

WCVE(FM), WCVE(TV), WCVW(TV)
EEO PUBLIC FILE REPORT
06/01/10-5/31/11¹

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

| Job Title | Recruitment Sources (RS) Used to Fill Vacancy | RS Referring Hiree |
|----------------------------------|--|---------------------------|
| Social Media Manager | 1-5, 12, 20, 27 | 5 |
| Corporate Sponsorship Consultant | 1-4, 6, 12, 20, 27 | 5 |

¹ This Report covers the period of May 23, 2010 – May 22, 2011.

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II. MASTER RECRUITMENT SOURCE LIST (MRS�)

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|---|---|---|
| 1 | Richmond Times Dispatch Michelle Gillison, PO Box 27775 Richmond, VA 23261-7775 (804)649-6597 | N | 3 |
| 2 | www.timesdispatch.com | N | 0 |
| 3 | Station website | N | 1 |
| 4 | Internal Posting | N | 0 |
| 5 | Employee Referral | N | 3 |
| 6 | Non-Employee Referral | N | 0 |
| 7 | Virginia State University Dr. Rob Turner Box 9410, Petersburg, VA 23806 (804)524-5211. | N | 0 |
| 8 | Virginia Union University Joseph Lowe 1500 North Lombardy, Richmond, VA 23220 (804)257-5656, | N | 0 |
| 9 | Virginia Commonwealth University – Career Center 907 Floyd Ave. Richmond, VA 23284-9026 (804)828-1645. | N | 0 |
| 10 | Virginia Association of Broadcasters Newsletter Publisher 630 Country Green Lane Charlottesville, VA 22902 (434)977-3716. | N | 0 |
| 11 | AARP Carolyn Creighton 1806 Chantilly St., Suite 100 Richmond, VA 23230. (804)355-3842. | N | 0 |
| 12 | CPB Jobline Corporation for Public Broadcasting 401 Ninth St., NW Washington, DC 20004. Serena Wyckoff – 202-879-9764 http://stations.cpb.org/jobline | N | 0 |
| 13 | Charlottesville Weekly 106 E Main St. Charlottesville, VA 22902 (434)817-2749 | N | 0 |

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| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|--|---|---|---|
| 14 | Daily Progress 685 Rio Road W. Charlottesville, VA 22901 Dana Hubbard (434)978-7297 | N | 0 |
| 15 | The Hook 100 2nd St. NW Charlottesville, VA 22902 (434)295-8700 | N | 0 |
| 16 | Virginia Employment Commission 5211 West Broad St. Richmond, VA 23230 804-662-9614. William Walton, Office Manager. | N | 0 |
| 17 | Walk-In / Self-Referral | N | 0 |
| 18 | NAACP, Executive Director 214 E. Clay St., #302 Richmond, VA 21219 (804)643-9207. | N | 0 |
| 19 | Urban League of Greater Richmond Daniel Glenn 101 East Clay St. Richmond, VA 23219 (804)643-5724. | N | 0 |
| 20 | PBS Connect Forums (Intranet for PBS stations) | N | 0 |
| 21 | www.diversityinc.com (in conjunction with the Richmond Times Dispatch) | N | 0 |
| 22 | www.tvjerry.com | N | 0 |
| 23 | America's Job Bank and Virginia's Job Bank www.careerconnect.state.va | N | 0 |
| 24 | Virginia Association of Fund Raising Exec., Inc. PO Box 29235 Richmond VA 23242-0235 Contact-Barbara Baker 804-648-0311 | N | 0 |
| 25 | www.amfmtvonline.com | N | 0 |
| 26 | Connect Network 205 West Franklin St. Richmond, VA 23220 Contact Nancy Stutts, PHD 804-827-2164 www.connectnetwork.org/richmond/ | N | 1* |
| 27 | Craigslist.com | N | 0 |
| 28 | Hotjobs.com | N | 0 |
| 29 | Indeed.com | N | 1* |
| TOTAL INTERVIEWEES OVER 12-MONTH PERIOD | | | 9 |

* Although the SEU did not provide this source with any vacancy notices during the reporting period, an interviewee claimed to have been referred by this source.

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III. RECRUITMENT INITIATIVES

| | TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION) | BRIEF DESCRIPTION OF ACTIVITY |
|----------|---|---|
| 1 | Participate in events sponsored for or by educational institutions related to careers in broadcasting | <p>During the reporting period, two Virginia State University students each shadowed the SEU's CEO for a day to learn about public broadcasting and career opportunities in the broadcast industry.</p> <p>During the reporting period an area student shadowed the SEU's Technology Specialist as he prepared for EdTech 2011, the SEU's annual conference on educational technology. This opportunity provided the student with a glimpse into the inner workings of the SEU's Educational Services Department.</p> |
| 2 | Host internship program | <p>During the Spring 2011 semester, the SEU's General Manager recruited several students from area institutions to assist with coverage of the Spring 2011 session of the Virginia legislature. While at the SEU, the student interns were provided opportunities to learn about the operations of public broadcasting stations and to assist the SEU's journalists in their coverage of the legislative session.</p> |
| 3 | Participate in events sponsored by community organizations related to careers in broadcasting. | <p>On June 16, 2010, the SEU's VP for Public Radio gave a presentation to the Northern Neck Chamber of Commerce about public broadcasting and careers in the broadcast industry.</p> <p>On April 20, 2011, the SEU's VP for Public Radio gave a presentation to Leadership Metro about public broadcasting and careers in the broadcast industry.</p> |

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| | TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION) | BRIEF DESCRIPTION OF ACTIVITY |
|----------|--|---|
| 4 | Participate in events sponsored by or for community organizations related to careers in broadcasting | <p>During the reporting period, the following SEU personnel gave station tours to groups from local community organizations. During each of these tours, SEU personnel answered questions about public broadcasting and careers in the broadcast industry.</p> <p>On January 6, 2011, the SEU's Director of TV Programming gave a tour of the SEU's studios to a group of 12 Boy Scouts.</p> <p>On January 14, 2011, the SEU's Director of TV Programming gave a tour of the SEU's studios to a group of 15 Boy Scouts and their parents.</p> <p>On February 17, 2011, the SEU's Director of TV Programming gave a tour of the SEU's studios to a group of 10 Boy Scouts and their parents.</p> |

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| | TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION) | BRIEF DESCRIPTION OF ACTIVITY |
|----------|---|--|
| 5 | Participate in events sponsored for or by educational institutions related to careers in broadcasting | <p>During the reporting period, the following SEU personnel gave station tours to groups of students. During each of these tours, SEU personnel answered questions about public broadcasting and careers in the broadcast industry.</p> <p>On July 28, 2010, the SEU’s Director of TV Programming gave a tour of the SEU’s studios to approximately 20 students from the Stafford School.</p> <p>On August 3, 2010, WCVE’s General Manager gave a tour of the station’s studio to a group of 12 students from Chester Elementary School.</p> <p>On March 1 and 2, 2011, the SEU’s Pledge/Volunteer Coordinator gave tours of the SEU’s studios to groups of students from The Steward School.</p> <p>On May 3, 2011, the SEU’s Director of TV Programming gave a tour of the SEU’s studios to two area high school students.</p> <p>On May 9, 2011, the SEU’s Director of TV Programming and its Pledge/Volunteer Coordinator gave a tour of the SEU’s studios to a group of home schooled children and their parents.</p> |