

**WCVE-FM, WCVE-TV, WBBT-FM, WWLB(FM), WNVN(DT), WCVW(DT),
WCNV(FM), WMVE(FM)
PUBLIC FILE REPORT
June 1, 2021-May 30, 2022**

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 News Editor	1,2,3,4,5,6,7	1
Director, Podcast Production	1,2,3,5,7,8	3
Richmond City Reporter	1,2,3,4,5,7,9	1
Multimedia Reporter	1,2,4,6,7,14,17,18	14
Communications Manager	1,3,5,10,11,12	1
Human Resources Manager	1,3,5,12,13	12
Assistant Digital News Editor	1,4,6,7	1
Editorial Producer	1,2,3,4,6,7,9,14	14
News Anchor	1,3,12,14	14
News Director	1,2,3,4,5,6,7,9,15	15
Membership Manager	1,3,4,7,16	1
Associate Producer	1,2,3,4,5,7,17,18	1
Account Executive	1,2,3,5,12,19	1
Videographer	1,2,3,5,7	3

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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	VPM Media Corporation website – Employment Opportunities on vpm.org	N	24
2	Current on publicmediajobs.org job board	N	1
3	Linkedin - www.linkedin.com	N	8
4	National Association of Black Journalists (NABJ) https://www.nabjcareers.org/	N	0
5	Connect VA online job board – connectva.org/jobs	N	2
6	National Association of Hispanic Journalists (NAHJ) https://www.nahjcareercenter.com/	N	0
7	CPB online job board – cpb.org/jobline	N	0
8	Association of Independents in Radio – online job board at airmedia.org	N	1
9	Native American Journalists Association (NAJA) http://www.naja.com/resources/job- listings/	N	0
10	PRSA – Public Relations Society of American Richmond Chapter – online job board	N	0
11	AMA – American Marketing Association Richmond Chapter – online job board	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
12	Indeed.com	N	7
13	SHRM RVA – Society for Human Resource Management Richmond Chapter – online job board	N	0
14	Employee Referral	N	13
15	URL Media – url-media.com Sara Lomax-Reese, Founder/ slr@wurdradio.com Media Network of high-performing Black and Brown media outlets to reach Black, Latinx, Asian and Immigrant communities.	N	1
16	Virginia Association of Fundraising Exec., Inc. (VAFRE) – online job board	N	0
17	Journalismjobs.com	N	1
18	Mediajobboard.com	N	0
19	VAB – Virginia Association of Broadcasters online job board	N	0
	TOTAL INTERVIEWEES OVER REPORTING PERIOD:		58

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Internships	<p>VPM/WCVE hosted 5 interns during the Summer 2021 semester from the following schools: Virginia Commonwealth University, Virginia Tech, Western Kentucky University. One worked in News supervised by the Daily Newscast Editor/Internship Coordinator, one worked in Digital supervised by a Digital Producer, one worked in Marketing/Communications supervised by Digital Marketing Specialist, one in Post-Production supervised by a Producer/Director and one in Community Engagement supervised by Community Engagement Manager.</p> <p>VPM/WCVE also hosted one high school intern for 7 weeks in Summer 2021 through the Performance for the Future Program serving Richmond City (VA).</p> <p>In the Fall 2021, VPM/WCVE hosted two interns: both from Virginia Commonwealth University. One intern worked in News supervised by the Daily Newscast Editor/Internship Coordinator, and one worked in Music supervised by our Program Director.</p> <p>In the Spring 2022, VPM hosted 3 interns from the following schools: Virginia Commonwealth University and Virginia Tech. One intern worked in News supervised by the Daily Newscast Editor/Internship Coordinator, one worked in Music supervised by our Program Director and one worked in Content Production (TV News) supervised by the Host of Focal Point.</p>
2.	Participate in Job Fairs	<p>On March 31, 2021, VPM and HR Director participated as a Village sponsor in partnership with NPR. We hosted a booth, held different sessions</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
		focused on cover letter coaching, Do's & Don'ts of Creating a Demo Reel, Acing the Interview, Q&A on Public Media Opportunities and interviewed potential candidates sharing our job opportunities.
3.	Provide training to personnel to ensure EEO and prevent discrimination.	<p>All employees and interns participated in CPB's online Workplace Conduct and Harassment Training in June, July and August 2021.</p> <p>In addition, all staff have participated in two additional DEI training days with Yolanda Avent, offered by Avent Diversity Consulting. The training modules were: Self Awareness & DEI – Identity, Context and Leadership Parts 1 & 2.</p>