

**EEO PUBLIC FILE REPORT**  
Centennial Broadcasting II, LLC

For the period: May 22, 2020 to and including May 21, 2021

This report covers the following employment unit:

Call Signs:                WINC-FM (Former Facility ID 41810, Winchester, VA)  
                                  WINC-AM (Facility ID 41809, Winchester, VA)  
                                  WZFC-FM (Facility ID 60362, Strasburg, VA)  
                                  WXBN-FM (Former Facility ID 60363, Berryville, VA)

Employer:                Centennial Broadcasting II, LLC  
Licensee:                 Centennial Licensing II, LLC

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The attached Appendices 1, 2 and 3 provide the required information.

Appendix 1

**WINC-FM • WINC-AM • WZFC-FM • WXBN-FM**  
EEO PUBLIC FILE REPORT  
**May 22, 2020 through May 21, 2021**

This EEO Public File Report is filed in the public inspection file and posted on the websites of Stations: WINC-FM, WINC-AM, WZFC-FM and WXBN-FM PURSUANT TO Section 73.2080(c)(6) of the Federal Communication (FCC) rules.

**I. VACANCY LIST**

There were no full-time positions filled during the reporting period.  
See Section II, the “**Master Recruitment Source List**” (“**MRSL**”) for recruitment source data

<b>JOB TITLE</b>	<b>DATE FILLED</b>	<b>RECRUITMENT SOURCES USED TO FILL VACANCY</b>	<b>RS REFERRING HIREE</b>	<b>NUMBER OF INTERVIEWS FOR POSITION</b>
N/A	N/A	0	0	0

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

***Centennial Broadcasting II, LLC.***

***Corporate Address***

6201 Town Center Drive, Suite 210  
Clemmons, NC 27012  
Contact: Steve Watts  
336.766.2828

***Station(s) Business Address***

520 N. Pleasant Valley Rd  
Winchester VA 22601  
Contact: Bruce Simel  
[bsimel@winc.fm](mailto:bsimel@winc.fm)  
540.677.2224

Appendix 2  
**WINC-FM • WINC-AM • WZFC-FM • WXBN-FM**  
**FULL TIME VACANCY EEO INFORMATION**  
**May 22, 2020 through May 21, 2021**

**II. Master Recruitment Source List: Recruitment Sources Used to Fill the Vacancy**

Given there were no full-time positions filled, there were no recruitment sources contacted for full-time vacancies during the reporting period. Below is a list of sources that would typically be contacted is a vacancy was available.

RS Number	RS Information	Did the Source request notification? (yes/No)	No of interviewees Referred by RS over 12 month period
1	<b>All Access Music Group</b> 24955 Pacific Coast Highway, C303 Malibu CA 90265 Joel Denver, President/Publisher 310 457 6616 phone <a href="http://www.allaccess.com">www.allaccess.com</a>	No	
2	<b>VA Employment Commission</b> 100 Premier Place Winchester VA 22602 Donna Holloway 540 535 2861 phone 540 722 3418 fax <a href="http://www.vawc.virginia.gov">www.vawc.virginia.gov</a>	No	
3	<b>Virginia Association of Broadcasters (VAB)</b> 250 W. Main Street, Suite 100 Charlottesville VA 22902 Kurt Pfund 434 977 3716 phone <a href="http://www.vabonline.com">www.vabonline.com</a>	No	
4	<b>Shepherd University</b> PO Box 5000 Shepherdstown WV 25443 Contact: jobweb@shepherd.edu Radka Ferancova 304 876 5814 <a href="http://www.collegecentral.com/shepherd">http://www.collegecentral.com/shepherd</a>	No	
5	<b>Norfolk State University</b> 700 Park Avenue Norfolk VA 23504 Alisha Bazemore, Director, Career Services 757 823 8462 abazemore@nsu.edu <a href="http://nsu-csm.symplicity.com/employers">http://nsu-csm.symplicity.com/employers</a>	No	

6	<p>Howard University  525 Bryant Street NW  Washington DC 20059  Jozanne Douglas, Assoc. Director Employer Relations  <a href="mailto:Jozanne.douglas@Howard.edu">Jozanne.douglas@Howard.edu</a>  202 806 6462  <a href="https://careerservices.howard.edu">https://careerservices.howard.edu</a></p>	No	
7	<p>Shenandoah University  1460 University Drive  Winchester VA 22601  Jen Spataro-Wilson, Director  Career Services  540 665 5412  <a href="http://su.edu/hornets4hire/employer">su.edu/hornets4hire/employer</a></p>	No	
8	<p>Lord Fairfax Community College  173 Skirmisher Lane  Middletown VA 22645  <a href="mailto:careerservices@lfcc.edu">careerservices@lfcc.edu</a>  540 868 7110  <a href="https://employers.emsicc.com/lfcc/login">https://employers.emsicc.com/lfcc/login</a></p>	No	
9	<p>James Madison University  School of Communication Studies  MSC3504  Harrisonburg VA 22807  Valerie Ghante  <a href="mailto:ghantev@jmu.edu">ghantev@jmu.edu</a>  540 568 7987 phone  540 568 7133 phone</p>	No	
10	<p>James Madison University  Career and Academic Planning  MSC 1016  738 S. Mason Street – Room 3210  Harrisonburg, VA 22807  Mary Morsch, Director  <a href="mailto:handshake@jmu.edu">handshake@jmu.edu</a>  540 568 7379 (Employer Relations)  FAX 540 568 6519  <a href="http://www.jmu.edu/cap">www.jmu.edu/cap</a></p>	No	
11	<p>VA Western Community College  3096 Colonial Avenue  Roanoke VA 24015  Rhonda Perdue, Coordinator  Career Center  540 857 7298 phone  540 857 6050 fax  <a href="http://www.collegecentral.com/viriniawestern">www.collegecentral.com/viriniawestern</a></p>	No	
12	<p>VARTV  c/o VARTV.COM  1725 Live Oak Trail  Virginia Beach VA 23456  Robert Corbin  <a href="mailto:editor@vartv.com">editor@vartv.com</a></p>	No	

13	<p>Department of Rehabilitative Services  20 Ricketts Drive  Winchester VA 22601  Samantha Greene  540-722-3453  <a href="mailto:Samantha.greenfield@dars.virginia.gov">Samantha.greenfield@dars.virginia.gov</a></p>	No	
14	<p>Department for the Blind and Vision Impaired  11150 Fairfax Blvd. St. 502  Fairfax, VA 22030  Phone (540)692-3816  Diane McBride  <a href="mailto:diane.mcbride@dbvi.virginia.gov">diane.mcbride@dbvi.virginia.gov</a></p>	No	
15	<p>Loudoun Workforce Resource Center  102 Heritage Way, N.E., Suite 103  P.O. Box 7400  Leesburg, VA 20177  Michael Bozeth, SHRM-CP, Employer Services Coordinator  <a href="mailto:Michael.Bozeth@loudoun.gov">Michael.Bozeth@loudoun.gov</a>  (703) 777-0150  <a href="http://www.loudoun.gov/wrc">www.loudoun.gov/wrc</a></p>	No	
16	<p>Indeed  <a href="https://www.indeed.com/hire">https://www.indeed.com/hire</a>  (800) 475-4361</p>	No	
17	<p>LinkedIn  <a href="https://www.linkedin.com/jobs">https://www.linkedin.com/jobs</a>  650-687-3600</p>	No	
18	<p>Glass Door  <a href="https://www.glassdoor.com/employers">https://www.glassdoor.com/employers</a>  866-263-0692</p>	No	
19	<p>University of Mary Washington  1301 College Ave., Suite 206 University Center  Fredericksburg, VA 22401  (540) 654-5646  <a href="mailto:ccpd@umw.edu">ccpd@umw.edu</a>  <a href="https://app.joinhandshake.com/jobs">https://app.joinhandshake.com/jobs</a></p>	No	
20	<p>Longwood University  201 High Street  Farmville, VA 23909  (434) 395-2063  <a href="mailto:career@longwood.edu">career@longwood.edu</a>  <a href="https://app.joinhandshake.com/jobs">https://app.joinhandshake.com/jobs</a></p>	No	
21	<p>Mary Baldwin University  101 E Frederick Street  Staunton, VA 24401  (540) 887-7019  <a href="mailto:info@marybaldwin.edu">info@marybaldwin.edu</a>  <a href="https://app.joinhandshake.com/jobs">https://app.joinhandshake.com/jobs</a></p>	No	

22	<p><b>George Mason University</b>  4400 University Drive MSN 3B6  Fairfax, VA 22030  (703) 993 2370  <a href="mailto:careers@gmu.edu">careers@gmu.edu</a>  <a href="https://app.joinhandshake.com/jobs">https://app.joinhandshake.com/jobs</a></p>	No	
23	<p><b>University of Virginia</b>  UVA Career Center  1815 Stadium Road, Bryant Hall at Scott Stadium  Charlottesville, VA 22903  434 924 8900  <a href="mailto:dal8d@virginia.edu">dal8d@virginia.edu</a>  <a href="https://app.joinhandshake.com/jobs">https://app.joinhandshake.com/jobs</a></p>	No	
24	<p><b>Internal Posting/Employee Bulletin Boards</b>  <b>Winchester –Joyce Stifler, Business Manager</b>  540 667 2224  <a href="mailto:jstifler@winc.fm">jstifler@winc.fm</a></p> <p><b>Fredericksburg – Kristie Kestner, Business Manager</b>  540 373 7721  <a href="mailto:Kristie@WBQB.com">Kristie@WBQB.com</a></p>	No	
25	<p><b>Web sites</b>  <a href="http://www.WINC.FM">www.WINC.FM</a>  <a href="http://www.newstalk1400winc.com">www.newstalk1400winc.com</a></p>	No	
26	<p><b>Radio Ads</b>  WINC AM (Simulcast WZFC), WINC FM, WXBN FM  520 N. Pleasant Valley Road  Winchester, VA 22601  Joyce Stifler, Business Manager  <a href="mailto:jstifler@winc.fm">jstifler@winc.fm</a>  540 667 2224</p>	No	
27	<b>Employee and/or Client Referrals</b>	No	
28	<b>Self Referral/Word of Mouth</b>	No	
29	<p><b>What’s Happening Winchester and Frederick County</b>  <b>(local Facebook site with more than 32,000 members)</b>  Contact: Nancy Johnson</p>	No	

## Appendix 3

### WINC FM ● WINC AM ● WXBN FM ● WZFC FM

**EEO Public File Report  
Summary Description of Supplemental Outreach Initiatives – Two Years  
For the period ownership Beginning 5/22/2019 and ending 5/21/2021**

TYPE OF RERUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
<p><b>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</b></p>	<p><b>(1) January 30, 2020</b> - Market Manager joined the local chapter of the Society for Human Resource Management aka SHRM. He is attending some of their monthly meetings where training is offered on human resource issues and concerns including recruiting, training, and more. <b>(2)</b> This employment unit retained the services of HR radio recruiting and hiring specialist Chris Stonick. Mr. Stonick provided the management team with information, ideas, and recommendations regarding recruiting and employment practices.</p>
<p><b>Establishment of training programs designed to enable station personnel to acquire skills that could qualify for higher positions.</b></p>	<p>We conduct on-going training to our station personnel that might lead to other positions. In the reporting period this cross training has included, but not limited to, (1) digital broadcast sales (on-going) (2) recruiting/retention marketing to the sales department (2) cross training between our Traffic Director and Business Manager, (3) additional sales training for the Promotions Director and Operations Manager. (4) cross training between programming personnel to execute specific sales initiatives, selecting and scheduling music, creating and posting web and television ads.</p>
<p><b>Participation in at least four events sponsored by community groups active in broadcast employment issues (conventions, career days, workshops, and similar activities)</b></p>	<p><b>Attend a Job Fair - December 6th, 2019</b> – Market Manager attended a job fair held in Leesburg and hosted by the Loudoun Workforce Resource Center. At the fair he was able to speak with some candidates. Following the job fair manager discussed job opportunities and how the stations and resource center might work together.</p> <p><b>Ongoing Station Tours</b> – 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.</p> <p><b>January 16, 2020</b> – A middle school communications class from Randolph Macon Academy, visited and toured the offices and studios. The students were given the opportunity to observe the mid-day DJ on-air. The station Production Manager allowed each student to be</p>

	<p>recorded and then listen to how they sounded.</p> <p><b>January 27, 2020</b> – A group of nine students from the Special Education Program at Jefferson High School in Shenandoah, West Virginia visited and toured the offices and studios. This experience allowed these students to learn about employment opportunities in media.</p>
<p><b>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.</b></p>	<p><b>March 3, 2020</b> – The station hosted a recruiting/retention seminar for HR directors. The two-hour seminar was sponsored by the station and held at the Museum of the Shenandoah Valley. Approximately 50 local HR directors and local business owners/managers attended. The stations’ entire sales team, Market Manager, Operations Manager, and Promotion Director attended all of portions of the seminar. Attendees at the seminar were introduced to broadcasting and exchanged ideas and techniques used for recruiting, motivating, and retaining a workforce.</p> <p><b>March 4, 2020</b> – The station hosted a recruiting/retention seminar for HR directors and business owners/managers. The two-hour seminar was sponsored by the employment unit and held at Cascades Overlook Event Center in Sterling, VA. Approximately 10 local HR directors and local business owners/managers attended. Three of the stations’ sales team members and Market Manager attended the seminar. Attendees at the seminar were introduced to broadcasting and exchanged ideas and techniques used for recruiting, motivating, and retaining a workforce.</p>