

WTVR
EEO PUBLIC FILE REPORT
June 1, 2012 - May 31, 2013

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Director	3-4, 13-14, 18, 20, 22, 33-34	3
Account Executive	2, 4-14, 16-19, 21-34	34
Multi Media Journalist	2, 4-14, 16-19, 21-34	18
News Producers	2, 4-14, 16-19, 21-34	18
Associate Producer	2-14, 16-19, 21-34	33
Traffic Manager	2-19, 21-34	15
Account Executive	1-19, 21-34	34
News Reporter/Anchor	1-19, 21-34	34
Director of Interactive Sales	1-19, 21-34	34
News Producer	1, 3-14, 16-19, 21-30, 32-34	18
Associate Producer	1, 3-14, 16-19, 21-30, 32-34	33
Account Executive	1, 3-14, 16-19, 21-30, 32-34	34
Photojournalist	1, 3-14, 16-19, 21-30, 32-34	18
Multi Media Journalist	1, 3-19, 21-30, 32-34	34

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Broadcasting & Cable Virginia Email : ZMajma@nbmedia.com n/a n/a	N	0
2	Career Board 23245 Mercantile Road Beachwood, Ohio 44122 Phone : 216-763-0822 Email : trice@careerboard.com Toby Rice	N	0
3	Dolan Media Management 3 North Court Street Frederick, Maryland 21701 Phone : 301-668-1511 Email : Dolan@smartrecruit.com Tom Dolan	N	4
4	ECPI 555 Greenwich Road Virginia Beach, Virginia 23462 Phone : 757-671-7171 Karen Robinson Manual Posting	N	1
5	George Mason 4400 University Drive Fairfax, Virginia 22030 Phone : 703-993-2600 Linda Harber Manual Posting	N	0
6	James Madison University 800 S. Main Street Harrisonburg, Virginia 22807 Phone : 540-568-6211 Yohna Chambers Manual Posting	N	0
7	Job Bank North Carolina Career Services Manual Posting	N	0

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8	KAUT/KFOR 444 E. Britton Road Oklahoma City, Oklahoma 73114 Phone : 405-424-4444 Email : kforjobs@localtvllc.com Alecia Metscher	N	0
9	KDVR/KWGN KDVR 100 E. Speer Blvd Denver, Colorado 80203 Phone : 303-595-3131 Email : mercedes.romero@kdvr.com Mercedes Romero	N	0
10	KFSM 318 North 13th Street Fort Smith, Arkansas 72901 Phone : 479-783-3131 Email : debby.etzkorn@kfsm.com Eileen Mazurkiewicz	N	0
11	KSTU 5020 West Amelia Earhart Drive Salt Lake City, Utah 84116 Phone : 801-532-1300 Email : janet.gray@fox13now.com Janet Gray	N	0
12	KTVI/KPLR TV 2250 Ball Drive St Louis, Missouri 63146 Phone : 314-213-2222 Email : kristal.pruett@tvstl.com Kristal Pruett	N	0
13	MediaLine P O Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : mark@medialine.com Mark Shilstone	N	0
14	Randolph Macon P O Box 5005 Ashland, Virginia 23005 Phone : 804-752-3712 Email : PamelaCox@rmc.edu Pam Cox	N	0

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15	Spots n Dots Virginia 23230 Email : ads@spotsndots.com Emily McKay	N	6
16	Tidewater Community College 1700 College Crescent Princess Anne Bldg Room A-105 Virginia Beach, Virginia 23453 Phone : 757-822-7228 Email : bbrock@tcc.edu Babi Brock	N	0
17	TVB 3 East 54th Street 10th Floor New York, New York 10022 Phone : 1-212-935-5631 Email : tiphany@tvb.org Tiphany Jones	N	0
18	TVJobs.com P O Box 4116 Oceanside, California 92052 Phone : 877-988-9808 Email : jobs@tvjobs.com Mark Holloway	N	9
19	University of Virginia 914 Emmet Street Charlottesville, Virginia 22904 Phone : 434-982-0123 Marion Hollow Manual Posting	N	0
20	Va State University 1 Hayden Drive Petersburg, Virginia 23806 Phone : 1-804-524-5000 Email : djohnson@vsu.edu Donna Johnson	N	0
21	Va Tech Southgate Center 1st Floor (0318) Blacksburg, Virginia 24601 Phone : 540-231-6241 Christie Lowe Manual Posting	N	0

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22	VAB 630 Country Green Lane Charlottesville, Virginia 22920 Phone : 434-977-3716 Amy Shaw Manual Posting	N	0
23	Virginia Commonwealth University P O Box 842511 Richmond, Virginia 23284 Phone : 804-828-1645 Email : khhartwell@vcu.edu Katherine Hartwell	N	1
24	WGHP 2205 Francis Street High Point, North Carolina 27263 Phone : 336-841-8888 Email : becky.austin@wghp.com Becky Austin	N	0
25	WHNT 200 Holmes Avenue Huntsville, Alabama 35801 Phone : 256-535-2150 Email : nonda.sloan@whnt.com Nonda Sloan	N	0
26	WHO TV 1801 Grand Avenue Des Moines, Iowa 50309 Phone : 515-242-3500 Email : mary.phares@whotv.com Mary Phares	N	0
27	WITI TV 9001 N. Green Bay Road Milwaukee, Wisconsin 53209 Phone : 414-586-2206 Email : julie.bednarek@fox6now.com Julie Bednarek	N	0
28	WJW Fox 8 TV 5800 S. Marginal road Cleveland, Ohio 44103 Phone : 216-431-8888 Email : susan.pace@fox8.com Susan Pace	N	0

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29	WNEP 16 Montage Mountain Road Moosic, Pennsylvania 18507 Phone : 570-346-7474 Email : debbie.drechin@wnep.com Debbie Drechin	N	0
30	WQAD TV 3003 Park 16th Street Moline, Illinois 61265 Phone : 309-764-8888 Email : molly.mayfield@wqad.com Molly Mayfield	N	0
31	WREG-TV 803 Channel 3 Drive Memphis, Tennessee 38103 Phone : 901-543-2138 Email : eeo@wreg.com Krysten Scott	N	0
32	WTKR/WGNT WTKR News Channel 3 720 Bousch Street Norfolk, Virginia 23501 Phone : 757-446-1000 Email : pamela.hall@wtkr.com Pamela Hall	N	0
33	WTVR 3301 W. Broad Street Richmond, Virginia 23230 Phone : 804-254-3683 Betty Muoio Manual Posting	N	15
34	WTVR - Employee Referral 3301 W. Broad Street Richmond, Virginia 23230 Phone : 804-255-3683 Email : bmuoio@wtvr.com Betty Muoio	N	19
TOTAL INTERVIEWS OVER REPORTING PERIOD:			55

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/1/2012	Establishment of an intern program designed to assist members of the community	We employed two interns in our Dayle Dunn Community Advisory Internship program starting June 1 for 13 weeks to obtain experience in our News Department and experience the field of journalism	2	Intern Intern
2	7/1/2012	Participation in events sponsored by community groups	One of our anchors attended the RADIO ONE - Health Wealthy Wise Expo held at the Richmond Raceway Complex in Richmond VA. She spent several hours as one of the day's emcees as hundreds of people gathered, many of whom noted they were CBS 6 viewers, to work out and learn about ways to improve their lives.	1	Anchor
3	7/9/2012	Establishment of an intern program designed to assist members of the community	Philip Kingori, Intern from ECIP Electronics & Engineering Technology (July 9-August 17) completed 135 hours - the amount of hours necessary for an internship at WTVR. Philip was instructed on how the station operates and how the news is transmitted to our viewers.	1	Intern/Engineering
4	7/11/2012	Sponsorship of events in the community designed to increase public awareness	Visited the Chester Family YMCA Summer Camp Program to educate the children on how weather is forecasted and transmitted to our viewers.	1	Meteorologist
5	7/20/2012	Participation in events or programs sponsored by educational institutions	Chief Meteorologist, Zach Daniel threw out the first pitch for the Richmond Flying Squirrel's game as a way of getting up and close with the fans in Richmond, Va to encourage them to watch CBS 6 and learn about the weather conditions in the area.	1	Chief Meteorologist
6	8/1/2012	Establishment of an intern program designed to assist members of the community	Saheni Henry, was supervised and mentored in the field of earth and related sciences as part of an accredited program including scholarship programs.	1	Meteorologist
7	8/9/2012	Sponsorship of events in the community designed to increase public awareness	CBS- honored advertisers at the Bowtie Cinema, Richmond, VA as part of the contingent meeting advertisers and others as the new CBS line-up was rolled out. Questions were answered and stories were told.	2	Anchor Anchor

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8	9/10/2012	Establishment of an intern program designed to assist members of the community	We employed two interns in our Dayle Dunn Community Advisory Internship program for the 2012 Fall season to obtain experience in our News Department and experience the field of journalism media as it is transmitted to the public.	2	Intern Intern
9	9/20/2012	Participation in events sponsored by community groups	Zach Daniel, Chief Meteorologist, was a guest speaker at Gandy Elementary School, Colonial Trail Elementary, Springfield Park Elementary, Ridge Elementary and Echo Lake Elementary to help young folks learn the ups and downs of weather conditions and conveying those conditions to the public through WTVR CB6 weather broadcasting.	1	Chief Meteorologist
10	10/4/2012	Participation in events or programs sponsored by educational institutions	Attended Trevvett Elementary - 4th grade, October 4, 2012 to help the children better understand how we convey weather predictions to our viewers.	1	Meteorologist
11	10/5/2012	Sponsorship of events in the community designed to increase public awareness	Two of our anchors were guests at the Paredes Breast Cancer Awareness Luncheon held at the Jefferson Hotel in Richmond Virginia. The event was hosted by Stephanie Rochon, Anchor, as part of the CBS-6 contingent demonstrating our commitment to breast cancer awareness and prevention.	2	Anchor Anchor
12	10/10/2012	Participation in Job Fairs	Attended ECPI Career Fair held October 10, 2012 in order to educate attendees as to the ways our TV station spreads news to the public.	1	Operations Manager
13	10/15/2012	Sponsorship of events in the community designed to increase public awareness	Attended Dinwiddie Elementary School 4th graders to try and explain to them how weather is forecasted and transmits predictions to our viewers.	1	Meteorologist
14	10/15/2012	Sponsorship of events in the community designed to increase public awareness	One of our anchors appeared on CNN promoting the expertise and CBS-6 staff and political acumen in the Senate race between Timothy Kaine and George Allen. He spoke at length about the nuances of the race.	1	Anchor

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15	11/14/2012	Participation in Job Fairs	Two of our employees attended Virginia State University 2012 Mass Comm, Sales & Sport Management Career Expo held November 14, 2012 at Virginia State University to share information about the wide range of careers and opportunities within our organization and recruiting students for internship and employment opportunities.	2	Sales Business Manager
16	11/15/2012	Participation in events or programs sponsored by educational institutions	Attended a session at Thomas Jefferson Elementary School to help the children better understand how we convey weather predictions to our viewers.	1	Meteorologist
17	11/17/2012	Participation in events sponsored by community groups	Several of our anchors attended/hosted the annual Christmas Mother Auction to raise funds for the local Christmas Mother program which supports needy area families at holiday time with food and gifts.	2	Anchor Anchor
18	12/1/2012	Participation in events sponsored by community groups	Numerous employees from the station attended and/or participated in the annual WTVR-CBS6 Christmas parade. Thousands turned out for this event.	2	Anchor Anchor
19	12/11/2012	Establishment of training programs for station personnel	Two of employees attended a Refresher Course for Local TV employees to better understand the concepts of recording personnel adjustments within the company as well as outreach to recruiting agencies.	2	Business Manager Human Resources
20	12/14/2012	Establishment of training programs for station personnel	Attended ECPI Advisory Board Meeting on December 14, 2012 in order to prepare for the upcoming year to be able to educate attendees in regards to television coverage.	1	Operations Manager
21	1/4/2013	Establishment of an intern program designed to assist members of the community	We had one intern from VCU Mass Comm . He graduates in May and wants to direct and has directed for Charlottesville Public Access and filled in on the production crew. March 8, 2013, this intern will become a part time production assistant with WTVR-CBS6	1	Intern

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22	1/10/2013	Participation in events sponsored by community groups	One of our News Anchors emceed a recognition banquet for winners of the "Boomer It List" honor, an annual event co-sponsored by CBS 6, honoring local people who have made contributions to the community and who have made a difference. She also wrote the nine profiles of the honorees featured in Boomer Magazine.	1	Anchor
23	1/14/2013	Establishment of an intern program designed to assist members of the community	We had two interns hired for 150 hours internship through our Dayle Dunn Internship Program. Both completed their period of training in our News Department and one has since been hired as a part time production assistant.	2	Intern Intern
24	1/16/2013	Sponsorship of events in the community designed to increase public awareness	Carrie Rose, Meteorologist, conducted a weather center tour for Catherine Kern's elementary students to explain the effects of weather and how we keep up with what is happening.	1	Meteorologist
25	2/2/2013	Participation in events or programs sponsored by educational institutions	One of our anchors was an emcee for the Metropolitan Business League Awards Banquet. The MBL represents minority contractors in the Richmond region. It's annual awards banquet honors several in the areas of Entrepreneur of the Year and Trail Blazer.	1	Anchor
26	2/6/2013	Participation in events sponsored by community groups	Several of our News Room personnel attended our annual Healthy Life Style Expo held February 4 in downtown Richmond. This event helps the community learn about good health behaviors and our employees greeted and met lots of our audience.	4	Reporter/Anchor Reporter/Anchor Reporter/Anchor Meteorologist
27	2/8/2013	Participation in events sponsored by community groups	One of our anchors served as emcee for The Legal Information Network Cancer "it's in the Bag" Fundraiser. This annual event raises money for LINC's services. The non-profit provides free legal services to cancer patients.	1	Anchor

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28	2/16/2013	Participation in events or programs sponsored by educational institutions	One of our anchors was an emcee for the Jack & Jill Cotillion. This event raises money for Jack & Jill Programs that help expose minority children to the arts and community service, as well as build social graces.	1	Anchor
29	2/23/2013	Participation in events sponsored by community groups	One of our anchors served as a station representative for the "Women and Wellness" event. This annual event for the Massey Cancer Center raises money for cancer research at Massey and educates women about women's cancers.	1	Anchor
30	3/1/2013	Sponsorship of events in the community designed to increase public awareness	Carrie Rose, one of our Meteorologist, went to Oak Grove/Bellemeade Elementary School to read to the children. This is part of the "Read Across America" program.	1	Meteorologist
31	3/16/2013	Sponsorship of events in the community designed to increase public awareness	Carrie Rose, one of our Meteorologist, attended a Climate Summit meeting at George Mason University representing CBS6 and explaining how weather impacts our daily routine.	1	Meteorologist
32	3/30/2013	Participation in Job Fairs	Our Operations Manager attended the ECPI Career Fair held March 30, 2013 to explain the possibilities of performing in the broadcasting industry. She returned with several resumes and has given to different departments within the station.	1	Operations Manager
33	4/11/2013	Participation in Job Fairs	Participated as an exhibitor in a Career/College Fair at Ephesus Junior Academy Gymnasium, setting up table displays and talking to students about their profession. We talked with them in regards to getting into the Broadcasting field.	2	Anchor Business Manager