

WVIR, WVIR-CD
EEO PUBLIC FILE REPORT
June 1, 2022-May 31, 2023

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
<i>Digital News Editor</i>	4,10,13,16,19,47,48	19
Sports Multimedia Journalist	4,10,13,19,47	19
Media Coordinator	4,10,13,16,19,47,48	10
Meteorologist	4,13,16,19,47,48	13
Account Executive	4,10,13,19,47	47
Account Executive	4,10,13,19,47	47
Multimedia Journalist	4,10,13,16,19,47,48	4
Multimedia Journalist	4,10,13,16,19,47,48	19
Multimedia Journalist	4,10,13,16,19,47,48	10
Technical Media Producer	4,13,16,19,47,48	47
Technical Media Producer	4,13,16,19,47,48	19
Technical Media Producer	4,13,16,19,47,48	13
Technical Media Producer	4,13,16,19,47,48	19
Technical Media Producer	4,10,16,19,47,48	10
Sunrise News Anchor	4,10,13,16,19	13
Multimedia Journalist	4,10,13,16,19,21,47,48	21
Multimedia Journalist	4,10,13,16,19,21,47,48	19
Account Executive	4,10,13,19,21,47,48	4
Account Executive	4,10,13,19,21,47,48	19
Multimedia Journalist	4,10,13,16,19,47,48	19
Multimedia Journalist	4,10,13,16,19,47,48	21

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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	American Meteorologist Society 45 Beacon St. Boston, MA 02108 Allison Silva (860)413-1215 allison.silva@communitybrands.com	No	0
2	American University 4400 Massachusetts Ave. NW Washington, DC 20016 https://app.joinhandshake.com/login	No	0
3	American University of Black Journalists Washington, DC www.theblackprintau.com americanuabj@gmail.com	No	0
4	Career Builder 200 N. LaSalle St. Suite 1100 Chicago, IL 60601 www.Careerbuilder.com	No	12
5	Charlottesville Albemarle Technical Center (CATEC) 1000 Rio Rd. E. Charlottesville, VA 22901 Shannon Tomlin stomlin@k12albemarle.org	No	0
6	Charlottesville Chamber of Commerce 209 5th Street NE, Charlottesville, VA 22902 https://business.cvillechamber.com/login Ann Marie Hohenberger 434.295.3141	No	0
7	CharlottesvilleJobNetwork.com The Daily Progress 685 West Rio Road, Charlottesville, VA 22901 (434)978-7202 classifieds@dailyprogress.com	No	0
8	C-Ville Weekly 308 E. Main St., Charlottesville, VA 22902 Gabby Kirk Account Executive 434-817-2749 Ext 36 salesrep@c-ville.com	No	0
9	Daily Progress 685 West Rio Rd. Charlottesville VA 22901 dhubbard@dailyprogress.com 434-978-7288	No	0
10	Employee Referral Current and former NBC29 employees	No	21

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	George Washington University 800 21st Street, NW Marvin Center, Suite 505 Washington, DC 20052 oci@gwu.edu www.gwu.joinhandshake.com	No	0
12	George Washington University Association of Black Journalists 805 21st St. NW. Ste. 400 Washington, DC 20052 Cheryl Thompson thompsonc@gwu.edu gwuabj@gmail.com	No	0
13	Gray TV Careers Gray.tv/careers jobs@gray.tv	No	35
14	Greene County Record 113 Main St. Stanardsville, VA 22973 (540) 672-1266	No	0
15	Hampton University 100 Queen St. Hampton, VA 23668 alumni@hamptonu.edu	No	0
16	Handshake 225 Bush St Ste 1200 San Francisco, CA 94104 http://joinhandshake.com	No	7
17	Howard University Georgia Ave NW Washington, DC 20060 C. Dudley, cdudley@howard.edu (202) 238-2330	No	0
18	Howard University Association of Black Journalists Armour J Blackburn University Center Ste. 122 Washington, DC 20059 Sydney Williams sydneywilliams347@gmail.com Jennifer Thomas jennifer.thomas@howard.edu howarduabj@gmail.com	No	0
19	Indeed 201 W 5th St. Austin, TX 78701 www.indeed.com	No	38
20	James Madison University 800 South Main St. Harrisonburg, VA 22807 Charles Turner turnercc@jmu.edu (540)932-3545	No	0
21	LinkedIn 2029 Stierlin Ct Ste. 200, Mountain View, CA 94043 www.linkedin.com Kevin Good (312) 999-4780 kgood@linkedin.com	No	13
22	Longwood University 201 High St, Farmville, VA 23909 Katie Trammell brankleykd@longwood.edu www.app.joinhandshake.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, MD 20742 (301) 405-0248 info@nabjcareers.org http://www.nabj.org/	No	0
24	National Association of Black Journalists – Hampton University Student Chapter 546 E. Queen St. Hampton, VA 23668 Nicholas Johnson nickjohnson916@gmail.com Wayne Dawkins wayne.dawkins@hamptonu.edu nabjhu@gmail.com	No	0
25	National Association of Hispanic Journalists 1050 Connecticut Ave NW 10th Floor Washington, DC 20036 (888) 281-9066 http://www.nahj.org/	No	0
26	National Lesbian & Gay Journalist Association 2120 L St NW Suite 850, Washington, DC 20037 (202) 588-9888 info@nljja.org http://www.nlgja.org/	No	0
27	PVCC Workforce Services 600 College Dr. Charlottesville, VA 22902 (434) 961-5354 www.pvccjobnet.com	No	0
28	Richmond Times Dispatch 300 E. Franklin St. Richmond, VA 23219 (804) 649-6000 content@richmond.com	No	0
29	Richmond Times Dispatch Online 300 E. Franklin St. Richmond, VA 23219 http://www.richmond.com/edition/	No	0
30	Robbins Staffing 1445 E. Rio Road, Ste 102, Charlottesville, VA 22901 Holly Bell Staffing Coordinator (434) 295-9770	No	0
31	Society of Broadcast Engineers – Local Chapter 60 13603 Quail Meadows Lane Midlothian, VA 23112 (804) 744-2104 Scott Parker (804) 744-2104 whtghst1@gmail.com	No	0
32	Society of Broadcast Engineers – Local Chapter 78 708 Bradford Circle Salem, VA 24153 (540) 983-1762 Dan Ullmer (540) 983-1762 dullmer@blueridgepbs.org www.sbe78.org	No	0
33	Society of Broadcast Engineers – Local Chapter 54 WHRO 811 Graydon Avenue , Norfolk, VA 23507 Chris Gunnufsen (757) 889-9394 chris.gunnufsen@whro.org	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	The News Virginian 1300 W. Main St. Waynesboro, VA 22980 (540) 949-8213 http://www.dailyprogress.com/newsvirginian	No	0
35	The Roanoke Times 201 Campbell Ave. SW, Roanoke, VA 24011 (800) 346-1234 customer@roanoke.com http://www.roanoke.com/	No	0
36	TVJobs P.O. Box 4116, Oceanside, VA 92052 (800) 374-0119 info@tvjobs.com http://www.tvjobs.com/	No	0
37	University of Maryland Association of Black Journalists 7765 Alumni Dr., College Park, MD 20742 Daniel Oyefusi danoyefusi@gmail.com Cassandra Clayton cclayto1@umd.edu	No	0
38	University of North Carolina 153A Country Club Rd., Chapel Hill, NC 27514 https://careers.unc.edu/students/resources/handshake	No	0
39	University of Virginia Media Studies Program 217 Wilson Hall, Charlottesville, VA 22904 William Little wgl2h@virginia.edu https://mediastudies.virginia.edu/	No	0
40	University of Virginia 1101 Millmont St., Charlottesville, VA 22904 Benjamin Klotz bdk3ax@virginia.edu https://app.joinhandshake.com/schools/121	No	0
41	UVA AlumniJobs Charlottesville, VA https://alumni-virginiacsm.symplicity.com/employers	No	0
42	Veterans Job Listing jobs@purpleplacement.com www.veteransjoblistings.com	No	0
43	Virginia Association of Broadcasters 250 West Main St. Suite 100, Charlottesville, VA 22902 Christina Sandridge (434) 977-3716 www.vabonline.com	No	0
44	Virginia Commonwealth University 907 Floyd Avenue Room 143, Richmond, VA 23284 (804) 828-1645 careers@vcu.edu https://careers.vcu.edu/	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
45	Virginia State University Johnson Memorial Library, Petersburg, VA 23806 (804) 524-5211 careerservices@vsu.edu	No	0
46	Virginia Tech – Hokies4Hire 925 Prices Fork Rd., Blacksburg, VA 24061 Lisa Boothe vt@myinterfase.com https://www.myinterfase.com/vt/employer	No	0
47	WVIR-TV/NBC29 Recruitment TV Ads 503 E Market St Charlottesville, VA 22902 Laura Serbon, laura.serbon@nbc29.com www.nbc29.com	No	5
48	WVIR-TV/NBC29 Website 503 E Market St., Charlottesville, VA 22902 Wendi Moore wmoore@nbc29.com www.nbc29.com	No	5
49	ZipRecruiter 1453 Third St. Promenade Suite 335, Santa Monica, CA 90401 (877) 252-1062 https://www.ziprecruiter.com/	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			136

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participated in Job Fair	On 3/29/23, the Local Sales Manager, General Manager, 3 account executives, news director, and sales assistant attended and manned the WVIR table at the Piedmont Valley Community College's 2023 spring job fair. Numerous students met with these individuals about future employment with the station.
2	Participate in events sponsored by the community groups interested in broadcast employment issues	<p>On 11/9/22, two high school tech groups from CBIC attended a station tour and observed a newscast as part of their technology courses.</p> <p>On 1/19/23, a junior high school class from William Monroe High School also were given a tour and were able to observe the noon news cast as it was live on air. These students were very interested in the technical and on-air presence of the station broadcast.</p> <p>On 2/23/23, a group of students from the journalism class at Piedmont Valley Community College were given a station tour and observed the production of the news cast during our 4pm news and saw the behind the scenes of our multimedia journalists' daily duties to produce each news story.</p>
3	Internship program	On 3/28/23, a Northwestern University student began an internship with our news department. This student was able to produce, edit, and broadcast their stories just as they would in the broadcast industry. The student has gained useful information and skills to further their career in broadcast journalism.
4	Participated in EEO training to management level personnel	On 4/20/23, The office manager, general manager, local sales manager, and news director attended the EEO webinar training provided by Joan Stewart from Wiley Rein LLP, on behalf of Gray Media.