

# Sinclair Communications-Norfolk Equal Employment Opportunity Public File Report 2009-2010

This report covers the following stations in the group of radio stations that is collectively known as the “Sinclair Communications-Norfolk” Employment Unit:

<u>Call Sign</u>	<u>Facility ID #</u>	<u>Community of License</u>	<u>Licensee Name</u>
WNIS	4671	Norfolk, VA	Commonwealth Radio, LLC
WNOB (Formerly WPYA)	73184	Chesapeake, VA	Commonwealth Radio, LLC
WTAR	60472	Norfolk, VA	Sinclair Telecable, Inc.
WROX-FM	60479	Exmore, VA	Sinclair Telecable, Inc.
WUSH	78447	Poquoson, VA	Commonwealth Broadcasting, LLC

Please note that although some of the stations are licensed to separate companies, those companies are commonly controlled, and the stations are operated as a unit with a number of employees whose duties pertain to more than one station. Norfolk is not a “smaller market”, as defined by the Commission’s rules.

This report covers the period from 22<sup>nd</sup> May 2009 through 21<sup>st</sup> May 2010.

- A. The following is a list of all vacancies that were filled during the period specified above. In cases in which more than one full-time vacancy was filled within a certain department, those are indicated numerically, e.g. #1, #2, etc.:

<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
WPYA(now WNOB)/WROX/WUSH/WNIS/WTAR Account Exec #1	06/18/09	6/29/2009
WPYA(now WNOB)/WROX/WUSH/WNIS/WTAR Account Exec #2	08/13/09	09/08/09
WNOB/WROX/WUSH/WNIS/WTAR Account Exec #3	10/13/09	12/03/09
WNOB/WROX/WUSH/WNIS/WTAR Account Exec #4	10/13/09	12/14/09

- B. During the period from 22<sup>nd</sup> May 2009 through 21<sup>st</sup> May 2010, the following recruitment sources and contact information were used as vacancies for full-time jobs opened:

- Radio advertisements on WROX and WUSH
- Station Websites: ([www.sinclairstations.com](http://www.sinclairstations.com), [www.96x.fm](http://www.96x.fm), [www.us1061.com](http://www.us1061.com), [www.937bobfm.com](http://www.937bobfm.com), [www.wnis.com](http://www.wnis.com) and [www.wtar.com](http://www.wtar.com) )
- Industry Website: [www.vartv.com](http://www.vartv.com)
- Old Dominion University Career Services  
Andrea Harrell  
(757) 683-4388  
[aharrell@odu.edu](mailto:aharrell@odu.edu)
- Norfolk State University

Benjamin Ellis  
(757) 823-8462  
[careerservices@nsu.edu](mailto:careerservices@nsu.edu)

-Hampton University

Andre LeDoux  
(757) 727-5331  
[andre.ledoux@hampton.edu](mailto:andre.ledoux@hampton.edu)

-Virginia Wesleyan College

Deborah Hicks  
(757) 455-3338  
[dlhicks@vwc.edu](mailto:dlhicks@vwc.edu)

-Tidewater Community College

Betty Frost  
(757) 822-1110  
[tfrosb@tcc.edu](mailto:tfrosb@tcc.edu)

-Thomas Nelson Community College

Ann Stein  
(757) 865-5878  
[steina@tncc.cc.va.us](mailto:steina@tncc.cc.va.us)

-ECPI

Kim Willard  
Kelly Fielder  
(757) 838-9191  
[kwillard@ecpi.edu](mailto:kwillard@ecpi.edu)  
[kfielder@ecpi.edu](mailto:kfielder@ecpi.edu)

-Hampton Roads Black Media Professionals

Marquita Smith  
(757) 446-2283  
[marquita.smith@pilotonline.com](mailto:marquita.smith@pilotonline.com)

-Urban League of Hampton Roads

Diane West  
(757) 627-0864  
[dwest@ulhr.org](mailto:dwest@ulhr.org)

-Goods Entertainment

Adam Goodman  
(800) 867-9532  
[adam@goodsentertainment.com](mailto:adam@goodsentertainment.com)

-Regent University

Lisa Hagen  
[comcareer@regent.edu](mailto:comcareer@regent.edu)

-TCC Job Fair

-Referrals by Employees

-Former Employee

Specific sources and contacts used for each particular job opening are listed below:

<u>Job Title</u>	<u>Recruitment Source(s)</u>
WPYA/WROX/WUSH/WNIS/WTAR ACCOUNT EXECUTIVE #1	Old Dominion University Career Services Norfolk State University Career Services Hampton University Career Services Virginia Wesleyan College Career Services Tidewater Community College Career Services Thomas Nelson Community College Career Services Regent University Career Services ECPI Career Services Urban League of Hampton Roads Hampton Roads Black Media Professionals Goods Entertainment Radio Commercials on WROX and WUSH Employee Referral Industry Website: <a href="http://www.vartv.com">www.vartv.com</a> Station Website: <a href="http://www.sinclairstations.com">www.sinclairstations.com</a> Station Website: <a href="http://www.wnis.com">www.wnis.com</a> Station Website: <a href="http://www.wtar.com">www.wtar.com</a> Station Website: <a href="http://www.96x.fm">www.96x.fm</a> Station Website: <a href="http://www.us1061.com">www.us1061.com</a> Station Website: <a href="http://www.bob-fm.com">www.bob-fm.com</a>

WPYA/WROX/WUSH/WNIS/WTAR ACCOUNT EXECUTIVE #2	Old Dominion University Career Services Norfolk State University Career Services Hampton University Career Services Virginia Wesleyan College Career Services Tidewater Community College Career Services Thomas Nelson Community College Career Services Regent University Career Services ECPI Career Services Urban League of Hampton Roads Hampton Roads Black Media Professionals Goods Entertainment Employees Referrals Industry Website: <a href="http://www.vartv.com">www.vartv.com</a> Station Website: <a href="http://www.sinclairstations.com">www.sinclairstations.com</a> Station Website: <a href="http://www.wnis.com">www.wnis.com</a> Station Website: <a href="http://www.wtar.com">www.wtar.com</a> Station Website: <a href="http://www.96x.fm">www.96x.fm</a> Station Website: <a href="http://www.us1061.com">www.us1061.com</a> Station Website: <a href="http://www.bob-fm.com">www.bob-fm.com</a>
---	---

WNOB/WROX/WUSH/WNIS/WTAR ACCOUNT EXECUTIVES #3 & #4 (same pool)

Previous Employment  
Old Dominion University Career Services  
Norfolk State University Career Services  
Hampton University Career Services  
Virginia Wesleyan College Career Services  
Tidewater Community College Career Services  
Thomas Nelson Community College Career Services  
Regent University Career Services  
ECPI Career Services  
Urban League of Hampton Roads  
Hampton Roads Black Media Professionals  
Goods Entertainment  
Industry Website: [www.vartv.com](http://www.vartv.com)  
Station Website: [www.sinclairstations.com](http://www.sinclairstations.com)  
Station Website: [www.wnis.com](http://www.wnis.com)  
Station Website: [www.wtar.com](http://www.wtar.com)  
Station Website: [www.96x.fm](http://www.96x.fm)  
Station Website: [www.us1061.com](http://www.us1061.com)  
Station Website: [www.bob-fm.com](http://www.bob-fm.com)

WNOB/WROX/WUSH/WNIS/WTAR ACCOUNT EXECUTIVE #4

Old Dominion University Career Services  
Norfolk State University Career Services  
Hampton University Career Services  
Virginia Wesleyan College Career Services  
Tidewater Community College Career Services  
Thomas Nelson Community College Career Services  
Regent University Career Services  
ECPI Career Services  
Urban League of Hampton Roads  
Hampton Roads Black Media Professionals  
Goods Entertainment  
Industry Website: [www.vartv.com](http://www.vartv.com)  
Station Website: [www.sinclairstations.com](http://www.sinclairstations.com)  
Station Website: [www.wnis.com](http://www.wnis.com)  
Station Website: [www.wtar.com](http://www.wtar.com)  
Station Website: [www.96x.fm](http://www.96x.fm)  
Station Website: [www.us1061.com](http://www.us1061.com)  
Station Website: [www.bob-fm.com](http://www.bob-fm.com)

C. The following is a list of the full-time vacancies shown above and the recruitment source that provided the hiree for that position:

<u>Job Title</u>	<u>Recruitment Source(s)</u>
WPYA/WROX/WUSH/WNIS/WTAR Account Exec #1	Employee Referral
WPYA/WROX/WUSH/WNIS/WTAR Account Exec #2	Station Website
WNOB/WROX/WUSH/WNIS/WTAR Account Exec #3	Previous Employee
WNOB/WROX/WUSH/WNIS/WTAR Account Exec #4	Station Website

D. During the period from 22<sup>nd</sup> May 2009 through 21<sup>st</sup> May 2010, a total of 8 people were interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B:

<u>Recruitment Source</u>	<u>Total Number of Interviewees</u>
Referrals by Station Employees	3
Station Websites	2
Unspecified Website(s)	2
Previously Employed Here	1

E. During the period from 22<sup>nd</sup> May 2009 through 21<sup>st</sup> May 2010, the station employment unit engaged in the following initiatives aimed at fostering broad outreach to members of the community who might be interested in applying for jobs in broadcasting and training/mentoring existing employees:

1. Continuation of our summer internship program in conjunction with the Virginia Association of Broadcasters, whereby several college students gain valuable full-time exposure to the radio broadcasting industry for several weeks. All of these interns are paid for the duration of their internships.
2. Hiring of employees for part-time promotions and on-air positions from local colleges with widely diverse enrollment.
3. From time-to-time, Unit employees participate in job fairs and other events sponsored by organizations representing groups present in the community interested in broadcast employment. Examples from the past year include: a) Tidewater Community College-Virginia Beach job fair (April 2010), b) Virginia Beach Public Schools Career Connection at the Virginia Beach Advanced Technology Center addressing, among other potential career choices, jobs in the broadcasting industry (March 2010), and c) the Retail Alliance MediaFest (February 2010), a networking event for salespersons in media industries, during which contacts regarding potential vacant positions were made.
4. Posting of job openings on station Internet websites, which have been particularly effective at attracting qualified job applicants. Because the Employment Unit includes five stations with different program formats (two are news/talk, but do not simulcast; the others are country, alternative rock and adult hits), their respective websites are targeted at widely diverse groups of people.
5. One Full-time job opening was advertised via two radio stations within the Employment Unit, and all full-time job openings were publicized via station websites and e-mails to

colleges and other recruiting sources.

6. One of the Unit's particularly experienced managers, Julinda Britt, who has been employed in the Unit for 33 years, and who is African-American, mentors on a regular basis entry-level employees about how to succeed in a broadcasting job, both professionally and personally.
7. The Unit provides training opportunities for staff from time-to-time as they become available from external entities. Examples from the past year include, but are not limited to: a) Sales training from the Virginia Association of Broadcasters and Arbitron, b) miscellaneous seminars at the Virginia Association of Broadcasters Annual Convention (June 2009), c) Information Technology seminars and engineering floor exhibits at the National Association of Broadcasters Annual Radio Convention (September 2009), d) IEG, LLC ([www.sponsorship.com](http://www.sponsorship.com)) Annual Sponsorship Conference in March 2010 (relating to promotions and non-traditional revenue).
8. The Unit maintains a longstanding relationship with a local public school operated radio station, WFOS (FM). WFOS and the Chesapeake (City) Public Schools provide instruction to high school students in radio broadcasting. Two of the Unit's part-time employees were once students at WFOS. From time-to-time, a Unit employee will speak to a class at WFOS. Additionally, at the request of a WFOS faculty member, a Unit manager, David Morgan, participated in judging of a statewide student commercial production competition in April 2010.

Name of Respondent: David A. Morgan

Signed: \_\_\_\_\_

Title: Director of Engineering and AM Operations

Submitted on 15 June 2010

Telephone Number: (757) 640-8500