

EEO PUBLIC FILE REPORT

FOR

STATIONS

WJMA FM, Culpeper, VA

WOJL FM, Louisa, VA

WCVA AM, Culpeper, VA

WVCV AM, Orange, VA

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2022

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Advertising Sales Rep

Recruitment Source That Referred the Hire: VAB Classified Ad Posting

Date Vacancy Opened: July 1, 2021

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: August 1, 2021

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Culpeper Chamber of Commerce	629 Sperryville Pike, Culpeper, VA 22701	Amy Frazier	(540) 825-8628		No
Louisa County Chamber of Commerce	111 W. Main Street, PO Box 955, Louisa VA 23093	Tracey Hale Clark	540-967-0944		No
Goochland County Chamber of Commerce	2931 River Road West, PO Box 123, Goochland, VA 23063	Bonnie Creasy	(804) 556-3811		No
Piedmont Communications, Inc. WJMA-FM/WOJL-FM (on air announcements)	207 Spicers Mill Rd, Orange, VA 22960	Tina Hancock	434.760.0953		No
Orange County Chamber of Commerce	103 N Madison Rd, Orange, VA 22960	Deanne Marshall	540-672-5216		No
The Culpeper Times (newspaper)	206 S Main St Ste 301, Culpeper, VA 22701	Tom Sparger	571.333.1532		No

DARS (Department of Aging and Rehabilitative Services)	19006 Crossroad Parkway, Culpeper, VA 22701	Jackie Kanupp	571-766-0566		No
WJMAFM.com (radio website)	207 Spicers Mill Rd, Orange, VA 22960	Tina Hancock	434.760.0953		No
1055samfm.com (radio website)	207 Spicers Mill Rd, Orange, VA 22960	Tina Hancock	434.760.0953	1	No
VARTV.com (industry website)	1725 Live Oak Tr. Virginia Beach, VA 23456	Robert Corbin	757.427.2317		No
NAACP Culpeper County (VA) Branch	P.O. Box 687 Culpeper, VA 22701	Dr. Uzziah Anthony Harris	804.519.8796		No
Rappahannock Media LLC/ Inside NOVA (newspaper)	P.O. Box 3632, Warrenton, VA 20188	Victory Grayson	540.905.7791		No
Virginia Association of Broadcasters (VAB)	250 W. Main St., Suite 100 Charlottesville, VA 22902	Christina Sandridge, Associate Director	434-977-3716	1	No
Word of Mouth / Employee or Customer Client Referral	various	various	various	1	No

***** Use additional pages as needed. *Do Not Put in Public File* unless as part of the station's annual EEO Public File Report. *****

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: Advertising Sales Rep

Recruitment Source That Referred the Hire: Customer Referral

Date Vacancy Opened: October 18, 2021

Total Number of Persons Interviewed for the Vacancy: 2

Date Vacancy Filled: January 1, 2022

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Culpeper Chamber of Commerce	629 Sperryville Pike, Culpeper, VA 22701	Amy Frazier	(540) 825-8628		No
Louisa County Chamber of Commerce	111 W. Main Street, PO Box 955, Louisa VA 23093	Tracey Hale Clark	540-967-0944		No
Goochland County Chamber of Commerce	2931 River Road West, PO Box 123, Goochland, VA 23063	Bonnie Creasy	(804) 556-3811		No
Piedmont Communications, Inc. WJMA-FM/WOJL-FM (on air announcements)	207 Spicers Mill Rd, Orange, VA 22960	Tina Hancock	434.760.0953		No
Orange County Chamber of Commerce	103 N Madison Rd, Orange, VA 22960	Deanne Marshall	540-672-5216		No

The Culpeper Times (newspaper)	206 S Main St Ste 301, Culpeper, VA 22701	Tom Sparger	571.333.1532		No
DARS (Department of Aging and Rehabilitative Services)	19006 Crossroad Parkway, Culpeper, VA 22701	Jackie Kanupp	571-766-0566		No
WJMAFM.com (radio website)	207 Spicers Mill Rd, Orange, VA 22960	Tina Hancock	434.760.0953		No
1055samfm.com (radio website)	207 Spicers Mill Rd, Orange, VA 22960	Tina Hancock	434.760.0953	1	No
VARTV.com (industry website)	1725 Live Oak Tr. Virginia Beach, VA 23456	Robert Corbin	757.427.2317		No
NAACP Culpeper County (VA) Branch	P.O. Box 687 Culpeper, VA 22701	Dr. Uzziah Anthony Harris	804.519.8796		No
Rappahannock Media LLC/ Inside NOVA (newspaper)	P.O. Box 3632, Warrenton, VA 20188	Victory Grayson	540.905.7791		No
Virginia Association of Broadcasters (VAB)	250 W. Main St., Suite 100 Charlottesville, VA 22902	Christina Sandridge, Associate Director	434-977-3716		No
Word of Mouth / Employee or Customer Client Referral	various	various	various	1	No

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Virginia Association of Broadcasters (VAB)	250 W. Main St., Suite 100 Charlottesville, VA 22902	Christina Sandridge, Associate Director	434-977-3716	1	No
Word of Mouth / Employee or Customer Client Referral	various	various	various	2	No

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ATTACHMENT B

MENU OPTION ACTIVITIES

Stations WJMA, WOJL, WCVA 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, 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
11	Culpeper Area Chamber of Commerce “Culpeper Fest” June 18, 2021	Sponsor Of Chamber of Commerce Trade Show Publicizing Businesses and broadcasting opportunities to the public: also included general recruitment information on the chamber website with general Recruitment Information on Site with emphasis on new vacancies for broadcast sales positions.
11	Orange Alliance Business Expo Sponsored by Orange County Chamber of Commerce – 2021 CANCELLED DUE TO COVID 19 VIRUS (and/or variant)	Sponsor of Orange Chamber of Commerce Trade Show Publicizing Businesses To The Public, with recruitment information emphasized.
11	Orange County Workforce Center Job Fair in conjunction with Green Applications CANCELLED DUE TO COVID 19 VIRUS (and variant)	Station staff participated in community and local county workforce job fair in August for general and specific applicant recruitment.
4	Public Appearances Throughout Listening Area, including charitable/ not-for-profit and private business and civic organizations where permitted (by county ordinance) in 2021	At community civic group events on Sept 11, 2021, June 18, 2021 and May 7, 2022 where stations had pre-planned presence . Station staff circulated printed station material that exclusively outlined radio career opportunities as well as specific information on current sales opening.

16	Customer and Employee Referral Incentive Programs	Customer Referral Program Publicized to Customers and Station Employees (to any known interested parties). The employment unit (station) has established a program to notify and reward customers and existing employees who refer employees to fill the unit station vacancies, or generally recommend an individual once vacancy may opens.
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9	<p>Student Career Shadowing Program – Orange (county) High School CANCELLED in 2021 DUE TO COVID 19 VIRUS (and variant) related policy.</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. Contact: Hillary Morris, Career Guidance Counselor</p>
9	<p>Student Career Shadowing Program CANCELLED in 2021 DUE TO COVID VIRUS and Variants.</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>
15	<p>Hosted Culpeper Schools (Rixyville, VA) student Geoffrey Cederborg on April 27, 2021 (with parent Michelle Cederbourg - present and consenting).</p>	<p>Shadowing opportunity for Special Needs students interested in possible radio career opportunities</p>
11	<p>State of Virginia DARS Employment Placement Services UPDATE 2021: DARS cancelled plans due to COVID (variant) – no make-up date given for 2021</p>	<p>Remain in regular contact with Jackie Knapp, DARS Director on 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 over the past 3 years.</p>
5	<p>All local Scouting Group Tours CANCELLED in 2021 DUE TO COVID 19 VIRUS/variant (takes place annually between FEB and END OF SCHOOL YEAR)</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>
10	<p>Broadcast News Journalism Internship (NOTE: CANCELLED SPRING 2021 DUE TO COVID 19 VIRUS - Variant)</p>	

16	<p>On Air Recruitment</p> <p>Completed: December 17, 2021 (began September 3, 2021)</p> <p>Completed December 12, 2021</p> <p>Completed December 2021</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: In light of the continued, unprecedented and unforeseeable COVID-19 pandemic and it’s variants, and its aftermath, which prevented the employment unit from engaging in numerous local 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 diverse recruitment sources and programs to promote outreach generally.</p>	<p>‘Spiritual Tidings’ WEEKLY RADIO PROGRAM CANCELLED (2020 and 2021) DUE TO THE 83-YEAR OLD HOST HEALTH CONCERNS WITH COVID 19 and variant. RESUMPTION DATE UNKNOWN/TBA</p> <p>Reached out to the local NAACP Chapters (Orange and Culpeper counties) with station contacts and request for anyone interested in a possible career in radio to reach out to us for more information.</p> <p>Station Sales Manager Matina Hancock 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>Live :30 weekly job recruitment announcement</p>
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