

EEO PUBLIC FILE REPORT
FOR
WHRO-TV, WHRO-FM, WHRV(FM)
Norfolk, Virginia

This EEO Public File Report
June 1, 2014– May 31, 2015

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WHRO public inspection file pursuant to Section 73.2080(c) (6) of the Federal Communication's ("FCC") rules.

During the twelve month period ending on May 31, 2015, the station filled the following full-time vacancies:

Marketing Officer	Instructional Designer – 2 positions
TV Continuity & Traffic Associate	Sales Representative
Accounting Clerk	Annual Fund Officer
Director of Community Engagement	Project Manager
Director Broadcast & Digital Media	Educational Services Sales Representative
Graphic & Production Artist	

The station interviewed a total of 86 applicants for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

Recruitment Source	Total Number of Interviewees Referred
Internal Posting/Employee Referral	6
WHRO Website	16
Virginian Pilot Newspaper	6
Diversity, Disability & Veteran's Networks	0
Daily Press Newspaper	0
CareerBuilders.com	4
New Journal & Guide (local minority owned newspaper)	0
Richmond Times Dispatch	0
CareerConnection.com	2
Pilotonline.com	12

Hamptonroadslist.com	2
ECPI College of Technology	4
TV Jobs.com	2
www.myinterfase.com/cnu.job	0
odu-csm.symplicity.com/employers	2
AFP Hampton Roads Chapter	0
AFP National Chapter	0
iNACOL	16
E-Learning Heroes	0
Academy for Non Profit Excellence	2
WHRO Facebook, LinkedIn	5
Current	0
PBS Connect Forum Job Line	0
Virginia Association of Broadcasters Job Line	0
Indeed.com	2
Simplyhired.com	0
Regent University	0
Strayer University	0
W.H. Taylor Elementary School	0
WHRO-TV On-air	0
WHRO & WHRV-FM On Air	0
The Career Engineer (Minority owned business)	0
Software SalesJobs.com	3
EdSurge, Inc.	0
Craigslist	0
CRC Community Partners	0
The Media Match Team	0
PRADO@listserv.syr.edu	2
NETA Website Jobline	
PMBA Jobline	
*Entitled to notification	

Attachment A contains 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 B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

ATTACHMENT A
EEO INFORMATION FOR FULL-TIME VACANCIES

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Marketing Officer

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: May 7, 2014

Filled: July 16, 2014

Total number of persons interviewed for the vacancy: 11

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	2
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	2
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	3
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	2
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Hamptonroads.com	Terence Parham 1.757.446.2958	
Diversity, Disability and Veteran's Networks	Terence Parham (757.543.2958)	
Facebook	Terence Parham (757.543.2958)	
Linkedin	Terence Parham (757.543.2958)	
PMBA – Industry job listing	info@pmbaonline.org Andy Schwarz	
NETA Website Jobline	Maryanne@netaonline.com	
Strayer University 700 Independence Pkwy, Suite 400 Chesapeake, VA 23320	Kimberly Moseley (547.6075/6076) Learning Resource Center Manager mose@strayer.edu	
The Career Engineer	info@thecareerengineers.com	

Francina Harrison		
Regent University	Grace M. Alegre (galegre@regent.edu) 757.352.3746 Alumni & Career Services Coordinator School of Communications & the Arts	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
PBS Connect Job Board	Connect.pbs.org	
Academy for Nonprofit Excellence	Kim Bowman, Program Academy Manager (lbailey@tcc.edu) 757-822-1159	
TV Jobs.com	admin@tvjobs.com	
Hampton Roads List	www.hamptonroadslist.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com/	
CareerBoard.com	Marsean Randall (mrandall@careerboard.com)	
CRC Community Partners	Kelly Jackson (Kelly.jackson@whro.org) 757.889.9415	
Daily Press	Shannon Lavender (757.247.4663) SLavender@dailypress.com	
Careerbuilder.com	Shannon Lavender (757.247.4663) SLavender@dailypress.com	2
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
The Media Match Team	info@media-match.com	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Traffic – TV Continuity & Traffic Associate

Recruitment source that referred the hiree:

Date Vacancy Opened: May 7, 2014

Filled: July 21, 2014

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	1
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Hamptonroads.com	Terence Parham 1.757.446.2958	
Diversity, Disability and Veteran's Networks	Terence Parham (757.543.2958)	
Facebook	Terence Parham (757.543.2958)	1
Linkedin	Terence Parham (757.543.2958)	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
Strayer University 700 Independence Pkwy, Suite 400 Chesapeake, VA 23320	Kimberly Moseley (547.6075/6076) Learning Resource Center Manager mose@strayer.edu	
The Career Engineer	info@thecareerengineers.com	

Francina Harrison		
Regent University	Grace M. Alegre (galegre@regent.edu) 757.352.3746 Alumni & Career Services Coordinator School of Communications & the Arts	
Hampton Roads List	www.hamptonroadslist.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com/	
Daily Press	Shannon Lavender (757.247.4663) SLavender@dailypress.com	
Careerbuilder.com	Shannon Lavender (757.247.4663) SLavender@dailypress.com	
ECPI University Career Services	Avery Merchant (AMerchant@ecpi.edu) 757-671-7171 X55527	2
CareerBoard.com	Marsean Randall (mrandall@careeerboard.com)	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Accounting Clerk

Recruitment source that referred the hiree: ECPI Career Services

Date Vacancy Opened: May 13, 2014

Filled: July 24, 2014

Total number of persons interviewed for the vacancy: 6

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	3
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Hamptonroads.com	Terence Parham 1.757.446.2958	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
Strayer University 700 Independence Pkwy, Suite 400 Chesapeake, VA 23320	Kimberly Moseley (547.6075/6076) Learning Resource Center Manager mose@strayer.edu	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
Regent University	Grace M. Alegre (galegre@regent.edu) 757.352.3746	

	Alumni & Career Services Coordinator School of Communications & the Arts	
Hampton Roads List	www.hamptonroadslist.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com/	
CareerBoard.com	Marsean Randall (mrandall@careerboard.com)	
ECPI University Career Services	Avery Merchant (AMerchant@ecpi.edu) 757-671-7171 X55527	2

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Director of Community Engagement

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: July 14, 2014

Filled: September 2, 2014

Total number of persons interviewed for the vacancy: 5

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1 (Kelly J.)
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	3
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	1
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Hamptonroads.com	Terence Parham 1.757.446.2958	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
AFP-Hampton Roads Chapter info@afp-hr.ccsend.com)	(dgilbert@3foldconsulting.com)	
PMBA – Industry job listing	info@pmbaonline.org Andy Schwarz	
NETA Website Jobline	Maryanne@netaonline.com	
Strayer University 700 Independence Pkwy, Suite 400	Kimberly Moseley (547.6075/6076) Learning Resource Center Manager	

Chesapeake, VA 23320	mose@strayer.edu	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
Regent University	Grace M. Alegre (galegre@regent.edu) 757.352.3746 Alumni & Career Services Coordinator School of Communications & the Arts	
Current Job Target, LLC – Palatine, IL 6055-6743	Emily Lowrey (205.305.9988)	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
PBS Connect Job Board	Connect.pbs.org	
Academy for Nonprofit Excellence	Kim Bowman, Program Academy Manager (lbailey@tcc.edu) 757-822-1159	
TV Jobs.com	admin@tvjobs.com	
Hampton Roads List	www.hamptonroadslist.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com/	
CRC Community Partners	Kelly Jackson (Kelly.jackson@whro.org) 757.889.9415	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Director Broadcast and Digital Media

Recruitment source that referred the hiree: Doug Weiss, COO - Internal Posting

Date Vacancy Opened: May 7, 2014

Filled: September 8, 2014

Total number of persons interviewed for the vacancy: 7

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	1
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Diversity, Disability and Veteran's Networks	Terence Parham (757.543.2958)	
Careerbuilders.com	Sandra Gongales 1.757.528.4071	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
ECPI College of Technology Virginia Beach Site Eushekia Carr (671-7171, ext. 55260) IT Internships Kelly Fielder	Patricia Mirani (pmirani@ecpi.edu) (55356) IT/Network Security, IT/Computer Pgming Business Systems Administration	
ECPI College of Technology Newport News Site	Erin Bucchingnano (ebucchingnano@ecpi.edu)	
Strayer University	Kimberly Moseley (547.6075/6076)	

700 Independence Pkwy, Suite 400 Chesapeake, VA 23320	Learning Resource Center Manager mose@strayer.edu	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
Regent University	Grace M. Alegre (galegre@regent.edu) 757.352.3746 Alumni & Career Services Coordinator School of Communications & the Arts	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
Listserve	PRADO@listserv.sys.edu	
PBS Connect Job Board	Connect.pbs.org	
TV Jobs.com	admin@tvjobs.com	2
Hampton Roads List	www.hamptonroadslist.com	
Christopher Newport University Center for Career Planning	www.myinterfse.com/cnu.job Margaret Morrison (Margaret.morrison@cnu.edu)	
Virginia Association of Broadcasters (VAB) Job Line	Vabonline.com	
Daily Press	Shannon Lavender (757.247.4663) SLavender@dailypress.com	
Careerbuilder.com	Shannon Lavender (757.247.4663) SLavender@dailypress.com	2
The Media Match Team	info@media-match.com	
CareerBoard.com	Marsean Randall (mrandall@careerboard.com)	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Graphic and Production Artist

Recruitment source that referred the hiree: Hamptonroads.com

Date Vacancy Opened: August 8, 2014

Filled: September 24, 2014

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	2
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Hamptonroads.com	Terence Parham 1.757.446.2958	1
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
Smartrecruiters.com		
Strayer University 700 Independence Pkwy, Suite 400 Chesapeake, VA 23320	Kimberly Moseley (547.6075/6076) Learning Resource Center Manager mose@strayer.edu	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
Regent University	Grace M. Alegre (galegre@regent.edu)	

	757.352.3746 Alumni & Career Services Coordinator School of Communications & the Arts	
Careerboard.com	Marsean (Sean) Randall (216.763.0844, ext. 1206) mrandall@careerboard.com	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
Media Match	Mediamatch.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Instructional Designer
 Recruitment source that referred the hiree: WHRO Website
 Date Vacancy Opened: July 14, 2014
 Total number of persons interviewed for the vacancy: 11

Filled: October 1, 2014

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Hamptonroads.com	Terence Parham 1.757.446.2958	1
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
Regent University Alumni & Career Services Coordinator School of Communications & the Arts	Grace M. Alegre (galegre@regent.edu) 757.352.3746	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman (757.889.9431) Shannon.bowman@whro.org	2

Christopher Newport University Center for Career Planning	www.myinterfse.com/cnu.job Libby Westley (libby.westley@cnu.edu)	
Virginia Association of Broadcasters (VAB) Job Line	Vabonline.com	
ODU Career Management Center	Odu-csm.symplicity.com/employers	2
E-Learning Heroes	Mitzi Fehl Seward (757.889.9113)	
iNACOL	Mitzi Fehl Seward (757.889.9113)	6

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Sales Representative

Recruitment source that referred the hiree: WHRO Social Media Website

Date Vacancy Opened: November 4, 2014

Filled: January 5, 2015

Total number of persons interviewed for the vacancy: 3 phone screenings, 2 in person interviews

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Richards 1.757.889.9371	2
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2000 (Carlos Coleman)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Carlos Coleman 1.757.446.2000	3
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Dana Bright 1.757.446.2000	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
ECPI College of Technology Virginia Beach Site Cliff Copely (671-7171, ext. 55260)	Patricia Mirani (pmirani@ecpi.edu) (55356) IT/Network Security, IT/Computer Pgming Business Systems Administration	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman (shannon.bowman@whro.org)	
CareerBoard.com	Sean Randall 206.763.00844	
Academy for Nonprofit Excellence	Lillian Bailey, Program Manager	

	lbailey@tcc.edu 757-822-1170	
TV Jobs.com	admin@tvjobs.com	
Christopher Newport University Center for Career Planning	www.myinterfse.com/cnu.job Margaret Morrison (Margaret.morrison@cnu.edu)	
Virginia Association of Broadcasters (VAB) Job Line	Vabonline.com	
Mediamatch	www.media-match.com	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Annual Fund Officer

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: November 17, 2014

Filled: January 5, 2015

Total number of persons interviewed for the vacancy: 6 in Person, 1 Phone

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	2
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
LISTSERV PRADO List	Phillip Perdue submitted for posting	2
Strayer University 700 Independence Pkwy, Suite 400 Chesapeake, VA 23320	Kimberly Moseley (547.6075/6076) Learning Resource Center Manager mose@strayer.edu	
The Career Engineer - Francina Harrison http://MyTCEnow.com	Francina Harrison (Francina@tcenow.com)	
Regent University	Grace M. Alegre (galegre@regent.edu) 757.352.3746 Alumni & Career Services Coordinator School of Communications & the Arts	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	

Academy for Nonprofit Excellence TCC Regional Workforce Development Center 700 College Drive; Suffolk, VA 23435	Lisa Peterson (lpeterson@tcc.edu) 757-822-1170	2
MediaMatch.com		
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu 757.594.7047	
ODU CareerLink	Odu-csm.symplicity.com/	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Project Manager

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: December 9, 2014

Filled: February 23, 2015

Total number of persons interviewed for the vacancy: 11

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	2
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	2
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	1
Hamptonroads.com www.HREW.com	Terence Parham 1.757.446.2958	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
Regent University Alumni & Career Services Coordinator School of Communications & the Arts	Grace M. Alegre (galegre@regent.edu) 757.352.3746	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman (757.889.9431) Shannon.bowman@whro.org	1

Christopher Newport University Center for Career Planning	www.myinterfse.com/cnu.job Libby Westley (libby.westley@cnu.edu)	
ODU Career Management Center	Odu-csm.symplicity.com/employers	
E-Learning Heroes	Mitzi Fehl Seward (757.889.9113)	
iNACOL	Mitzi Fehl Seward (757.889.9113)	5
Facebook	Terence Parham (757.543.2953)	
Linkedin	Terence Parham (757.543.2953)	
Diversity, Disability and Veteran's Networks	Terence Parham (757.543.2953)	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Instructional Designer
 Recruitment source that referred the hiree: WHRO Website
 Date Vacancy Opened: December 9, 2014
 Total number of persons interviewed for the vacancy: 10

Filled: February 25, 2015

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	2
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	1
Hamptonroads.com www.HREW.com	Terence Parham 1.757.446.2958	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
The Career Engineer Francina Harrison	info@thecareerengineers.com	
Regent University Alumni & Career Services Coordinator School of Communications & the Arts	Grace M. Alegre (galegre@regent.edu) 757.352.3746	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman (757.889.9431) Shannon.bowman@whro.org	1

Christopher Newport University Center for Career Planning	www.myinterfse.com/cnu.job Libby Westley (libby.westley@cnu.edu)	
ODU Career Management Center	Odu-csm.symplicity.com/employers	
E-Learning Heroes	Mitzi Fehl Seward (757.889.9113)	
iNACOL	Mitzi Fehl Seward (757.889.9113)	5
Facebook	Terence Parham (757.543.2953)	
Linkedin	Terence Parham (757.543.2953)	
Diversity, Disability and Veteran's Networks	Terence Parham (757.543.2953)	

*Entitled to Notification

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Educational Services Sales Representative
 Recruitment source that referred the hiree: SoftwareSalesJobs.com
 Date Vacancy Opened: January 9, 2015
 Total number of persons interviewed for the vacancy: 5

Filled: April 7, 2015

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510 HREW.com, Facebook, LinkedIn, Twitter, The Diversity, Disability and Veteran's Networks	classifieds@pilotonline.com 1.757.446.2958 (Terence Parham)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Terence Parham 1.757.446.2958	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
Daily Press & CareerBuilder	Christina Mackrow (757) 528-4071 cmackrow@tribpub.com	
ECPI College of Technology Virginia Beach Site Courtney Walker (671-7171, ext. 55253)	Patricia Mirani (pmirani@ecpi.edu) (55356) IT/Network Security, IT/Computer Pgming Business Systems Administration	
The Career Engineer Francina Harrison	info@thecareerengineers.com	

WHRO's Facebook & Twitter Home Pages	Shannon Bowman (shannon.bowman@whro.org)	
CareerBoard.com	Sean Randall 206.763.00844	
Academy for Nonprofit Excellence	Lillian Bailey, Program Manager (lbailey@tcc.edu) 757-822-1170	
Christopher Newport University Center for Career Planning	www.myinterfse.com/cnu.job Michael Henle (757) 594-8887 Michael.henle@cnu.edu	
SoftwareSalesJobs.com	Stephen Marcus 408.372.5184 stephen@softwaresalesjobs.com	3
EdSurge, Inc.; 1801 Murchison Drive, Suite 220 Burlingame, CA 94010	Amy McHugh (amy@edsurge.com) 1.415.806.1046	
ODU CareerLink NACElink	employers@odu.edu Odu-csm.symplicity.com/employers	
www.resume-library.com Indeed, ZipRecruiter, juju, glasdoor, jobtome, topUSAJobs.com, myjobhelper, workcircle, Yakaz, JobTonic, jobisjob, geebo, jobrapido careerbliss, backpage.com trovit	Hayley Goddard (1.800.672.6706) h.goddard@resume-library.com	2

*Entitled to Notification

ATTACHMENT B

MENU OPTION ACTIVITIES

Station WHRO-TV has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
4	Events sponsored by educational institutions relating to broadcasting careers.	<p>Education for older students remains the province of WHRO Education. WHRO's Online Course Service has developed 22 online, textbook-independent high school courses. A seven-week Online Teaching Methodology Courses are regularly refreshed to align with current Virginia Standards of Learning and new courses are currently in development. In addition, three new eTextbooks are also in production for the current school year.</p> <p>With 10,000 enrollments in 2014, Virtual Virginia, a program of the Virginia Department of Education, features nearly 50 online Advanced Placement, world language, core academic, and elective courses. WHRO is the state Operations Center providing housing, contracting, and instructional design services, help desk support, video streaming and other virtual staffing.</p>

		<p>WHRO welcomed twelve of the area's most creative minds into our studio May 9, 2015 for the WHRO Young Storytellers Awards Show and Reception, an event that congratulates local children for writing and illustrating their own original stories. This year marked the 21st year WHRO has held a writers and illustrators contest for students in Kindergarten through fifth grade. Over 400 entries were received this year.</p> <p>In partnership with United Way and their program United for Children, WHRO was host to twenty rising 5th graders from Tidewater Park Elementary School, which serves students from one of the poorest neighborhoods in South Hampton Roads. WHRO welcomed students for Friday activities that included a hands-on tour of the station and digital storytelling training.</p>
5	Internship Program	<p>As part of its community commitment to serve the public, WHRO works with colleges and high schools in and out of the area offering a number of unpaid internship opportunities. Again during this reporting period, WHRO sponsored 32 college and high school internships and externships. The interns were placed in a variety of WHRO departments such as Television Programming and Production, Development, The WHRO Center for Regional Citizenship, Engineering, Master Control, Online Media, Information Technology, Radio, Music and Art Journalism and Educational Services. We hosted a Hampton University student during the summer of 2014 as a summer intern through the Virginia Association of Broadcasters.</p>

		(VAB) paid internship program. During May 2015 WHRO's Director of Children Services hosted an ODU English Language Center Externship Student from Japan for three weeks. WHRO's Internship Program is an on-going effort throughout the year.
8	Training Program	The Human Resources Officer and Staff Accountant attended job related and compliance seminars and webinars during this period related to the Affordable Care Act and Employment Law Updates, Employment and Benefit Laws seminars sponsored by our insurance broker, local legal firms and the local chapter of the Society for Human Resource Management. Some Staff attended the PBS Annual Conference in Austin, Texas in May 2015. The HR Officer who serves on the PMBA Board and the PMBA Board Content Committee will attend the PMBA Annual Conference in Washington, DC May 26 – 29, 2015. WHRO's CFO will also attend.
11	Community events designed to inform/educate public of broadcasting careers.	<p>WHRO's Raising Readers Literacy Van, a cheerful, brightly colored vehicle featuring children's favorite PBS characters toured throughout our broadcast region. Inside the van, children find age appropriate books and games. The van made 57 visits during this period.</p> <p>WHRO in partnership with Old Dominion University hosted its Annual Great Computer Challenge. The GCC is a competition for students in grades K-12 to demonstrate their skills in various computer applications and computer programming, including Graphic Arts, Desktop Publishing, Music Composition, Desktop Presentations, Web Design, Integrated Applications and JAVA. Over 200 teams of 3-5 students participated in the challenges this year.</p>

		<p>WHRO's website has over 1,000 unique page visits a day and 351,730 unique visits annually and had 1,224,986 podcast downloads in 2014.</p> <p>WHRO and Landmark Communications collaborated to produce and televise the 8th annual Virginian-Pilot Spelling Bee. Hosted by WHRV's Another View Host, Barbara Hamm Lee, 45 of Hampton Roads' finest young spellers competed in the live broadcast on our television channel TV15. WHRO's Executive Producer of "Another View" hosted a panel discussion and question and answer session following the screening of "The Book of Negroes" which was presented by Black Entertainment Television and Hampton University in February 2015.</p>
14	<p>Management/Staff training in equal employment opportunity and career development training.</p>	<p>Rights, Responsibilities, and Policies in the Workplace. October 2014 WHRO's Executive Producer, Barbara Hamm Lee; Producer, Lisa Godley and HR Officer, Sherby Wilks attended the area's 1st Annual Eastern Virginia Regional Diversity & Inclusion Conference sponsored by the Hampton Roads Diversity and Inclusion Consortium.</p> <p>April 27, 2015, Kristina Vaquera, an attorney, with the local Firm of Jackson Lewis LLP whose practice focuses exclusively on labor and employment counseling and litigation. She provided onsite supervisory training for 28 participants. The training was HR 101 For Managers: Managing Your Workforce While Avoiding Legal Claims. She presented on (1) What's Happening at the EEOC, (2) Diversity and Inclusion, (3) Wage and Hour Refresher, and (4) Social Networking.</p>