



**WCVE(FM), WCVE(TV), WCVW(TV)  
AND WHTJ(TV)  
EEO PUBLIC FILE REPORT  
06/01/12 – 05/31/13**

**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

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	1
2	Richmond Times Dispatch Website – www.timesdispatch.com  Michelle Gillison, PO Box 27775, Richmond VA 23261-1775 (804)649-6715	N	0
3	Commonwealth Public Broadcasting Corporation Website – <a href="http://www.ideastations.org">www.ideastations.org</a> , Maureen Kelly 23 Sesame St., Richmond VA 23235. (804)320-1301.	N	0
4	Internal Posting – Commonwealth Public Broadcasting Corporation, Maureen Kelly ,23 Sesame St., Richmond, VA 23235. (804)320-1301.	N	1
5	Station Employee Referral	N	0
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 – <a href="http://stations.cpb.org/jobline">http://stations.cpb.org/jobline</a> Corporation for Public Broadcasting, 401 Ninth St., NW, Washington, DC 20004. Serena Wyckoff – 202-879-9764.	N	0
13	Charlottesville Weekly, 106 E Main St., Charlottesville, VA 22902 (434)817-2749	N	0
14	Daily Progress, 685 Rio Road W., Charlottesville, VA 22901 Dana Hubbard (434)978-7297	N	0

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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 – Application	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 within PBS stations – posted in job postings on system wide.	N	0
21	<a href="http://www.diversityinc.com">www.diversityinc.com</a> in conjunction with the Richmond Times Dispatch	N	0
22	TV Jerry – <a href="http://www.tvjerry.com">www.tvjerry.com</a> – website for TV jobs	N	0
23	America’s Job Bank and Virginia’s Job Bank – Posted at <a href="http://www.careerconnect.state.va">www.careerconnect.state.va</a>	N	0
24	Virginia Association of Fund Raising Exec., Inc. VAFRE, PO Box 29235, Richmond VA 23242-0235 Contact-Barbara Baker 804-648-0311	N	0
25	<a href="http://www.amfntvonline.com">www.amfntvonline.com</a> – B. Bryant –contact Website for TV and Radio type jobs	N	0
26	<a href="http://www.connectnetwork.org/richmond/">www.connectnetwork.org/richmond/</a> Connect Network, 205 West Franklin St., Richmond, VA 23220. Contact Nancy Stutts, PHD 804-827-2164	N	0
27	Craigslist – <a href="http://richmond.kijiji.com/c-PostAd">http://richmond.kijiji.com/c-PostAd</a>	N	0
28	Yahoo Hot Jobs – <a href="http://www.hotjobs.com">www.hotjobs.com</a>	N	0
29	Indeed – <a href="http://www.indeed.com">www.indeed.com</a>	N	0
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			2

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	<a href="http://www.ideastations.org">www.ideastations.org</a> <a href="https://www.facebook.com/RTLCentralVa">https://www.facebook.com/RTLCentralVa</a> <a href="https://www.facebook.com/ScienceMattersVA">https://www.facebook.com/ScienceMattersVA</a>	<p>Our website is designed to reach out to the community. Along with our facebook pages.</p>
<b>2</b>	<p>Outreach to the Community</p>	<p>Media sponsor promoting Science Matters Initiative promoted at Richmond station            Explore the Outdoors with Curious George.            Tours of the TV &amp; FM studio were given, along with educational activities related to the outdoors. Over 2000 people attended</p> <p>Ready to Learn distributed 12,477 books at Community Events in 2012 (Hispanic Day of the child, Riders for readers, Woodville &amp; Fairfield Elementary Math &amp; Science Center, RTL Healthy Habits Initiative, Central VA Regional Kindergarten Registration, Richmond Folk Festival).</p>
<b>3</b>	<p>Internship program.</p>	<p>The Social Media Manager of the Central VA recruited Interns from VCU and surrounding colleges to help during the Big Idea Challenge. One student was recruited to work during the Fall Semester of 2012 and Spring of 2013.</p> <p>The Science Matters Manager recruited an intern to help with Science Matters initiatives.</p> <p>A student from John Tyler came to observe the Director of News/Public Affairs for a day.</p>

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4	Outreach for employment.	<p>We utilize many of the online employment services to reach potential applicants.</p> <p>VP /Gen Manager of Central VA Radio attended the VSU career fair representing the VAB on 9/26/12.</p>
5	CEO outreach activities	<p>Participated in reading at numerous Elementary Schools. Hired an intern from VSU to help with the Capital Campaign and review pension expenses during May 2013 through August 2013.</p>
6	Tours	<p>Station Tours given were given to various organizations:</p> <p>CEO &amp; VP of Development gave a tour to the Summer Institute on Leadership and Public Service to 16 students on 6/29.</p> <p>Maintenance Engineering Supervisor gave a tour for students from Powhatan Junior High, from the Engineering and Student News Reporting camp on 7/25.</p> <p>Director of Programming gave a tour for the Center for Communications from Varina High School on 9/27. There were 25 juniors in broadcast production, journalism and teachers from the school</p> <p>Director of Programming gave a tour on 10/5 to Richmond Area Mensa Junior. There was one adult and 6 children.</p> <p>There were 5 cub scout tours on 10/10, 11/7, 12/12, 12/28 and 1/2/13 given by the Director of Programming that included 19 adults and 46 children from 5 different scout troops.</p> <p>Director of Major gifts gave a tour on 3/27 for Troop #5341 with 10 children and 5 adults.</p> <p>VP Gen Mgr. of Programming &amp; Production of</p>

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	<p>central VA gave a tour to Troop #1811. There were 18 Tiger Scouts.</p>
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