

EEO PUBLIC FILE REPORT

FOR

STATIONS

WJMA FM, Culpeper, VA
WOJL FM, Louisa, VA
WCVA AM, Culpeper, VA
WVCV AM, Orange, VA
WKTR-AM, Earlysville, VA

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2023

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

WJMA WOJL WCVA WVCV WKTR

Job Title of Vacancy: NO VACANCIES AT STATIONS DURING REPORTING PERIOD

Recruitment Source that referred the Hire: N/A

Total Respondents: N/A

Total Persons Interviewed for the Vacancy: N/A

Date Vacancy Opened: N/A

Date Vacancy Filled: N/A

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Applicants Referred by the Source for the Vacancy	Did the Source Request Notification?
WOJL/WJMA/WCVA/WVCV (on-air classified announcement)	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540-825-3900	0	NO
Culpeper Times (Newspaper)	206 S. Main St. Culpeper, VA 22701	Tom Sparger, Publisher	540-422-3421	0	NO
VA Assoc. Of Broadcasters VAB Online	250 W. Main St., Suite 100 Charlottesville, VA 22902	Christina Sandridge, Associate Director	434-977-3716	0	NO
VARTV.COM (note: were not able to use VARTV.com in most recent report period)	1725 Live Oak Tr. Virginia Beach, VA 23456	Robert Corbin, Editor	editor@vartv.com	0	N/A
Orange County (VA) Chamber of Commerce	P.O. Box 146 Orange, VA 22960	Judi Cooper, Director	540-672-5216	0	NO
Culpeper (VA) Chamber of Commerce	109 S. Commerce St. Culpeper, VA 22701	Amy Frazier, Pres/CEO	540-825-8628	0	NO

1055SAMFM.COM	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540-967-1142	0	NO
WJMAFM.COM	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540-825-3900	0	NO
Word of Mouth / Employee Referral	Various	Various	Various	0	NO
WJMA Station Facebook Post (social media)	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540.825.3900	0	NO
State of Virginia DARS Employment Placement Services	19006 Crossroad Parkway Culpeper, VA 22701	Jackie Kanupp Job Placement Counselor	571-766-0566	0	NO
Louisa County (VA) Chamber of Commerce	214 Fredericksburg Avenue, Louisa, VA 23093	Ms. Tracy Hale Clark	(540) 967-0944	0	NO
Culpeper County Branch, NAACP	P.O. Box 687 Culpeper, VA 22701	Dr. Uzziah Harris	naacpculpeper.org	0	NO
Orange County Branch, NAACP	P.O. Box 776 Orange, VA 22960	Ms. Ruth Lewis Smith	US Mail contact – no public phone number for Ms. Lewis-Smith or the Orange Co (VA) branch	0	NO
INSIDE NoVa	1360 Old Bridge Rd Woodbridge, VA 22192	Ms. Victory Grayson	571.333.1532 vgrayson@insidenova.com	0	NO
Rappahannock Media	1360 Old Bridge Rd Woodbridge, VA 22192	Ms. Victory Grayson	571.333.1532 vgrayson@insidenova.com	0	NO

Remaining resumes did not stipulate classified, media or source where they were made aware of the opening applied for

ATTACHMENT B

MENU OPTION ACTIVITIES

Stations WJMA, WOJL, WCVA, WKTR and WVCV have engaged in the following outreach activities during the year covered by this report:

Please Note: In light of the unprecedented and unforeseeable COVID-19 pandemic, and aftermath with slow re-openings for public events, which prevented the employment unit from engaging in the numerous outreach initiatives in which it has traditionally engaged, and which are identified in this report and the station employment unit's previous reports, throughout the relevant reporting period the station employment unit specifically sought out and contacted as many diverse recruitment sources and programs as available and practicable to promote outreach generally.

Activity Classification	Type of Activity	Brief Description
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1	<p>Culpeper Area Chamber of Commerce “Culpeper Fest”</p>	<p>Sponsor of Chamber of Commerce Trade Show in June 2022 Publicizing Businesses to the Public with emphasis for Community Job Recruitment. Information and 2 staff on site.</p>
11	<p>Orange Alliance Business Expo Sponsored by Orange County Chamber of Commerce – 2020 CANCELLED DUE TO COVID 19 VIRUS – no renewal of event since that time.</p>	<p>Sponsor of Orange Chamber of Commerce Trade Show Publicizing Businesses to the Public, with recruitment information emphasized.</p>
1	<p>Orange County Workforce Center Job Fair in conjunction with Green Applications Permanently CANCELLED DUE TO COVID 19 VIRUS</p>	<p>Station staff participated in community and local county workforce job fair in August for general and specific applicant recruitment.</p>
11	<p>Public Appearances Throughout Listening Area, including but not exclusively; 3 counties fairs: Orange and Fauquier - June, and Madison – July; Alzheimers Glenmore Community Fundraising – May; Alzheimers Walk For a Cure – August; Culpeper MS Walk for Life (cancelled for 2022); Orange County Chamber Community Street Fair –September; Women in Business Expo Fluvanna County - March; Louisa/Goochland Counties Chamber of Commerce- May; Central Virginia Cares for Kids Toy Drive November & December (8 various regional public locations).</p>	<p>At all community, charitable, trade, commercial, civic group and governmentally sponsored events where stations had a pre-planned presence, station staff circulated printed station material and answered questions that exclusively outlined radio career opportunities as well as specific information on current sales opening.</p>

16	Customer and Employee Referral Incentive Programs	Customer Referral Program Publicized by sales representatives (to customers) and station employees (to any known interested parties)
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9	<p>Student Career Shadowing Program CANCELLED 2020 DUE TO COVID 19 VIRUS</p>	<p>Orange County High School: Sponsored 12th Grade student to gain firsthand understanding of the radio broadcasting work environment to help make career decisions. Hillary Morris Career Guidance Counselor</p>
9	<p>Student Career Shadowing Program CANCELLED (by school) 2022 DUE TO LACK OF STUDENT INTEREST</p>	<p>Kettle Run High School: Sponsored interested students to gain firsthand understanding of the radio broadcasting work environment to help make career decisions. Sue Harmon Director of Counseling.</p> <p>Shadowing opportunity for Special Needs students interested in possible radio career opportunities</p>
15	<p>Resumes and Reels Networking Event (May)</p>	<p>Sponsored by NAB. Joined select group of BEA member media graduates to share their resumes and portfolio reels virtually. Interacted directly with the students throughout the session for hands-on advice as they search for their first jobs in our business.</p>
11	<p>State of Virginia DARS Employment Placement Services</p>	<p>Remain in regular contact with DARS Director in our area. Have interviewed a few prospective applicants for future employment and also for job interview training purposes, and offered part time employment to one individual (job was declined by student).</p>
5	<p>Scouting Group Tours - Boy Scouts, Cub Scouts and Brownies within our communities (dates various as requested by scout leaders) .</p>	<p>Tours of radio station facilities and explanation of possible radio careers for interested local Girl Scout, Boy Scout and Brownie organization within our communities.</p>

16	<p>On Air Recruitment</p>	<p>Ongoing :60 on-air recruitment ad specifically for the newly created sales position opening on WJMA, WOJL, WCVA and WVCV. Ads ran spaced out on 3 separate schedules (20 x per week, 5A-12md) throughout an eight month period.</p> <p>Posting of Employment Opportunities on WJMA and WOJL Websites and WJMA social media Facebook page</p> <p>All stations also aired a general “available recruitment pool” notice on a quarterly basis, with the intent to stimulate any interest from all local and regional individuals, schools or resources that could be interested, or know someone who could be, should an opening become available.</p>
12	<p>Woman and Minority-Related Recruitment</p> <p>NOTE: MANY LOCAL EVENT PROGRAMS WE ARE TYPICALLY INVOLVED IN CANCELLED DUE TO NO ORGANIZATION STAFFING DURING PANDEMIC AND POST COVID 19 VIRUS. SOME HAVE RESUMED, AND WE CONTINUE TO PARTICIPATE. OTHERS WILL NOT RESUME GOING FORWARD. WE ARE ALWAYS SEEKING OUT OTHER OPPORTUNITIES TO PARTICIPATE IN OR CREATE.</p>	<p>Reached out to the local NAACP Chapters (Orange, Culpeper and Louisa) with station contacts and request for anyone interested in a possible career in radio to reach out to us for more information.</p> <p>Sales Manager attends monthly meeting at Louisa / Goochland Counties Professional Women lunch in an effort to promote and, if applicable, recruit women for stations future or immediate job openings within our stations.</p> <p>Twice yearly general classified posting with radio career departmental options, along with all current active openings, to NAACP Branches in</p>

