

WCAV(TV), WAHU-CD, WVAW-LD
EEO PUBLIC FILE REPORT
June 1, 2011 – May 31, 2012¹
Section I.

VACANCY LIST

See Master Recruitment Source List (MRSL) for data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Assistant News Director	1, 3-7, 13, 28	6
Morning Show Producer	1, 3-7, 13, 28	28
Production Assistant	1-20, 22, 28, 29, 31	6
Sports Director	1, 3-7, 13, 28, 35	35
Production Assistant	1-20, 22, 23, 28, 29, 31	23
Technical Director	1-20, 22, 23, 28, 29, 31	6
General Sales Manager	1, 3-6, 13, 28, 33, 34	6
Executive Assistant	3, 6-8, 10, 13, 28	8
Multimedia Journalist	1, 3-7, 13, 23, 28	23
Main Anchor/Producer	1, 3-7, 13, 23, 28	23
Meteorologist/Reporter	1, 3-7, 13, 28	5
Chief Photographer	1, 3-7, 13, 28	5

¹ This report was revised in March 2014 to address reporting issues.

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Section II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Media Line email: Mark@medialine.com , web: www.medialine.com	No	
2	Broadcasting Institute of Maryland email: nb@bim.org , 7200 Harford Rd., Baltimore, MD 21234; 434-254-2770	No	
3	VA Association of Broadcasters www.vabonline.com 630 Country Green Ln., Charlottesville, VA 22902, 434-977-3716	No	
4	National Association of Broadcasters 1771 N Street NW, Washington, DC (www.nab.org) Contact- Karen Hunter, 202-429-5498	No	
5	TV Jobs.com www.tvjobs.com Contact- Mark Holloway	No	6
6	WCAV 999 2 nd Street Charlottesville, VA 22902 434-242-1919, Contact – Debbie Kaplan www.newsplex.com	No	9
7	National College 1515 Country Club Road, Harrisonburg, VA 22802, Contact - Teresa Lundberg email: tlundberg@national-college.edu 540-432-0943	No	
8	Craigslist.com	No	1
9	James Madison University, Harrisonburg, VA 22807, Contact- David Chase website: www.jmu.edu/aacd/interviewing/employers/postajob.htm 540-568-6229	No	
10	Piedmont Valley Community College Charlottesville, VA Andre.luck@pvcc.com	No	
11	Bridgewater College Office of Career Services, Bridgewater, VA 22812 email: stalbott@bridgewater.edu 540-828-5371	No	
12	Blue Ridge Community College email: careers@brcc.edu , Contact- Elizabeth Hall, Student Services Coordinator, Weyers Cave, VA 24486	No	

	540-234-9261		
13	Gray Television, Inc. In-House Postings, 1114 Grand Ave., Wausau, WI, Contact- Jane Ploeger email: jploeger@wsaw.com 715-845-4211	No	1
14	Coppin State College 2500 West North Ave., Baltimore, MD 21216, Contact- Linda Bowie email: careerdev@coppin.edu / lbowie@coppin.edu 410-951-3915	No	
15	George Washington University Career Center, 1922 F St. NW, Washington, DC 20052 website: www.gwired.gwu.edu/career 202-994-6495	No	
16	Mary Baldwin College, Staunton, VA 24401 email: sena@mbc.edu 540-887-7221	No	
17	Norfolk State University Mass Comm., 700 Park Ave., Norfolk, VA 23504 email: careerservices@nsu.edu 757-823-8330	No	
18	Old Dominion University, Career Mgmt. 2202 Webb Center, Norfolk, VA 23529 Contact- Andrea Harrell email: aharrell@odu.edu web: http://cmcodu.erecruiting.com/emp/sblogin 757-683-4388	No	
19	Virginia Commonwealth University 910 W Franklin St., Richmond, VA 23284, Contact- Nicole Footen fax: 804-828-2660	No	
20	Virginia Tech Blacksburg, VA Contact- Betsy McCoy, betsy.mccoy@vt.edu web: https://www.myinterfase.com/vt/employer/ 540-231-8089	No	
21	Hold for future use		
22	Massanutten Vocational Technical Center 325 Pleasant Valley Rd., Harrisonburg, VA 22801 email: jwest@rockingham.K12.va.us 540-434-5961	No	
23	Station Employee Referral	No	3
24	Non-Employee Referral	No	
25	On-Air Advertising	No	
26	Walk-Ins	No	
27	Internship Program	No	
28	Job Fair	No	2
29	TV Technology web: www.tvtechnology.com	No	
30	Hold for future use		
31	Shenandoah University	No	

	1460 University Drive, Winchester, VA 22601, 540-665-4500, Rick Ours email: rours@su.edu		
32	Hold for future use		
33	LinkedIn.com	No	1
34	TV News Check www.tvnewscheck.com	No	
35	Internal Promotion/Transfer	No	1
TOTAL NUMBER OF INTERVIEWEES			24

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Section III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	<p>This SEU hosts an active internship program that provides students from local high schools and universities the opportunity to work and learn in an unique tri-station television environment.</p> <p>During this reporting year, the station hosted 10 interns from six different universities. All the interns worked in the News Department and were supervised by the News Director.</p>
2	Participation in Job Fairs	<p>The Stations in this SEU participated in multiple job fairs. At each even managers spoke with job applicants about opportunities for careers in broadcasting and job opportunities at the stations</p> <p>a) Sept. 29, 2011 – The Director of Programming and Community Relations attended the Charlottesville Community Fall Job Fair.</p> <p>b) March 28, 2012 – The HR Manager attended the Piedmont Virginia Community College (PVCC) Annual Job Fair.</p> <p>c) April 25, 2012 – The Director of Programming and Community Relations, Director of Accounting and HR and the Marketing Director attended the</p>

		Charlottesville Community Spring Job Fair.
3	Participate in event sponsored by organizations representing groups present in the community interested in broadcast employment issues.	<p>a) July 26, 2011 – The SEU’s News Director hosted the PVCC “TV Production Summer Career Academy” for a field trip and watch and learn session</p> <p>b) Oct. 13, 2011 – The SEU hosted “Tech Tour,” a tour of technology related jobs and careers in the Charlottesville area, conducted for the benefit of nearly 400 local students</p> <p>c) Oct. 31, 2011 – The SEU participated in the 7th Grade Career Expo, held at the John Paul Jones Arena.</p> <p>d) March 2012 – The SEU participated in “Quadruplicity”, a women’s professional development conference</p>
4	Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	In February 2012, the SEU launched the “Development Academy”, an internal program to aid employees with personal and professional development, with a series of some mandatory, some voluntary, training sessions provided every other month, each time available during a variety of shifts.
5	Management Training	<p>a) Jan. 29-31, 2012, the General Manager and the General Sales Manager attended the Jim Doyle Manager’s Training “Boot Camp” in Tampa, FL, which included sessions on best-practices for hiring and firing employees.</p> <p>b) Feb. 1, 2012, the full station leadership team participated in a strategic planning retreat led by professional trainers at Fairfield Center. The retreat included training on how to develop professional development programs for staff members.</p>