN FM●WZFC FM

**EEO Public File Report
Summary Description of Supplemental Outreach Initiatives
For the period ownership Beginning 6/01/2017 and ending 5/31/2019**

(1)

<p>Participating in other activities designed by the station employment unit that are 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.</p>
<p>June 12 – 13, 2017 Participated “MSI Recruiter Days” hosted by the Media Sales Institute at Howard University in Washington D.C. Market Manager. Market Manager registered as a Corporate Recruiter and attended the two-day session. MSI graduates presented mock sales presentations to recruiters. Recruiters interviewed participants on site.</p>
<p>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</p>
<p>February 27, 2018 – All station management attended an ADP Total Source webinar “Sexual Harassment Prevention: Bolstering Preventative Practices in the Era of #MeToo”. This session identified strategies to recognize and prevent harassment, the importance of informing all employees of the company’s policies and code of conduct, and to better understand the company harassment policy.</p>
<p>Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p>
<p>March 15, 2018 –Shenandoah University’s Arts and Sciences Internship and Job Fair – Hosted by the Career Services Office. This event was held at the Halpin Harrison Hall, Harry F. Byrd School of Business at 600 Millwood Avenue in Winchester, Virginia, from 10:00 a.m. until 2:00 p.m. Students from all programs in the College of Arts & Sciences were invited to attend. Students attending were seeking Internships, Full-Time Career Positions, and/or the opportunity to practice their networking skills and learn more about different organizations. The station’s Market Manager and Marketing & Promotions Coordinator manned a table at this event provided general information about employment with the station and spoke with students specifically interested in current full-time and part-time vacancies.</p>
<p>Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops, and similar activities)</p>
<p>March 21, 2018 – John Kerr Elementary School, Winchester, VA – Hosted Career Day 2018. Purpose: to educate and expose children to different careers in hopes it will ignite a spark in students to begin thinking about what careers they may want to pursue. Morning show hosts for WINC FM attended this event. They participated in four 30-minute sessions and were asked to discuss level of education required, skills and special equipment required, salary ranges, and to share any particularly funny or interesting stories.</p>
<p>Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p>
<p>April 3, 2018 - Shenandoah University’s School of Business Career & Internship Fair – Hosted by the Career Services Office. This event was held at the Halpin Harrison Hall, Harry F. Byrd School of Business at 600 Millwood Avenue in Winchester, Virginia, from 10:00 a.m. until 2:00 p.m. Students from all programs in the School of Business were invited to attend. Students attending were seeking Internships, Full-Time Career Positions, and/or the opportunity to practice their networking skills and learn more about different organizations. The station’s Market Manager and Marketing & Promotions Coordinator manned a table at this event, provided general information about employment with the station and spoke with students specifically interested in current full-time and part-time vacancies.</p>

Establishment of training programs designed to enable station personnel to acquire skills that could qualify for higher positions.

April, 2018 – Ongoing This station has contracted with Lord Fairfax Community College Workforce Solutions to provide 18 hours of graphic & video design classes. Instructor Graham Knight provides training at the station. Training has included graphic design using PowerPoint and PhotoShop. Beginning 4.10.18, weekly 90-minute sessions have taken place and attended by employees in Production, Programming and Promotions as well as by the Program Director and Market Manager.

Participating in other activities designed by the station employment unit that are 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.

April 13, 2018 – Participated in the John Handley High School Business Symposium 2018. This event was held in the Patsy Cline Theatre and Maddox-Omps Gymnasium at John Handley High School, 425 Handley Blvd., Winchester, VA 22601 from 9:00 a.m. to 2:30 p.m. Purpose: to bring Business Professionals and Educators together with students in the Winchester, and Frederick and Clarke Counties area who are interested in exploring a career in various business and technical fields. The symposium focused on various sectors such as: Financial, Construction, Technological, Medical, Retail, and more. The conference consisted of 1) Keynote Address, 2) Breakout Sessions, 3) Business Fair/Networking Sessions, 4) Soft Interviews for Employment and Internships and 5) “Summer Job and Internship Fair”. The station’s Market Manager and Marketing & Promotions Coordinator attended this event and provided general information about employment with the station and the media industry.

Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops, and similar activities)

Ongoing Station Tours – acknowledging various requests from community groups, neighbors, scouting groups, etc., by providing a full tour of the station offices and studios, meeting various members of the staff, seeing equipment used and sometimes observing recording and broadcasting.

May, 2017 – greeted a group of three home-schooled students, two of which with ambitions of having a career as a meteorologist and as an engineer – both of which can directly correspond to media careers.

June 15, 2017 – A Senior from Loudoun Valley High School, per the request of his parents, spent three hours visiting staff members from each department.

August 10, 2017 – Gift Scout Troop 40138 from Shenandoah County Virginia – this tour enabled five young ladies to earn their Communications badge.

September 5, 2017 – nine middle school students from the Independent School of Winchester participated in this tour to complete their studies on Media/Advertising.

January 24, 2018 – Elements of Warren County Virginia Public Schools (young adults 19-21 years old that have graduated with a Special Education Diploma) – four students toured several local businesses (including this station) so that each young adult could get an idea of job opportunities within their community.