



**WCVE(FM), WCVE(TV), WCVW(TV)  
AND WHTJ(TV)  
EEO PUBLIC FILE REPORT  
06/01/13 – 05/31/14**

**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	6
2	Richmond Times Dispatch Website – <a href="http://www.timesdispatch.com">www.timesdispatch.com</a> (Monster.com) Michelle Gillison, PO Box 27775, Richmond VA 23261-1775 (804)649-6715	N	1
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	2
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	1
6	Non-Employee Referral	N	2
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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
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	1
25	<a href="http://www.amfimtvonline.com">www.amfimtvonline.com</a> – B. Bryant –contact Website for TV and Radio type jobs	N	0
26	<a href="http://www.ConnectVA.org/richmond/">www.ConnectVA.org/richmond/</a> VA Connect 205 West Franklin St., Richmond, VA 23220. Contact Nancy Stutts, PHD 804-827-2164	N	10
27	Craigslist – <a href="http://richmond.kijiji.com/c-PostAd">http://richmond.kijiji.com/c-PostAd</a>	N	1
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	2
30	APF Central VA – <a href="http://www.afpcentralva.org">www.afpcentralva.org</a>	N	0
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			

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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 3500 attended.</p> <p>Ready to Learn distributed 5595 books at Community Events in 2013. 16 training events attended by 1055 adults and 7,993 children. Events held (Idea Kids e Newsletter, RTL Facebook page, reading at Woodville &amp; Fairfiled Elementary, Head start Parent trainings, VA festival of the book, etc.) - 6,712 adults and 34,692 children..</p>
<b>3</b>	<p>Internship program.</p>	<p>Science Matters interns work with the Science Matters Project Manager on program development and marketing. Research and write articles for the Science Matters website. Promote Science Matters and SM Facebook through social media. Create and maintain Science Matters' You Tube channel. Certain interns who have film experience (such as</p>

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		<p>Margaret and Lauren) develop concept and film Science Matters videos for the website and write the related article. Assist at events and act as ambassadors for Science Matters.</p> <p>Student intern from University of Virginia, worked with the production team during the summer of 2013. She observed the production of VA Currents and various general productions that were being worked on.</p> <p>A student from Trinity High School came to observe for a week various departments. She met VP IT, VP Development, Pres. &amp; CEO. Met with Director of Creative Services to observe productions. Met with RTL coordinator and Science Matters Manager. Met with Programming team and Radio team. Also, met with Director of Major Gifts and a producer/director.</p>
4	Outreach for employment.	We utilize many of the online and the local newspaper for employment services to reach potential applicants.
5	CEO outreach activities	Participated in reading at numerous Elementary Schools and outreach events throughout the year.
6	Tours	<p>Director of Central VA TV Studios gave a tour to Troup 2806 for 8 scouts on 6/13/13.</p> <p>Director of TV Programming gave tours on 8/9,10/30, 12/4, 2/26 &amp; 2/27 for Tuckaway Child Development Center (15 children).Den 2 from Cub Scot Pack 876. Cub scout pack 876.Cub scout pack #828 (3 scouts).</p> <p>Senior Producer/Director gave tour to Troop 603 (20 girls and adults).</p>

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		<p>President/CEO, VP of Development, and Commonwealth Circle Mgr. gave a tour to a home school group of 25 children and adults.</p>
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