

WRIC-TV
EEO PUBLIC FILE REPORT
June 1, 2015 - May 26, 2016

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Digital Content Producer	1, 3-4, 6, 8-10, 12-23, 26-36, 38-41, 43-45, 47-48, 51-61	23
Account Executive	3-4, 6-10, 12-17, 19-22, 26-36, 38-41, 43-45, 47-49, 51-59	49
Anchor/Reporter	1, 3-4, 6, 8-10, 12-17, 19-24, 26-36, 38-41, 43-45, 47-48, 51-61	61
Traffic Liaison	4, 6, 8-10, 12-14, 16-17, 19-22, 24, 26-36, 38-41, 43-45, 47-48, 51-59, 61	24
Reporter/Video Journalist	3-4, 6, 8-10, 12-17, 19-23, 26-36, 38-41, 43-45, 47-48, 51-61	61
News Producer	3-4, 6, 8-10, 12-17, 19-22, 25-36, 38-41, 43-45, 47-48, 51-61	60
News Photojournalist/Editor	3-4, 6, 8-10, 12-17, 19-22, 26-36, 38-41, 43-45, 47-48, 51-61	60
Executive Producer	3-4, 6-10, 12-17, 19-22, 24, 26-36, 38-41, 43-48, 51-61	60
Business Administrator	2-4, 6-10, 12-17, 19-23, 25-41, 43-48, 50-59, 61	61
Digital Account Executive	3-4, 6-17, 19-22, 26-36, 38-41, 43-45, 47-48, 50-59	11
News Producer	2-4, 6-10, 12-23, 26-41, 43-45, 47-48, 50-61	60
News Producer	2-4, 6-10, 12-23, 26-41, 43-45, 47-48, 50-61	61
Reporter/Video Journalist	1-4, 6-10, 12-23, 26-45, 47-48, 50-61	61
Reporter/Video Journalist	1-4, 6-10, 12-23, 26-45, 47-48, 50-61	1
Reporter/Video Journalist	1-4, 6-10, 12-23, 26-45, 47-48, 50-61	61
Digital Content Producer	2-10, 12-22, 26-41, 43-45, 47-48, 50-61	18
Newsroom Assistant	2-4, 6-10, 12-22, 26-41, 43-45, 47-48, 50-61	60
Account Executive	2-4, 6-10, 12-17, 19-22, 26-41, 43-45, 47-48, 50-59, 61	61
Assignment Editor	2-10, 12-17, 19-22, 26-41, 43-45, 47-48, 50-61	60
News Photojournalist/Editor	2-9, 12-17, 19-22, 26-41, 43-45, 47-48, 50-61	60

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	3
2	Asian American Journalist Association 1182 Market Street, Suite 20 San Francisco, California 94102 Phone : 4153462051 Albert Lee Manual Posting	N	0
3	Averett University 420 West Main Street Danville, Virginia 24541 Phone : 434-791-5629 Email : tyancey@averett.edu Tia Yancy	N	0
4	Bridgewater College 402 East College Street Bridgewater, Virginia 22812 Phone : 540-828-5333 Email : stalbott@bridgewater.edu Sherry P. Talbott	N	0
5	Broadcast Education Association 1771 N Street, NW Washington, District of Columbia 20036-2891 Phone : 202-602-0584 Heather Birks Manual Posting	N	0
6	Bryant & Stratton College 8141 Hull Street Road North Chestervield, Virginia Phone : 804-745-2444 Brenda Sands Hines, M.S. Manual Posting	N	0
7	Capital Area Training Consortium 1001 N. Laburnum Avenue #8 Richmond, Virginia 23223-2705 Diane Johnson Manual Posting	N	0
8	Central Virginia Community College 3506 Eards Road Lynchburg, Virginia 24502 Phone : 434.832.7886 Email : frenchk@cvcc.vccs.edu Kimberly French	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Christopher Newport University Center for Career Planning 1 Avenue of the Arts Newport News, Virginia 23606 Phone : 757-594-7000 Monica Hill Manual Posting	N	0
10	College of William and Mary P.O. Box 8795 Williamsburg, Virginia 23187 Phone : 757-221-3228 Cristen McQuillan Manual Posting	N	0
11	Corporate Office	N	2
12	Dept. of Rehabilitative Services 11201 Jimmy Ridge Drive N.. Chesterfield, Virginia 23236 Phone : 804-662-7706 Email : william.seaton@dars.virginia.gov William Seaton	N	0
13	Duke University Career Center Bay 5 Smith Warehouse 2nd Floor 114 S. Buchanan Blvd.; P.O. Box 90950 Durham, North Carolina 27708 Phone : 919-660-1050 Ann Lysord Manual Posting	N	0
14	Eastern Mennonite University 1200 Park Road Harrisonburg, Virginia 22802 Phone : 540-432-4260 Email : careerservices@emu.edu Kimberly Phillips	N	0
15	ECPI 800 Moorefield Park Drive Ste. 302 Richmond, Virginia 23236 Phone : 804-521-0400 Email : jdjohnson@ecpi.edu Jeremy Johnson	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Elon University School of Communications 2850 Campus Box Elon, North Carolina 27244 Phone : 336-278-6500 Nagatha Tonkins Manual Posting	N	0
17	Emory and Henry College P.O. Box 947-One Garnand Drive Emory, Virginia 24327 Phone : 276-944-6208 Email : tdkeller@ehc.edu Teresa Keller	N	0
18	Employee Referral	N	7
19	Employment Readiness 1231 Mahone Avenue Bldg. 9023 Fort Lee, Virginia Phone : 804-734-7738 Email : katerina.thornton.cpr@mail.mil Katerina Thornton	N	0
20	Hampden-Sydney College P.O. Box 607 Hampden-Sydney, Virginia 23943 Phone : 434-223-6000 Email : jallen@hsc.edu Jennifer Allen	N	0
21	Hampton University Career Counseling and Planning Center 2 Frissell Avenue Hampton, Virginia 23668 Phone : 757-727-5000 Vivian Wrenn David Manual Posting	N	0
22	Howard University School of Communication 525 Bryant Street NW #107C Washington, District of Columbia 20059 Phone : 202-238-2566 Email : cdudley@howard.edu Carol Dudley	N	0
23	Indeed.com	N	6
24	Internal Candidate	N	4
25	Internet Ad	N	2

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26	ITT Technical Institute 300 Gateway Centre Parkway Richmond, Virginia Phone : 804-330-4992 Email : cbarrafato@itt-tech.edu Carl Barrafato	N	0
27	James Madison University School of Media Arts and Design Harrison Hall 0260- MSC2104 Harrisonburg, Virginia 22807 Phone : 540-568-6211 Email : anderssd@jmu.edu Dr. Steven Anderson	N	0
28	James Madison University School of Media Arts and Design Harrison Hall-MSC2104 Harrisonburg, Virginia 222807 Phone : 540-568-8084 Brad Jenkins Manual Posting	N	0
29	John Tyler Community College Moyar Hall, Room M107F 13101 Jefferson Davis Highway Chester, Virginia 23831 Phone : 804-706-5225 Dr. Ann Sorensen Manual Posting	N	0
30	Liberty University School of Communications 1971 University Blvd. Lynchburg, Virginia 24502 Phone : 434-582-2111 Diana Drane Manual Posting	N	0
31	Longwood University 201 High Street, Lancaster Hall G08A Farmville, Virginia 23909 Phone : 434-395-2063 Email : brankleykd@longwood.edu Kathryn Brankley	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	Media General 333 East Franklin Street Richmond, Virginia 23219 Phone : 205-488-4135 Url : http://www.mediageneral.com Email : sellenburg@mediageneral.com Susan Ellenberg	N	0
33	Metropolitan Business League 3022 W. Broad Street Suite B Richmond, Virginia 23230 Phone : 804-649-7473 Oliver Singleton Manual Posting	N	0
34	Morgan State University Dept of Communication Studies 1700 E. Cold Spring Lane Baltimore, Maryland 21251 Phone : 443-885-3500 William Carson Manual Posting	N	0
35	NAACP P.O. Box 25576 Richmond, Virginia 23260 Phone : 804-644-9337 Lynetta Thompson Manual Posting	N	0
36	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, Maryland 20742 Phone : 301-445-7100 Scott Berry Manual Posting	N	0
37	Native American Journalist Association University of Oklahoma, Gaylord College 395 W. Lindsey Street Norman, Oklahoma 73019-4201 Debra Valentino Manual Posting	N	0
38	Norfolk State University 700 Park Avenue Norfolk, Virginia 23504 Phone : 757-823-8462 Email : pdsaunders@nsu.edu Pamela Davis Saunders	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
39	North Carolina A&T State University Dept of Journalism and Mass Communication 1601 E. Market Street, Crosby Hall 220 Greensboro, North Carolina 27411 Phone : 336-334-7855 Gail Wiggins Manual Posting	N	0
40	Radford University P.O. Box 6901 Radford, Virginia 24142 Phone : 540-831-5771 Email : csutphin@radford.edu Carolyn Sutphin	N	0
41	Roanoke College 221 College Lane Salem, Virginia 24153 Phone : 540-375-2303 Email : careers@roanoke.edu Toni McLawhorn	N	0
42	Recruiter	N	1
43	Region Workforce Partnership/Resource 1001 N. Laburnum Avenue Suite B Henrico, Virginia 23223 Phone : 804-344-8060 Ext: 302 Felicia Ainsa Manual Posting	N	0
44	Resource Workforce Center 733 Whitepine Road Richmond, Virginia 23237 Phone : 804-271-8510 Valerie Mizzell Manual Posting	N	0
45	Richmond Association of Black Journalists 300 E. Franklin Street Richmond, Virginia 23219 Phone : 804-649-5208 Nicole Johnson Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	Richmond Times Dispatch 333 East Grace Street Richmond, Virginia 23219 Phone : 804-649-6769 Url : http://www.richmond.com Email : mgillison@timesdispatch.com Michelle Gillison	N	0
47	Southwest VA Community College P.O. Box SVCC Richlands, Virginia 24641 Phone : 276-964-7745 Email : crystal.barton@sw.edu Crystal Barton	N	0
48	St. Paul's College Career Services Center 115 College Drive Lawrenceville, Virginia 23858 Phone : 434-848-6447 Denise Rice Manual Posting	N	0
49	Station Website	N	11
50	Sweet Briar College Career Services 2nd Floor Student Commons Sweet Briar, Virginia 24595 Phone : 434-381-6580 Email : bdonelson@sbcc.edu Barb Donelson	N	0
51	University of Richmond Career Center 28 Westhampton Way University of Richmond, Virginia 23173 Phone : 804-289-8704 Email : skuhn@richmond.edu Sarah Kuhn	N	0
52	University of South Carolina School of Journalism and Mass Communication Columbia, South Carolina 29208 Phone : 803-777-3347 Beverly Dominick Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
53	Urban League of Greater Richmond 1420 Hull Street Bldg. B3 Richmond, Virginia 23224 Phone : 804-230-8791 Larry Murphy Manual Posting	N	0
54	VCU School of Mass Communications 901 W. Main Street P.O. Box 82034 Richmond, Virginia Phone : 804-828-2660 Email : longnj@vcu.edu Kimberly Hanneman	N	0
55	Virginia Association fo Broadcasters 250 West Main Street Suite 100 Charlottesville, Virginia 22902 Phone : 434-977-3716 Christina Sandridge Manual Posting	N	0
56	Virginia Commonwealth University 901 W. Main Street P.O. Box 8842034 Richmond, Virginia Phone : 804-828-0100 Email : mcdearmonme@vcu.edu Maggie McDearmon, M.ED.	N	0
57	Virginia Employment Commission 3719 Saunders Avenue Richmond, Virginia Phone : 804-663-5403 Malissa Short Manual Posting	N	0
58	Virginia State University P.O. Box 9410 Petersburg, Virginia 23806 Phone : 804-524-5000 Lewis Newbill Manual Posting	N	0
59	Virginia Union University 1500 N. Lombardy Richmond, Virginia 23220 Phone : 804-257-5600 Email : careerservices@vu.edu Takeisha Brown	N	0

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60	Walk In/Self-Referral	N	34
61	www.mediageneral.com 333 E Franklin Street Richmond, Virginia 23219 Phone : 205-448-4135 Url : http://www.mediageneral.com Susan Ellenberg Manual Posting	N	49
TOTAL INTERVIEWS OVER REPORTING PERIOD:			119

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/1/2015	Listing of each upper-level category opening in a job bank or newsletter	As demonstrated by this report, the station posted all positions, including upper level vacancies, with media trade groups whose membership includes substantial participation by women and minorities.	1	Exec. Assistant
2	7/18/2015	Participation in events or programs sponsored by educational institutions	Ava-Joye Burnett keynote speaker for Virginia College Graduation.	1	Weekend Anchor/Video Juornalist
3	8/5/2015	Participation in Job Fairs	Kelly Woodard, News Director, attended the NABJ convention and career fair representing Media General at the career fair.	1	News Director
4	9/2/2015	Provision of training to management	Attended Media General EEO Webinar hosted by Henry Gola, Associate General Counsel on EEO, FCC Compliance and Media General Policy	1	Exec Asst/Promotions Coord
5	9/15/2015	Participation in events or programs sponsored by educational institutions	Juan Conde was guest speaker for Virginia Commonwealth University's Mass Communications class and spoke with students about his job and broadcast writing and presentation.	1	News Anchor
6	9/17/2015	Participation in events or programs sponsored by educational institutions	Ava-Joye Burnett was guest speaker for Virginia State University's Speed Networking Event for Mass Communications networking with students about what they would like to do, answering questions, passing on advice and her career.	1	Anchor/Video Journalist
7	9/22/2015	Participation in Job Fairs	Virginia State University Career Fair and Expo	1	Exec Assistant/Promotions Coordinator
8	9/29/2015	Participation in Job Fairs	Virginia Union University's Fall 2015 Career Fair - September 29, 2015	1	Digital Content Manager
9	10/8/2015	Participation in events or programs sponsored by educational institutions	Ava-Joye Burnett spoke with students for Virginia State University's Speed Networking Event for Mass Communications Students	1	Weekend Anchor/Video Juornalist
10	10/8/2015	Participation in Job Fairs	Mike Laffey, Production Manager, and Brenda Kump, Executive Assistant/Promotions Coordinator, attended the ECPI Fall Career Fair	2	Production Manager Executive Assistant/Promotions Coord

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11	11/13/2015	Participation in events or programs sponsored by educational institutions	Amanda Malkowski,, Anchor/Reporter, and Morgan Dean, Anchor/Reporter spoke with Virginia State University students for their Mass Communications Conference about careers in television.	2	Anchor/Reporter Anchor/Reporter
12	11/18/2015	Participation in events or programs sponsored by educational institutions	Ava-Joye Burnett, Anchor/Video Journalist was guest speaker for The Academy at Virginia Randolph College and Career Expo and spoke with students on how to prepare for careers in media and personal career experiences.	1	Anchor/Video Journalist
13	11/20/2015	Participation in events or programs sponsored by educational institutions	Amy Lacey, Anchor/Reporter, participated in Powhatan High School's Career Day and spoke with students about careers in television.	1	Anchor/Reporter
14	11/30/2015	Participation in events or programs sponsored by educational institutions	Two students from Varina High School shadowed in the newsroom to gain hands on experience in news operations.	1	Anchor/Reporter
15	12/8/2015	Participation in events or programs sponsored by educational institutions	Parker Slaybaugh, Video Journalist, visited Colonial Heights High School and spoke with students about his career and career opportunities in television.	1	Video Journalist
16	2/26/2016	Participation in events or programs sponsored by educational institutions	Juan Conde News Anchor, visited VCU Robertson School of Media and Culture and was the guest speaker in a Journalism writing class. Spoke with students about his job and careers in television.	1	News Anchor
17	2/26/2016	Participation in events or programs sponsored by educational institutions	Robert Crocker, Digital Content Manager, visited Virginia Commonwealth University and spoke with Mass Communications class about careers in television and journalism.	1	Digital Content Manager

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18	3/31/2016	Establishment of an intern program designed to assist members of the community	<p>During the reporting period, WRIC-TV hosted 14 interns in news, production and creative services from the following schools:</p> <p style="text-align: center;">Virginia Commonwealth University</p> <p style="text-align: center;">Virginia State University Randolph-Macon College Norfolk State University Ohio University James Madison University</p> <p style="text-align: center;">Longwood University Florida State University Elon University</p> <p>The interns were supervised by the news director, sports director, production manager, and creative services director.</p>	3	News Director Production Manager Creative Services Director
19	4/7/2016	Participation in events or programs sponsored by educational institutions	Morgan Dean, Anchor/Reporter, was guest presenter for Richmond Technical Center, TV Production Hi-lights Careers in Media hands on journalism session.	1	Anchor/Reporter
20	4/8/2016	Participation in job banks, internet programs and other programs designed to promote outreach	Virginia Union University 2016 Career Expo	3	Digital Content Manager Reporter/Video Journalist Anchor/Reporter
21	5/16/2016	Participation in events sponsored by community groups	Juan Conde was guest speaker for the Latino Employee Resource Group's kick-off meeting and networking event. He spoke on media today and tomorrow and diversity in the workforce.	1	News Anchor