

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

This EEO Public File Report  
June 1, 2017– May 31, 2018

## 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, 2018, the station filled the following full-time vacancies:

**Associate Producer, Public Affairs**  
**Accounting Manager**  
**Talent Manager**

**Chief Development Officer**  
**Sponsorship Content Coordinator**  
**Assistant Producer, Public Affairs**

The station interviewed a total of \_\_29\_\_ 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:

<b>Recruitment Source</b>	<b>Total Number of Interviewees Referred</b>
WHRO Website	5
Indeed	12
LinkUp	4
GlassDoor	4
ZipRecruiter	2
Monster.com	
Academy for Nonprofit Excellence	
NETA	
PMBA	
CPB Job Line	
Christopher Newport University	
Norfolk State University	

Old Dominion University CareerLink	
Careerboard.com	2
SHRM HR Jobs	
Volunteer Hampton Roads	
Chronicle of Philanthropy	
Current	

**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: Associate Producer, Public Affairs

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: June 12, 2017

Filled: July 1, 2017

Total number of persons interviewed for the vacancy: 1

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Indeed	ClearCompany (ATS)	
LinkUp	ClearCompany (ATS)	
GlassDoor	ClearCompany (ATS)	
ZipRecruiter	ClearCompany (ATS)	
Monster.com	ClearCompany (ATS)	

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Accounting Manager

Recruitment source that referred the hiree: Indeed

Date Vacancy Opened: March 7, 2017

Filled: July 5, 2017

Total number of persons interviewed for the vacancy: 6 phone screen interviews, 4 in person interviews

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	2
Norfolk State University Posted through JobTarget	<a href="http://nsu-csm.simplicity.com/">http://nsu-csm.simplicity.com/</a> (Steve Opfer 757.823.2444 at NSU)	
Academy for Nonprofit Excellence TCC Regional Workforce Development Center 700 College Drive; Suffolk, VA 23435	Lisa Peterson ( <a href="mailto:lpeterson@tcc.edu">lpeterson@tcc.edu</a> ) 757-822-1170	
Christopher Newport University Center for Career Planning Posted through Job Target	<a href="http://www.myinterfase.com/cnu.job">www.myinterfase.com/cnu.job</a> Libby Westley <a href="mailto:libbywestley@cnu.edu">libbywestley@cnu.edu</a> 757.594.7047	
ODU CareerLink Posted through JobTarget	<a href="mailto:employers@odu.edu">employers@odu.edu</a> 757.683.3823, 683.4895	
Careerboard.com Posted through JobTarget	Contact at CareerBoard is Jeffrey Tatar 704.910.8412 ext. 1712 ( <a href="mailto:jeffrey.tatar@careerboard.com">jeffrey.tatar@careerboard.com</a> )	
Indeed	ClearCompany (ATS)	4
GlassDoor	ClearCompany (ATS)	2
LinkUp	ClearCompany (ATS)	2

ZipRecruiter	ClearCompany (ATS)	
Monster	ClearCompany (ATS)	
CPB.org Jobline; 401 Ninth Street, NW Washington, DC 20004-2129 Posted through JobTarget	Carole Mah (202.879.9600) cmah@cpb.org <a href="http://www.cpb.org/jobline/listing">www.cpb.org/jobline/listing</a>	
NETA	Maryanne Schuessler (803.978.1579) Maryanne@netaonline.org	
PMBA	Kristyn Walecka 703.506.3292 kwalecka@pmbaonline.org	



### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Talent Manager

Recruitment source that referred the hiree: Indeed

Date Vacancy Opened: March 8, 2017

Filled: October 9, 2017

Total number of persons interviewed for the vacancy: 3 post phone screen interviews, 3 in person interviews

Recruitment Source	Contact	Interviewed
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	Desmond (www.njguide@gmail.com) 1.757.543.7139	
Norfolk State University Posted through JobTarget	<a href="http://nsu-csm.simplicity.com/">http://nsu-csm.simplicity.com/</a> (Steve Opfer 757.823.2444 at NSU)	
Academy for Nonprofit Excellence TCC Regional Workforce Development Center 700 College Drive; Suffolk, VA 23435	Lisa Peterson ( <a href="mailto:lpeterson@tcc.edu">lpeterson@tcc.edu</a> ) 757-822-1170	
Christopher Newport University Center for Career Planning Posted through Job Target	<a href="http://www.myinterfase.com/cnu.job">www.myinterfase.com/cnu.job</a> Libby Westley <a href="mailto:libbywestley@cnu.edu">libbywestley@cnu.edu</a> 757.594.7047	
ODU CareerLink Posted through JobTarget	<a href="mailto:employers@odu.edu">employers@odu.edu</a> 757.683.3823, 683.4895	
Careerboard.com Posted through JobTarget	Contact at CareerBoard is Jeffrey Tatar 704.910.8412 ext. 1712 ( <a href="mailto:jeffrey.tatar@careerboard.com">jeffrey.tatar@careerboard.com</a> )	2
Indeed	ClearCompany (ATS)	2
GlassDoor	ClearCompany (ATS)	1

LinkUp	ClearCompany (ATS)	
ZipRecruiter	ClearCompany (ATS)	
Monster	ClearCompany (ATS)	
CPB.org Jobline; 401 Ninth Street, NW Washington, DC 20004-2129 Posted through JobTarget	Carole Mah (202.879.9600) cmah@cpb.org <a href="http://www.cpb.org/jobline/listing">www.cpb.org/jobline/listing</a>	
NETA	Maryanne Schuessler (803.978.1579) Maryanne@netaonline.org	
PMBA	Kristyn Walecka 703.506.3292 kwalecka@pmbaonline.org	
VOLUNTEER Hampton Roads <a href="http://www.volunteerhr.org/career">www.volunteerhr.org/career</a>	Susan Pleasants (757.624.2400) <a href="mailto:spleasants@volunteerhr.org">spleasants@volunteerhr.org</a>	
Society for Human Resource Management SHRM's HR Jobs	<a href="http://hrjobs.shrm.org/jobs">hrjobs.shrm.org/jobs</a>	

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Chief Development Officer

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: July 31, 2017

Filled: October 16, 2017

Total number of persons interviewed for the vacancy: 1 Phone Screen, 3 in person interviews

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Chronicle Careers (Chronicle of Philanthropy)	Lisa Peterson ( <a href="mailto:lpeterson@tcc.edu">lpeterson@tcc.edu</a> ) 757-822-1170	
Current My jobs – Current.org	<a href="http://jobs.current.org">http://jobs.current.org</a>	
ODU CareerLink Posted through JobTarget	employers@odu.edu 757.683.3823, 683.4895	
Careerboard.com Posted through JobTarget	Contact at CareerBoard is Jeffrey Tatar 704.910.8412 ext. 1712 ( <a href="mailto:jeffrey.tatar@careerboard.com">jeffrey.tatar@careerboard.com</a> )	
Indeed	ClearCompany (ATS)	2
GlassDoor	ClearCompany (ATS)	
LinkUp	ClearCompany (ATS)	1
ZipRecruiter	ClearCompany (ATS)	
Monster	ClearCompany (ATS)	
CPB.org Jobline; 401 Ninth Street, NW Washington, DC 20004-2129 Posted through JobTarget	Carole Mah (202.879.9600) <a href="mailto:cmah@cpb.org">cmah@cpb.org</a> <a href="http://www.cpb.org/jobline/listing">www.cpb.org/jobline/listing</a>	
NETA	Maryanne Schuessler (803.978.1579) <a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	

PMBA	Kristyn Walecka 703.506.3292 kwalecka@pmbaonline.org	
Hampton Roads AFP info@afp-hr.ccsend.com	Jan Dungan (757.274.6212) admin@afp-hr.org	

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Sponsorship Content Coordinator

Recruitment source that referred the hiree: Indeed

Date Vacancy Opened: January 11, 2018

Filled: March 26, 2018

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

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Indeed	ClearCompany (ATS)	2
LinkUp	ClearCompany (ATS)	
GlassDoor	ClearCompany (ATS)	1
ZipRecruiter	ClearCompany (ATS)	2
Monster.com	ClearCompany (ATS)	

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Assistant Producer, Public Affairs & Digital Content

Recruitment source that referred the hiree:

Date Vacancy Opened: December 21, 2017

Filled: April 2, 2018

Total number of persons interviewed for the vacancy: 3 in person interviews

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Indeed	ClearCompany (ATS)	2
LinkUp	ClearCompany (ATS)	1
GlassDoor	ClearCompany (ATS)	
ZipRecruiter	ClearCompany (ATS)	
Monster.com	ClearCompany (ATS)	

## ATTACHMENT B

### MENU OPTION ACTIVITIES

Station WHRO-TV, WHRO-FM, WHRV(FM) 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>Fun Friday Showcase &amp; Photo is a student program held at WHRO through our Education Department in July 2017. We had groups of 8<sup>th</sup> graders join us from Horizon Hampton Roads. They rotated throughout the building as they received a tour of the station. Horizons Hampton Roads is a 6-week summer educational enrichment program for low-income K-8 grade public school students in Norfolk, Portsmouth, and Virginia Beach. Horizons' award-winning program has been proven to reverse summer learning loss for low-income children, instill confidence, and improve reading and math skills.</p> <p>Comments the school's Program Director passes along to us from the students:</p> <ul style="list-style-type: none"><li>• The trip to WHRO was fun. It help me learn new ways to make/edit videos. The media project was entertaining cause it got you thinking about how much change has happened overtime on the ways we make videos.</li></ul>

		<ul style="list-style-type: none"> <li>• I liked WHRO coming to talk to us and them teaching us how to do the media project. I liked how they taught us to use everything like the green screen and cameras.</li> <li>• WHRO was really fun. The best parts were seeing the records and the broadcast and getting the man Instagram and his autograph. I really loved the media project because I could show the other Horizons kids what we love to do at our Portsmouth site.</li> <li>• Going to WHRO was an awesome experience. The media project was so much fun and getting to use technology was cool. I liked that they gave us a chance to do the things that they do in a regular day.</li> </ul> <p>Online Content Manager participated in Regent University Career Fair March 27, 2018.</p>
5	Internship Program	<p>As part of its community commitment to serve the public, WHRO continues to work 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 college and high school internships and externships. The interns were placed in a variety of WHRO departments such as Television Programming and Production, Development, Community Engagement, Engineering, Master Control, Online Media, Marketing &amp; Business Development, and Educational Services.</p> <p>Our Producer, Lisa Godley, continues to mention students at Granby HS in Norfolk. November 28, 2017, 25-30 students from the PBS News Hour Student Reporting Lab</p>



		<p>at Granby HS visited WHRO. They with Editor Brandon Nance in the large edit suit for an editing presentation. They then met with Producer Kenny Hopkins for a videography presentation, Producer Joe Pitts for a TV-Video presentation and Producer Lisa Godley for a Radio presentation.</p> <p>This year as part of our internship program we have a partnership with Norfolk Public Schools' Career Development Work-Based Learning Program. Our Media Operations (Master Control) Department provided opportunities for several of their challenged students who's interested in television.</p> <p>WHRO's Internship Program is an on-going effort throughout the year.</p>
8	Training Program	<p>Several employees participated in several VAB webinars. One was "Six Things that Keep Managers up at Night" and the other was "A Primer on the FCC's Online Public Inspection File Rules for Radio Stations. Several Staff recently attended the PBS Annual Conference in New Orleans; the Accounting Manager attended the PMBA Annual Conference in Long Beach, CA. Several employees participated on January 16, 2018 in PMBA's webinar on Ownership Report and Radio Online Public File Deadlines. The HR Officer participated in PMBA's Toolkit Webinar titled "Time's Up on Sexual Harassment". WHRO hired a Talent Manager during this period. In January she developed a comprehensive new hire onboarding program which includes harassment training and other training. She</p>

		<p>provided the training in small groups to all current employees and interns. The HR Officer and Talent Manager participated in Towne Benefits webinar on HIPAA 101 Annual Certification Training on March 14, 2018. The senior management and middle management team met March 12, 2018 and the SMT presented on Strategic Planning for FY2019. Topics of discussion were talent, performance management, employee attraction and retention, business intelligence, etc.</p>
11	Community events designed to inform/educate public of broadcasting careers.	<p>The Talent Manager spoke to Hampton University ESL Advanced Class on March 20, 2018. This is part of HU's Center for Hispanic Achievement Training. She spoke on resume writing, interviewing skills, searching for a job etc.</p> <p>WHRO in partnership with Old Dominion University hosted its Annual Great Computer Challenge again this year. 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. Several years ago we added a Video Editing category to the Great Computer Challenge Senior Division.</p> <p>WHRO and Landmark Communications collaborated to produce and televise the 11<sup>th</sup> annual Virginian-Pilot Spelling Bee in February 2018, hosted by Raymond Jones. Hampton Roads' finest young spellers competed in the live broadcast on our television channel TV15.</p>

14	Management/Staff training in equal employment opportunity and career development training.	WHRO has a training agreement with Tidewater Community College Center for Workforce Solutions to provide training for our middle management team. The middle management team is currently going through a series of in-house management training on project management through webinars as well as an in person instructor. The staff was invited to attend an All Staff Tech Talk Planning session titled “Looking Beyond My Office Door – 10 Ways to have a Better Conversation. We provided remote attendance for those wanted to attend remotely.
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