

**WCVE-FM, WCVE-TV, WBBT-FM, WWLB(FM), WNVN(DT), WCVW(DT),
WCNV(FM), WMVE(FM)
PUBLIC FILE REPORT
June 1, 2020-May 30, 2021**

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
Digital Marketing Strategist	3, 4, 12, 19	3
Multi-platform Distribution & Strategy Director	3, 4, 7-12	3
Staff Accountant	1-4, 12-18	3
Sr Web & Graphic Designer	2-5, 12, 20	3
Executive Editor, Multimedia News	1, 3, 7-9, 11, 12	3
Senior News Producer	1, 3-6, 11	5

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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 12-month period
1	Corporation for Public Broadcasting Jobline www.cpb.org/jobline	N	4
2	Indeed www.indeed.com	N	7
3	VPM Media Corporation Website vpm.org	N	9
4	Internal posting	N	5
5	Station Employee Referral	N	4
6	Non-Employee Referral	N	1
7	National Association of Hispanic Journalists (NAHJ) https://www.nahjcareercenter.com/	N	2
8	National Association of Black Journalists (NABJ) https://www.nabjcareers.org/	N	1
9	Native American Journalists Association (NAJA) http://www.naja.com/resources/job-listings/	N	1
10	Asian American Journalists Association (AAJA) https://www.aja.org/career_center	N	1
11	Current www.publicmediajobs.org	N	4
12	LinkedIn www.linkedin.com	N	5
13	Accountants Society of Virginia https://www.virginia-accountants.org/	N	1
14	Association for Financial Professionals (AFP), Commonwealth Chapter https://cafp.wildapricot.org/events	N	1
15	Virginia Society of Tax & Accounting Professionals https://www.virginia-accountants.org/	N	1
16	Ziprecruiter.com ziprecruiter.com	N	1
17	National Association for Black Accountants (NABA) www.nabainc.org	N	3
18	Parker +Lynch Aaron Bonda, Sr Recruiter Aaron.bonda@parkerlynch.com	N	5
19	American Marketing Association, Richmond, Chapter https://amarichmond.org/	N	1

TOTAL INTERVIEWEES OVER REPORTING PERIOD:

57

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Internships	<p>VPM/WCVE hosted seven interns during the Fall 2020 semester from the following schools: William & Mary, Virginia Union University, West VA University, Virginia Tech, and VCU. Five worked in News supervised by the Daily Newscast/Internship Coordinator and two worked in Digital supervised by a Digital Producer. These internships were hosted virtually and two of the interns transitioned into freelance work shortly after their internship ended.</p> <p>In the spring of 2021, VPM/WCVE hosted five interns from Virginia Tech and VCU. Four interns worked in News, one worked in Digital, and one worked in Digital News. These internships were hosted virtually and one of the Digital News interns transitioned into freelance work shortly after their internship ended.</p>
2.	Participate in Job Fairs	<p>On August 5-6, 2020, our HR Director participated in the National Association of Black Journalists-National Association of Hispanic Journalists (NABJ-NAHJ) Virtual Job Fair.</p> <p>On March 31, 2021, our HR Director participated in the Current Public Media Job Fair.</p> <p>At the events we interacted with job seekers and were available to answer questions about careers in broadcasting.</p>
3.	Provide training to personnel to ensure EEO and prevent discrimination	<p>All employees and interns participated in an online Workplace Conduct and Harassment Training in December 2020.</p> <p>VPM has developed an enterprise-wide DEI Intention and Roadmap with metrics to promote diversity, equity and inclusion focused in the areas of people, product and policy. First year areas of work include completing a content audit, continuing to review hiring practices, achieving more diverse</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
		boards, and developing diverse talent.
4.	Participate in an event/program related to methods on ensuring equal employment opportunity and preventing discrimination	<p>Our HR Director attended a virtual SHRM symposium on diversity and inclusion. Our HR Director also attended webinars such as:</p> <ul style="list-style-type: none"> - “How Talent Acquisition Leaders Can Drive DEI,” offered by GEM - “Dealing with Microaggressions and the Fallout from Them.” offered by the National Association of Black Journalists - “Field Notes from The Frontlines: The Diversity, Equity & Inclusion Movement In Public Media,” offered by Public Media For All