

EEO PUBLIC FILE REPORT

FOR

**WCAV(DT), Charlottesville, VA**  
**WVAW-LD, Charlottesville, VA**

This EEO Public File Report  
June 1, 2020 to May 31, 2021

## **EEO Annual Public File Report**

**WCAV(DT), Charlottesville, VA**  
**WVAW-LD, Charlottesville, VA**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of the Employment Unit composed of stations WCAV and WVAW-LD. This Report will be placed in the Employment Unit's public inspection file and posted on the Employment Unit's website.

The information contained in this Report covers the time period ending May 31, 2021 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- \* The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- \* The recruitment source that referred the hiree for each full-time vacancy;
- \* The total number of persons interviewed for each full-time vacancy; and,
- \* The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey or Kristin Hellyer, at (804) 672-6565.

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**ATTACHMENT 2  
RECRUITMENT SOURCE INFORMATION**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
<b>1</b>	<b>0</b>	<b>No</b>
<b>2</b>	<b>0</b>	<b>No</b>
<b>3</b>	<b>0</b>	<b>No</b>
<b>4</b>	<b>0</b>	<b>No</b>
<b>5</b>	<b>0</b>	<b>No</b>
<b>6</b>	<b>0</b>	<b>No</b>
<b>7</b>	<b>0</b>	<b>No</b>
<b>8</b>	<b>0</b>	<b>No</b>
<b>9</b>	<b>0</b>	<b>No</b>
<b>10</b>	<b>1</b>	<b>No</b>
<b>11</b>	<b>0</b>	<b>No</b>
<b>12</b>	<b>0</b>	<b>No</b>
<b>13</b>	<b>0</b>	<b>No</b>
<b>14</b>	<b>0</b>	<b>No</b>
<b>15</b>	<b>0</b>	<b>No</b>
<b>16</b>	<b>3</b>	<b>No</b>
<b>17</b>	<b>0</b>	<b>No</b>
<b>18</b>	<b>0</b>	<b>No</b>
<b>19</b>	<b>11</b>	<b>No</b>
<b>20</b>	<b>0</b>	<b>No</b>
<b>21</b>	<b>0</b>	<b>No</b>
<b>22</b>	<b>0</b>	<b>No</b>
<b>23</b>	<b>0</b>	<b>No</b>
<b>24</b>	<b>1</b>	<b>No</b>
<b>25</b>	<b>1</b>	<b>No</b>
<b>26</b>	<b>0</b>	<b>No</b>
<b>27</b>	<b>0</b>	<b>No</b>
<b>28</b>	<b>3</b>	<b>No</b>
<b>29</b>	<b>0</b>	<b>No</b>

## RECRUITMENT SOURCES

### Source

1. WCAV – TV Website, <https://www.cbs19news.com/> 434-424-1919
2. Blue Ridge Community College, Box 80, One College Lane Weyers Cave, VA 24486 540-234-9261 Elizabeth Hall
3. Bridgewater College, 402 E. College Street Bridgewater, VA 22812 540-828-8000
4. Broadcasting Institute of Maryland, 7200 Harford Road Baltimore, MD 21234 410-254-2770
5. Coppin State College, 2500 West North Avenue Baltimore, MD 21216 Linda Bowie 410-951-3000
6. George Washington University, 1922 F. St. NW Washington, D.C. 20052 202-994-1000
7. James Madison University, 800 S. Main Street Harrisonburg, VA 22807 David Chase 540-568-6211
8. Mass VO Tech, 325 Pleasant Valley Road Harrisonburg, VA 22801 540-434-5961
9. American National University, 1515 Country Club Road Harrisonburg, VA 22802 540-432-0943 Terresa Lundberg
10. Old Dominion University, 2202 Webb Center Norfolk, VA 23529 757-683-3000
11. PVCC, 501 College Drive Charlottesville, VA 22902 434-977-3900
12. Shenandoah University, 1460 University Drive Winchester, VA 22601 540-665-4500 Rick Ours
13. Virginia Commonwealth University, 907 Floyd Ave. Richmond, VA 23284 804-828-0100 Nicole Footen
14. Virginia Tech, 925 Prince Fork Road Blacksburg, VA 24061 540-231-6000 Betsy McCoy
15. Handshake.com <https://www.joinhandshake.com/> 225 Bush St. 12 Floor San Francisco, CA 94104 415-944-9960
16. Medialine.com <https://medialinetalent.com/post-a-job/> 2515 Sparrow Crest Dr. Katy, TX 77494 913-217-0685
17. NAJA.com <https://najanewsroom.com/> 395 W. Lindsey St. Norman, OK 73019
18. Rick Gevers <http://www.rickgevers.com/> 355 E. Ohio St. #303 Indianapolis, IN 46204 317-635-7912
19. TVJobs.com <http://tvjobs.com/> P.O. Box 4116 Oceanside, CA 92052 760-754-8177
20. TVNewsCheck <https://tvnewscheck.com/> 24 West Lancaster Ave. Suite 205 Ardmore, PA 19003 484-412-8287
21. VABonline.com <https://www.vabonline.com/> 250 West Main Street Suite 100 Charlottesville, VA 22902 434-979-2439
22. LinkedIn <https://www.linkedin.com/>
23. Journalism Jobs [www.journalismjobs.com](http://www.journalismjobs.com)
24. Referral/Internal
25. Self-Referral
26. Indeed <https://www.indeed.com>
27. University of Missouri [willisb@missouri.edu](mailto:willisb@missouri.edu)
28. University of Maryland [charvey@jmail.umd.edu](mailto:charvey@jmail.umd.edu)
29. University of Virginia – McIntire School of Commerce [enm3w@virginia.edu](mailto:enm3w@virginia.edu)

**ATTACHMENT 3**  
**MENU OPTION ACTIVITIES**

The Employment Unit has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
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)	<p>The Employment Unit created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Virginia Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on WCAV.</p> <p>Job Opportunities at the stations are also posted on the Virginia Association job banks.</p>
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	On June 24, 2020, September 2, 2020, February 4, 2021, February 11, 2021, March 9, 2021 – April 21, 2021, and April 9, 2021 WCAV/WVAW sales staff attended multiple sales trainings which includes Wide Orbit Trainings, Comscore trainings, and Lessons for Success trainings.
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	Using job banks of media trade groups whose membership includes substantial participation by women and minorities to promote all upper level category openings with our station. Such job banks include: NAJA.com (sponsored by the Native American Journalist Association).
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	WCAV/WVAW employees attended online sexual harassment training in December 2020. This training outlined what sexual harassment is, and steps to take to identify and report inappropriate behavior.

**\* For “Activity Classification”, use “1” through “16” in accordance with attached list.**

### **Menu Option Classifications**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
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.