

EEO PUBLIC FILE REPORT

FOR

**STATION WRIC TV8
Petersburg/Richmond, VA**

**This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2014**

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This EEO Public File Report is filed in Station WRIC TV8's public inspection file pursuant to section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

Date Posted	Position	Interviewed Total #	Date Filled	Referral Source	Did the Source Request Notification?	Total Number of Interviewees Referred by Recruitment Sources for the Vacancy
2/25/13	News Producer	3	6/5/13	Internal Posting	No	(2)Internal Posting (1)www.wric.com
3/28/13	Meteorologist	3	6/27/13	www.wric.com	No	(3)www.wric.com
5/21/13	Digital Content Producer (2)	5	7/2/13	www.wric.com	No	(3)www.wric.com (1)Internal Posting (1)Referred by TV8 Employee
		5	8/21/13	www.wric.com	No	(4)www.wric.com (1)U of R Job Board
6/5/13	Creative Services Producer/ Videographer/Editor	5	10/24/13	Internal Posting	No	(1)Internal Posting (1)www.wric.com (2)RTD/Monster (1)Referred by TV8 Employee
7/2/13	Business Manager	5	8/28/13	RTD/Monster	No	(1)Referred by TV8 Employee (2)www.wric.com (1)RTD/Monster (1)Indeed.com
7/12/13	News Director	11	9/1/13	Geevers.com	No	(8)Geevers.com (1)Steve Schwaid/CJ&N (1)Referred by TV8 Employee (1)Internal
8/30/13	Sports Anchor/Reporter	4	10/16/13	www.wric.com	No	(3)www.wric.com (1)Napoli Management
8/15/13	Reporter/Video Journalist (3)	4	9/19/13	OTA Talent Agency	No	(1)OTA Talent Agency (3)www.wric.com
		7	11/26/13	Referred by TV8 Employee	No	(1)Referred by TV8 Employee (2)www.tvjobs.com (1)www.wric.com (1)Steve Schwaid/CJ&N (2)Jenna Hanchard/ Reporter Kansas City

	Reporter/Video Journalist (continued)	8	11/26/13	TVjobs.com	No	(3)www.tvjobs.com (1)Steve Schwaid/CJ&N (1)www.wric.com (2)Jenna Hanchard/Reporter Kansas City (1)Referred by TV8 Employee
9/23/13	News Photojournalist/ Editor (3)	7	11/18/13	www.wric.com	No	(6)www.tvjobs.com (1)www.wric.com
		7	3/25/14	Mediageneral.com	No	(5)Mediageneral.com (1)Referred by TV8 Employee (1)Job Fair
		7	3/25/14	Mediageneral.com	No	(5)Mediageneral.com (1)Referred by TV8 Employee (1)Job Fair
1/17/14	Digital Content Manager	5	1/31/14	Former TV8 Employee	No	(1)Former TV8 Employee (1)RTD/Monster (3)mediageneral.com
1/20/14	Reporter	6	2/11/14	Steve Schwaid/CJ&N Consultant	No	(1)Steve Schwaid/CJ&N Consultant (1)www.tvjobs.com (1)The Lorna Dave Agency (1)Careerbuilder.com (1)Mediageneral.com (1)Referred by TV8 Employee
1/20/14	Anchor/Reporter	4	4/28/14	Ken Linder and Associates	No	(1)Ken Linder and Associates (1)Willinger Talent Agency (1)The NWT Group (1)Winning Broadcasting
3/5/14	Account Executive	15	4/15/14	www.wric.com	No	(1)Word of Mouth (1)Indeed.com (13)www.wric.com
3/19/14	Assignment Editor	2	4/28/14	Referred by former TV8 employee	No	(1)Referred by former TV8 employee (1)Word of mouth
5/9/14	News Producer	4	5/9/14	Mediageneral.com	No	(1)Mediageneral.com (2)Cold Call (1)Word of Mouth
2/3/14	Reporter/Video Journalist	6	5/19/14	Referred by TV8 Employee		(2)Referred by TV8 Employee (1)Other-Not Listed (1)www.mediageneral.com (1)Mort Meisner Associates (1)Cold Call
3/19/14	Sports Anchor/Reporter	7	5/22/14	Mediageneral.com	No	(4)Mediageneral.com (2)Referred by TV8 employee (1)www.indeed.com

The station interviewed a total of 130 people for all full-time vacancies during the period covered in this report.
The table below identifies recruitment sources used for all full time vacancies filled during the period covered in this report.

	Total Number of Interviewees Referred by the Source for the Vacancies	Did the Source Request Notification?
Newspaper/Richmond Times Dispatch and Monster.com 333 East Grace Street Richmond, VA 23219 804.775.8084	4	No
Internal Posting	5	No
Word of Mouth	3	No
Cold Call	3	No
Job Fair	2	No
Referred by TV8 Employee	13	No
Former TV8 Employee	1	No
Referred by TV8 Employee	1	No
Other-Not Listed	1	No
www.mediageneral.com	20	No
www.wric.com	36	No
www.tvjobs.com	12	No
www.geevers.com	8	No
www.careerbuilder.com	1	No
www.indeed.com	3	No
career-employer@studentaffairs.duke.edu Duke University Career Center Smith Warehouse 114 S. Buchanan Blvd. Bay 5 Durham, NC 27708 919.660.1050	0	No
pcarter@averett.edu Averett University Attn: Patrina Carter 420 West Main Street Danville, VA 24541 434.791.5629	0	No
brankleykd@longwood.edu Longwood University Attn: Kathryn Brankley 201 High Street, Lancaster Hall G08-A Farmville, VA 23909 434.395.2063	0	No
josephine.brady@us.army.mil Employment Readiness Attn: Josephine Brady 1231 Mahone Avenue, Bldg. 9023 Fort Lee, VA 23801-1605 804.734.6393	0	No
Careerservices@emu.edu Eastern Mennonite University Attn: Jennifer Litwiller 1200 Park Road	0	No

	Total Number of Interviewees Referred by the Source for the Vacancies	Did the Source Request Notification?
Harrisonburg, VA 22802 540.432.4260		
mratliff@itt-tech.edu mmusser@itt-tech.edu ITT Technical Institute Attn: Margie Ratliff and Mark Musser 300 Gateway Centre Parkway Richmond, VA 23235-5139 804.330.4992	0	No
skuhn@richmond.edu University of Richmond Career Center Attn: Sarah Kuhn 28 Westhampton Way University of Richmond, VA 23173 804.289.8704	1	No
stalbott@bridgewater.edu Bridgewater College Attn: Sherry P. Talbott Box 35 402 East College Street Bridgewater, VA 22812 540.828.5333	0	No
laughlint@cvcc.vccs.edu Central Virginia Community College Attn: Theresa Laughlin 3506 Wards Road Lynchburg, VA 24502 434.832.7805	0	No
tdkeller@ehc.edu Teresa Keller at Emory & Henry College Dept. of Mass Communications Emory & Henry College P.O. Box 947-One Garnand Drive Emory, VA 24327 276.944.6208	0	No
ejwaterman@vcu.edu hannemanka@vcu.edu Virginia Commonwealth University University Career Center P.O. Box 842007 Richmond, VA 23284-2007 804.828.1645	0	No
christina.meyer@easterassociates.com Virginia Association of Broadcasters 250 West Main Street Suite 100 Charlottesville, VA 22902 434.977.3716	0	No
cdudley@howard.edu Howard University School of Comm. Attn: Ms. Carol Y. Dudley, Coordinator Office of Career Development 525 Bryant Street NW, #107C Washington, DC 20059 202.238.2586	0	No
careerservices@sbc.edu Sweet Briar College Career Services Center Attn: Carolyn Brazill 2dn Floor Student Commons Sweet Briar, VA 24595	0	No

	Total Number of Interviewees Referred by the Source for the Vacancies	Did the Source Request Notification?
434.381.6580		
jjohnson@ecpi.edu asears@ecpi.edu ECPI Attn: Jeremy Johnson Dir. of Career Services 800 Moorefield Park Drive, Ste. 302 Richmond, VA 23236 804.521.0400	0	No
careers@roanoke.edu Roanoke College Attn: Toni McLawhorn 221 College Lane Salem, VA 24153 540.375.2303	0	No
pbsweetenburg@vuu.edu Virginia Union University Attn: Penni Sweetenburg-Lee Dir. of Career Services 1500 N. Lombardy Richmond, VA 23220	0	No
anderssd@jmu.edu James Madison University Attn: Dr. Steven Anderson School of Media Arts and Design Harrison Hall 0260 - MSC 2104 Harrisonburg, VA 22807 540.568.6211	0	No
pdsaunders@nsu.edu Norfolk State University Attn: Pamela Davis Saunders 700 Park Avenue Norfolk, VA 23504 757-823-8462	0	No
longnj@vcu.edu VCU School of Mass Communications Attn: Natasha Long Student Services Coordinator 901 W. Main Street P.O. Box 842034 Richmond, VA 23284-2034 804.828.2660	0	No
c.rohenapastrana@us.army.mil Fort Lee ACAP Center 1401 B. Avenue Bldg. P3400, Ste. 126 Ft. Lee, VA 23801 804.734.6615	0	No
kecompton@wm.edu College of William and Mary Attn: Kathryn Compton/Career Center P.O. Box 8795 Williamsburg, VA 23187 757.221.3228	0	No
William.Seaton@dars.virginia.gov Dept. of Rehabilitative Services ATTN: William Seaton 11201 Jimmy Ridge drive N. Chesterfield, VA 23236 804.662.7706	0	No

	Total Number of Interviewees Referred by the Source for the Vacancies	Did the Source Request Notification?
mcdearmonme@vcu.edu Virginia Commonwealth University Attn: Maggie McDearmon, M.ED. 901 W. Main Street P.O. Box 842034 Richmond, VA 23284-2034	0	No
www.smartrecruiters.com Smart Recruiters Inc. 56 Tehama Street San Francisco, CA 94105 415.508.3755	0	No
Virginia Employment Commission 703 East Main Street Richmond, VA 23218 804-786-1485	0	No
Capital Area Resource Workforce Center Attn: Angela Tunes 203 E. Cary Street Richmond, VA 23220 804.344.8060 Ext: 302	0	No
Dept. of Rehabilitative Services ATTN: William Seaton 11201 Jimmy Ridge drive N. Chesterfield, VA 23236 804.662.7706	0	No
Bryant & Stratton College Community and Career Relations Dir. Attn: Brenda Sands Hines, M.S. 8141 Hull Street Road North Chesterfield, VA 23235-6411 804.745.2444	0	No
Virginia State University Career Services P. O. Box 9410 Petersburg, VA 23806 804.524.5000	0	No
Urban League of Greater Richmond Attn: Employment Specialist 1420 Hull Street, Bldg. B3 Richmond, VA 23224 804.230-8791	0	No
University of South Carolina School of Journalism and Mass Comm Attn: Ms. Beverly Dominick Columbia, SC 29208 803.777.3347	0	No
Dept. of Journalism and Mass Communication 1601 E. Market Street Attn: Ms. Gail Wiggins Crosby Hall 220 North Carolina A&T State University Greensboro, NC 27411 336-334-7855	0	No
Morgan State University Dept. of Communication Studies Attn: Carl Taylor 1700 E. Cold Spring Lane Baltimore, MD 21251 443.885.3333	0	No

	Total Number of Interviewees Referred by the Source for the Vacancies	Did the Source Request Notification?
Hampton University Career Counseling & Planning Center Attn: Vivian Wrenn David, Director 2 Frissell Avenue Hampton, VA 23668 757.727.5000	0	No
NAACP VA State Conference Attn: Salim Khalfani Executive Director 1214 W. Graham Road Richmond, VA 23220	0	No
NAACP-Richmond Attn: Sylvia Wood P.O. Box 25576 Richmond, VA 23260 (804) 644-9337	0	No
Christopher Newport University Attn: Monica Hill Center for Career Planning 1 Avenue of the Arts David Student Union Office 3100 Newport News, VA 23606 757.594.7000	0	No
Hampden-Sydney College Attn: Jennifer Allen P.O. Box 607 Hampden -Sydney, VA 23943 434.223.6000	0	No
John Tyler Community College Attn: Judy L. Taylor Moyar Hall, Room M107F 13101 Jefferson Davis Highway Chester, VA 23831 804.706-5225	0	No
John Tyler Community College Attn: Sandy Carter 800 Charter Colony Parkway Midlothian, VA 23114-4383 804.594.1400	0	No
Liberty University School of Communications Attn: Dianna Drane 1971 University Blvd. Lynchburg, VA 24502 434.582.2111	0	No
Metropolitan Business League Attn: Malcolm Jones 3022 W. Broad Street, Suite B Richmond, VA 23230 804.649.7473	0	No
Radford University Attn: Carolyn Sutphin P.O. Box 6901 Radford, VA 24142 540.831.5771	0	No
Southwest VA Community College Career Services P.O. Box SVCC Richlands, VA 24641 276.964-7745	0	No

	Total Number of Interviewees Referred by the Source for the Vacancies	Did the Source Request Notification?
St. Paul's College Attn: Denise L.W. Rice, Director Career Services Center 115 College Drive Lawrenceville, VA 23868 434.848.6447	0	No
National Association of Black Journalists Attn: Scott Berry 1100 Knightt Hall, Suite 3100 College Park, MD 20742 301.445.7100 Ext: 107	0	No
Richmond Association of Black Journalists Attn: Nicole Johnson c/o Richmond Times Dispatch 300 E. Franklin Street Richmond, VA 23219 804.649.5208	0	No
Elon University School of Communications Attn: Nagatha Tonkins 2850 Campus Box Elon, NC 27244 336-278-6500	0	No
Virginia Employment Commission 3719 Saunders Avenue Richmond, VA 23227-4355 804-663-5400	0	No
***OTA Talent Agency www.otatalent.com	1	No
***CJ&N/Steve Schwaid 5629 Pipers Waite Sarasota, FL 34235 941-706-1648	4	No
***Napoli Management 8844 West Olympic Boulevard Beverly Hills, CA 90211 310-385-8222	1	No
***Jenna Hanchard KSHB 4720 Oak Street Kansas City, MO 64112 816-753-4141	4	No
***Ken Linder & Associates 2029 Century Park East Ste. 1000 Los Angeles, CA 90067 310-277-9223	1	No
***Willinger Talent Agency 875 Avenue of the Americas New York, NY 10001 212-695-1950	1	No
***The NWT Group 211 Elmwood Bryan, Texas 77802 817-987-3600	1	No
***Winning Broadcasting www.winningbroadcasting.com	1	No
***The Lorna Dave Agency PO Box368 Fogelsville, PA 18051-0368 610-248-1317	1	No

	Total Number of Interviewees Referred by the Source for the Vacancies	Did the Source Request Notification?
***Mort Meisner Associates 26711 Woodward Avenue #203 Huntington Woods, MI 48070 248-545-2222	1	No

***OTA Talent Agency – Used only for Reporter/Video Journalist position

***Steve Schwaib, CJ&N – Used only for Reporter/Video Journalist and News Director Positions

***Napoli Management – Used only for Sports Anchor Position

***Jenna Hanchard/Reporter Kansas City – Used only for Reporter/Video Journalist

***Ken Linder & Associates; Willinger Talent Agency; The NWT Group and Winning Broadcasting – Used only for Anchor/Reporter Position

***Lorna Dave Agency – Used only for Reporter position

*** Mort Meisner Associates – Used only for Reporter/Video Journalist Position posted 2/3/14

SUPPLEMENTAL OUTREACH INITIATIVES

TYPE OF OUTREACH INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
#1	<p>November 11, 2013—Brenda Kump, HR Manager; Donna Villiott, Business Manager; and Mike Vrabel attended Averett University's Community Job Fair at Village Bank.</p> <p>October 24, 2013—Mike Laffey, Production Manager attended Virginia State University's Mass Communications Career Expo.</p> <p>March 26, 2014—Brenda Kump, HR Manager, and Darrell Cheney, Chief Engineer attended ECPI's Spring Career Fair.</p> <p>May 29, 2014 – Donna Villiott, Business Manager and Erika Stein, Assistant News Director attended Averett University's Community Job Fair at West End Assembly of God Church.</p>
#4	<p>October 15, 2013 – Juan Conde, News Anchor visited VCU's School of Mass Communications and spoke with students on broadcasting as a career.</p> <p>October 21, 2013 – Amy Lacey, News Anchor/Reporter visited Hanover High School and spoke with their Mass Communications class about her education, career path offering insights into broadcast journalism.</p> <p>October 22, 2014 – Howard Williams, Video Journalist and Nadeen Yanes/Reporter/Anchor visited Virginia State University and spoke with their communications class about broadcasting as a career path.</p> <p>February 11, 2014 – Mitch Carr, Sports Anchor/Reporter visited Virginia Commonwealth University's Mass Communications class and spoke with students about his career and job as a reporter/anchor.</p>
#5	<p>August 21, 2013-September, 2013 —student from Virginia State University interned in the News Department to obtain knowledgeable experience within the newsroom and have a better outlook on the business.</p> <p>June 3, 2013-August 10, 2013—student from Emerson College interned in Production to get hands on experience producing newscasts in a professional environment.</p> <p>June 3, 2013-August 14, 2013—student from Virginia Tech interned in News and Production to gain real world experience.</p> <p>September 6, 2013-November 15, 2013—student from Virginia Commonwealth University interned in news.</p> <p>September 20, 2013-December 6, 2013—student from Virginia Commonwealth University interned in News and Production to get hands on experience in a professional news setting.</p> <p>January 13, 2014-April 1, 2014—student from Virginia Commonwealth University interned in News to understand different roles in a television news station.</p> <p>January 13, 2014-April 1, 2014—student from University of Richmond interned in News to learn more about how a local news station runs and operates.</p> <p>February 6, 2014-May 6, 2014—student from Virginia State University interned in Creative Services to gain knowledge and experience within the areas of production, marketing and promotion.</p>

TYPE OF OUTREACH INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITIY
#8	<p>June 24 – 28, 2013 –Dixon Johnston, Creative Services Director attended Promax BDA (Management Seminar/Promotions Conference) in Las Vegas, Nevada.</p> <p>March 11, 2014—Jacqui Sweigart, Senior News Producer and Jay Padgett, Senior News Producer attended the Producer Project at Poynter Institute.</p> <p>April 19, 2014—Kelly Woodard, News Director, attended the Kneeland Project's Spring 2014 News Media Leadership Forum.</p>
#10	<p>October 30, 2013 – Amy Lacey, Anchor/Reporter, visited Robious Middle School for their Career Fair and spoke with students on careers in journalism.</p> <p>November 22, 2013 – Amy Lacey, Anchor Reporter, visited Powhatan High School's Career Day and spoke with students about the education needed, how to prepare now for a career in journalism.</p> <p>December 19, 2013 – Amie McLain visited Amelia County Middle School for their Career Day and spoke with students about her career in television and setting goals.</p> <p>March 21, 2014 – Morgan Dean, Anchor/Reporter was the Career Day speaker for Twin Hickory elementary School and spoke with students on being a News Anchor.</p> <p>April 1, 2014 – Parker Slaybaugh, Video Journalist visited Lakeview Elementary School for their Career Day and spoke with students about careers in television and answered questions from the students.</p>
#12	<p>During the period covered by this report, the station posted all positions including upper level vacancies: News Producers with media trade groups whose membership includes substantial participation by women and minorities.</p>
#16	<p>WRIC TV8 Recruitment Alert – Twice a week at various times WRIC TV8 runs an on-air promotional spot encouraging viewers interested in careers in broadcasting at WRIC TV to call Human Resource at 804.330.8888 or email Webmaster@wric.com</p>

Recruitment Initiative Classifications

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decision
2. Hosting of at least one job fair
3. Co sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues
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., outreach that is 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
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions
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
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by 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 personnel as to methods of ensuring equal employment opportunity and preventing discrimination
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 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