

Annual EEO Public File Report
WBRA-TV
5/22/2020 – 5/21/2021

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>Development Dept Education Dept</p>	<p>A student from Radford University interned at the station from July – December, 2020. During her time she assisted with the event planning for Santa’s Winterwonderland.</p> <p>A second student from Radford University interned at the station from January – March, 2021. During her time she helped in the Education Department with copy writing for segment descriptions, newsletters, compiled a list of contact information for schools in the area for the newsletter, created graphic designs for the ECHO logo along with the podcast studio, written “blogs” for upcoming segments to go on our website, created social media calendar, production assistant on a shoot and collaborated with us on a weekly basis for brainstorming new ideas.</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 provided information on careers in broadcasting:</p> <p>For those students who were due to graduate this year, we partnered with local radio station K-92 to show videos highlighting graduates across the region. In addition, we partnered with Roanoke County Schools to broadcast and stream the virtual graduation ceremonies from their high schools. – June 2020</p> <p>Thanks to the contribution of a major donor, we’ve started a promo campaign to educate voters. “Protect Your Vote Virginia” shares info on air and online about the voting process. – June 2020</p> <p>Partnered with the Virginia Department of Education and public media stations across the state – “Virginia TV Classroom” was born to meet the needs of students with limited internet access. – June 2020</p> <p>Partnered with the Virginia Cooperative Extension office with shooting six “Growing It In Virginia” segments in the studio. September 2020</p> <p>Partnered with the Virginia Department of Education and public media stations across the state and will air a second iteration of Virginia TV Classroom this fall. Sept 14 – Oct 23, 2020.</p> <p>Project Southwest teamed up with Mountain Empire Community College to virtually present their “Home Craft Day’s Festival featuring live music and local arts and crafts. October 16 – 18, 2020.</p>

		<p>Working with Don Green and the Napoleon Hill Foundation to create a project for Project Southwest and 15.1/15.2 – Oct 2020</p> <p>We partnered with Roanoke Symphony Orchestra Virtuosi Strings and also with Roanoke Valley Children’s Choir 34th Annual “Songs of the Season” to broadcast and stream their holiday performances. Nov 2020</p> <p>Partnered with Southwest Virginia Ballet to record and present “The Nutcracker”. Due to COVID-19, the traditional production before a live audience will not be possible which will be presented through broadcast and streaming. Dec 2020</p> <p>Partnered with Angels of Assisi to produce segments to educate viewers about their pets and their needs. Dec 28, 2020</p> <p>Collaboration with Center in the Square for broadcasting virtual field trips with local museums and points of interest. January 2021</p> <p>On a local level, we partnered with libraries and families in Radford, Galax and Carroll County to recruit and distribute iterations of the game materials to be tested. As a result, in 2021, new games are being created based on the feedback from our participating families.</p> <p>In partnership with Our America and POV, Blue Ridge PBS held a virtual screening with students at UVA Wise of the documentary, “Portraits and Dreams”. January 2021</p> <p>Project Southwest will be working with Downtown Wytheville to help promote the area’s outdoor adventure opportunities alongside local businesses. Spring & Summer of 2021</p> <p>Partnered with Local Colors to promote cultural diversity March 2021</p> <p>Partnered with Gene Marrano a local news and business journalist to launch a new business and economic development series March 2021</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 July – December 31, 2020. It was on demand - 9 completed in July, 3 in August, 1 in October, 4 in November and 2 in December.</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>HR/Business Manager</p>	<p>The only upper-level opening during the reporting period was advertised with Virginia Association of Broadcasters.</p>

Tours	<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>Christmas Décor Roanoke – Aug 7, 2020 SW Virginia Ballet – Aug 14 & 26, 2020 EZ Rampz Marketing – Sept 1, 2020 Build Smart Institute – Sept 24, 2020 Lionberger Construction – Oct 9, 2020 Roanoke Area Ministries – Oct 21, 2020 Roanoke Valley Children’s Choir – Oct 22, 2020 Richfield Living – Nov 16, 2020 The Roanoke Women’s Foundation – March 10, 2021</p>

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Full Time Position	Date Filled	Recruitment Source(s)	Recruitment Source of Person Hired	Recruitment Sources for Interviewees
Producer/Director	3/15/2021	Blue Ridge PBS Bulletin Board		
		Blue Ridge PBS Website	Blue Ridge PBS Website	Blue Ridge PBS Website (2)
		Blue Ridge PBS Facebook		
		Blue Ridge PBS electronic newsletter		
		CPB		CPB (3)
		MyPBS.org		
		NETA		
		Roanoke Tribune		
		TV Jobs.com		TV Jobs.com (1)
		VAB		
Total People Interviewed				6
Director of Digital Media - Education	2/4/2021	Blue Ridge PBS Bulletin Board		
		Blue Ridge PBS Website	Blue Ridge PBS Website	Blue Ridge PBS Website (1)
		Blue Ridge PBS Facebook		Blue Ridge PBS Facebook (2)
		Blue Ridge PBS electronic newsletter		
		CPB		

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		My PBS.org			MyPBS.org (1)
		NETA			
		Roanoke Tribune			
		TV Jobs			
		VAB			
Total People Interviewed					4
Broadcast/IT Technician	4/12/2021	Blue Ridge PBS Website			
		Blue Ridge PBS Bulletin Board			
		Blue Ridge PBS Facebook			
		Blue Ridge PBS electronic newsletter			
		CPB			
		Indeed	Indeed		Indeed (9)
		MyPBS.org			
		NETA			
		Roanoke Tribune			
		SBE			SBE (2)
		TV Jobs			
		VAB			
		Virginia Western Community College			
		Virginia Workforce Connection			
Total People Interviewed					11

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Recruitment Sources

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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		www.heraldcourier.com	276-669-2181	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
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
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	Rico Robertson	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://tvandradiojobs.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.virginiawestern.edu	540-857-8922	N