



EEO Public File Report Form

Covering the Period from June 1, 2009 to May 31, 2010

Station(s) comprising Station Employment Unit:

Richmond, VA Market:

WWLB(FM), WBBT(FM), WLFV(FM), WARV(AM)

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): **WWLB(FM), WBBT(FM), WLFV(FM), WARV(AM)** licensed to **MLB-Richmond IV, LLC** and is required to be placed in the public inspection files of these stations, and posted on the websites.

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices from MLB-Richmond IV, LLC, please provide name of company, contact information, mailing address, telephone number, email address, fax number and category of interest. Contact: Russ Devries, General Manager at Main Line Broadcasting, 300 Arboretum Place, Suite 590 Richmond, VA 23236 rdrvies@mainlinerichmond.com.

The information contained in this Report covers the time period beginning **June 1, 2009 to and including May 31, 2010**. The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. The total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

It is the policy of MLB-Richmond IV, LLC. to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach. See following pages for a brief description of the initiative outreach.

MLB-Richmond IV, LLC.

Virginia EEO Public File Report Form (June 1, 2009 – May 31, 2010)

WWLB * WBBT * WLFV * WARV

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source used to fill vacancy (RS ID)	Number of Interviewees for position from sources listed	Number hired for position	Recruitment source for Hiree
1	Account Executive(s)	A, B, C, E, F, G, H	51	7	A – 1 C – 1 G – 2 H – 3
2	Director of Sales	A, C, D, E	10	1	C – 1
3	On Air Talent	A, B, C	5	1	C – 1
3	Promotions Dir	B, C, E	3	1	C – 1

Total Number of Persons Interviewed During Applicable Period: 62

Total Number of Persons Hired During Applicable Period: 10

Total Number of Persons Expired During Applicable Period: 9

** RS ID included in next few pages for recruitment source used to fill vacancy.

**NOTE: Station(S) changed call letters/formats during Applicable Period: NA

MLB-Richmond IV, LLC.

Virginia EEO Public File Report Form (June 1, 2009 – May 31, 2010)

WWLB * WBBT * WLFV * WARV

Section 2: Recruitment Source Information

RS ID	Recruitment Source	Vacancy notification requested? (Yes or No)	Vacancy notification for which position?	Number of Interviews Referred by Recruitment Source
A	Main Line Broadcasting On Air Recruitment 300 Arboretum Place Suite 590 Richmond, VA 23236 804-327-9902 Russ Devries, GM	N	Account Executives On-Air Talent DOS	5 0 0
B	All Access (Trade Magazine) www.allaccess.com	N	Account Executives On-Air Talent Promo Dir	0 0 0
C	Word-of-Mouth (which includes referrals from vendors, clients, former work associates and casual acquaintances)	N	Account Executive Promo Dir DOS On-Air Talent	10 3 10 5
D	Inside Radio (Trade Magazine) www.insideradio.com	N	DOS	0
E	Main Line Broadcasting Station Website Postings 300 Arboretum Place Suite 590 Richmond, VA 23236 804-327-9902 Russ Devries, GM	N	Account Executives DOS Promo Dir	0 0 0
F	VARTV.com Website (Trade Website) www.VARTV.com	N	Account Executives	0
G	Public Website Craigslis www.craigslis.com	N	Account Executives	12
H	Internal Job Fair 300 Arboretum Place Suite 590 Richmond, VA 23236 804-327-9902 Russ Devries, GM	N	Account Executives	24

Outreach Recruitment Initiative:

The station must engage in and complete at least four of the following menu options within each two-year period of its eight-year license term:

'07- '08	Menu Options
	#1 Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions
X	#2 Hosting of at least one job fair.
	#3 Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
	#4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities (KBA)
X	#5 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
	#6 Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).
	#7 Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
X	#8 Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions. For example, Co-Learn, Guld Resource Group, Paul Weyland, Sales Inspirational Speaker, Youth Alive, Devers Youth Center, JCTA Communications Dept, AT&T Job Shadow Program, NAB
	#9 Establishment of a mentoring program for station personnel.
	#10 Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
X	#11 Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.

(continued on next page)

MLB-Richmond IV, LLC.

Virginia EEO Public File Report Form (June 1, 2009 – May 31, 2010)

WWLB * WBBT * WLFV * WARV

'09- '10	Menu Options
X	#12 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.
	#13 Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
	#14 Provision of training to management level as to methods of ensuring equal employment opportunity and preventing discrimination
X	#15 Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
	#16 Participation in other activities designed by the station employment unit 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.

MLB-Richmond IV, LLC.

Virginia EEO Public File Report Form (June 1, 2009 – May 31, 2010)

WWLB * WBBT * WLFV * WARV

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)

Activities Undertaken by Stations
(Menu Option #2)

Hosting of at least one job fair.

Date of Event: 7/15//2009

Location of Event: 300 Arboretum Place, Richmond, VA 23236

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: Wes Franks

Address:

Telephone:

Brief Description of Event:

Job fair which promotes and encourages diversity in hiring (Females and Minorities)

Name(s)/Title(s) of Station Personnel Attending:

Wes Franks, Sales Consultant

Russ Devries, General Manager

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)

**Activities Undertaken by Stations
(Menu Option #15)**

Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.

Date of Event: August 4, 2009

Location of Event: Retail Merchant Association Marketing Expo

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: Michael Guld

Website: www.rma.com

Brief Description of Event:

The Richmond Retail Merchants Association focuses on the betterment of local retailers and general business community in areas of marketing, hiring practices and networking.

The Marketing Expo focuses on technology and strategies to better market, network and develop recruitment programs for local business.

Name(s)/Title(s) of Station Personnel Attending:

Russ Devries, General Manager
Rene Clark, General Sales Manager

MLB-Richmond IV, LLC.
Virginia EEO Public File Report Form (June 1, 2009 – May 31, 2010)
WWLB * WBBT * WLFV * WARV

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)

**Activities Undertaken by Stations
(Menu Option #5)**

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of Event: Summer 2009

Location of Event: Radio Station, Richmond, Virginia

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: John McLeod

Address:

Telephone: 804-327-9902

Brief Description of Event:

We provide our interns with a well rounded experience. Although they work primarily with the promotions department, they are also exposed to programming, production, on air opportunities and also accompany an account executive on a sales call. Interns assist with all aspects of the promotion department including creating remote packages, assisting on site at live remotes, appearances and special events, copywriting, liners, updating entertainment calendar, IT & Network maintenance, etc.

Name(s)/Title(s) of Station Personnel Attending:

Intern #1 – Virginia Commonwealth University - June 2009-Aug 2009 (Mass Media)
Intern #2 - Virginia State University - June 2009 to Aug 2009 (Broadcast Media)
Intern #3 - Virginia Commonwealth University - June 2009 to Aug 2009 (Broadcast Media)
Intern #4 - ECPI - Aug 2009-Sept 2010 (IT- Networking)

MLB-Richmond IV, LLC.
Virginia EEO Public File Report Form (June 1, 2009 – May 31, 2010)
WWLB * WBBT * WLFV * WARV

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations (refer to attached menu options)

**Activities Undertaken by Stations
(Menu Option #8)**

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

Date of Event: 2009/2010 On-going for Training of all new & Existing AE's and Management

Location of Event: Radio Station, Richmond, Virginia

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: Michael Guld

Address:

Telephone:

Brief Description of Event:

Super charging your sales strategies, selling, rock solid presentations, visuals, interactive, agencies, sponsorships, commercials, and much much more.

Name(s)/Title(s) of Station Personnel Attending:

All New and Existing Sales Staff and Managers

MLB-Richmond IV, LLC.
Virginia EEO Public File Report Form (June 1, 2009 – May 31, 2010)
WWLB * WBBT * WLFV * WARV

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
Stations (refer to attached menu options)**

**Activities Undertaken by Stations
(Menu Option #11)**

**Sponsorship of at least two events in the community
designed to inform and educate members of the public
as to employment opportunities in broadcasting.**

Date of Event: 9/2009

Location of Event: Greater Richmond Chamber of Commerce

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person:

Address:

Telephone:

Brief Description of Event:

The Greater Richmond Chamber of Commerce S.P.I.N. program promotes and encourages networking in diversity (Females and Minorities)

Name(s)/Title(s) of Station Personnel Attending:

Russ Devries, General Manager

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
Stations (refer to attached menu options)**

**Activities Undertaken by Stations
(Menu Option #11)**

**Sponsorship of at least two events in the community
designed to inform and educate members of the public
as to employment opportunities in broadcasting.**

Date of Event: 2009/2010

Location of Event: Various Boy/Girl Scout & School Organizations

Event Sponsor Information

Sponsor Name: Main Line Broadcasting

Contact Person: John McLeod

Address:

Telephone:

Brief Description of Event:

Tours and educational synopsis of radio station and the jobs that are available.

Name(s)/Title(s) of Station Personnel Attending:

John McLeod, Promotions Director
Jay Rogers, Promotions Coordinator

5/18/10 Cub Scout Troup- Pack 2831 Den 2
5/11/10 Amanda Sims and Friends (childrens group)
5/24/10 Cub Scout Troup- Pack 3147 Den 4

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
Stations (refer to attached menu options)**

**Activities Undertaken by Stations
(Menu Option #12)**

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.

Date of Listing: Fall 2009
Location of Listing: Inside Radio

Listing Information

Listing Name: Main Line Broadcasting

Contact Person:

Address:

Telephone:

Brief Description of Listing:

Director of Sales Position Available – Richmond, Virginia

EEO Outreach Requirements

I. Recruitment for All Full-time Vacancies

- Promote the job on the radio station(s).
- Advertise in local newspapers.
- Advertise in relevant trade periodicals.
- Post openings within the station.
- All ads & job vacancies must contain a statement that the broadcaster is an equal opportunity employer ("EOE").

II. Notification to Community Groups

- Air monthly announcements (PSA's) inviting eligible organizations to contact the station so that the station can add them to its mailing list for notices of job openings.
 - Keep Affidavits on file
 - Keep current list on file