

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

This EEO Public File Report
June 1, 2016– May 31, 2017

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, 2017, the station filled the following full-time vacancies:

Audience Services Representative
Donor Support Coordinator
Donor Relations & Stewardship Coordinator
Education Specialist
Online Content Producer
Data Architect
Multi-Platform Sponsor Coordinator

E-Learning Manager
Social Media Specialist
Grants & Initiative Development Manager
Creative Services Specialist
Director, Radio Program & Audience Strategy

The station interviewed a total of 44 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:

Recruitment Source	Total Number of Interviewees Referred
Internal Posting/Employee Referral	8
WHRO Website	12
New Journal & Guide (local minority owned newspaper)	
Linkedin	2
ECPI College of Technology	
www.myinterfase.com/cnu.job	
odu-csm.symplicity.com/employers	
iNACOL	2
E-Learning Heroes	

Academy for NonProfit Excellence	6
Virginia Workforce Connection	
OPPInc One-Stop Workforce Center	
Versability Resources	
WHRO Social Media Sites	
Virginia Association of Broadcasters Job Line	
Corporation for Public Broadcasting	
Association of Professional Fundraisers	
Current	
CareerBoard.com	13
Indeed.com	1
Glassdoor.com	
LinkUp	
Regent University Career Services	
College of William & Mary	
PRADO@listserv.syr.edu	
Volunteer Hampton Roads	
American Marketing Association Hampton Roads (HRama)	

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: Audience Services Representative

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: February 11, 2016

Filled: June 20, 2016

Total number of persons interviewed for the vacancy: 8

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	2
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	2
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
Academy for Nonprofit Excellence TCC Regional Workforce Development Center 700 College Drive; Suffolk, VA 23435	Lisa Peterson (lpeterson@tcc.edu) 757-822-1170	2
MediaMatch.com		
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu 757.594.7047	
ODU CareerLink	Odu-csm.symplicity.com/	
Careerboard.com	Marsean Randall (mrandall@careerboard.com)	2
Indeed.com	ClearCompany	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Donor Support Coordinator

Recruitment source that referred the hiree: Internal Posting (Hired a WHRO Volunteer)

Date Vacancy Opened: June 21, 2016

Filled: July 5, 2016

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501	Desmond (www.njguide@gmail.com) 1.757.543.7139	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
Academy for Nonprofit Excellence TCC Regional Workforce Development Center 700 College Drive; Suffolk, VA 23435	Lisa Peterson (lpeterson@tcc.edu) 757-822-1170	2
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu 757.594.7047	
ODU CareerLink	Odu-csm.symplicity.com/	
Careerboard.com	Marsean Randall (mrandall@careerboard.com)	1
Indeed.com		

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Donor Relation & Stewardship Coordinator

Recruitment source that referred the hiree:

Date Vacancy Opened: May 27, 2016

Filled: July 5, 2016

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
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 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
Academy for Nonprofit Excellence TCC Regional Workforce Development Center 700 College Drive; Suffolk, VA 23435	Lisa Peterson (lpeterson@tcc.edu) 757-822-1170	1
MediaMatch.com		
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu 757.594.7047	
ODU CareerLink	Odu-csm.symplicity.com/	
Careerboard.com	Marsean Randall (mrandall@careerboard.com)	2
Indeed.com		

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Education Specialist
 Recruitment source that referred the hiree: Internal Posting
 Date Vacancy Opened: February 11, 2016
 Total number of persons interviewed for the vacancy: 4

Filled: July 5, 2016

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
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 (www.njguide@gmail.com)	Desmond 1.757.543.7139	
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
Academy for Nonprofit Excellence TCC Regional Workforce Development Center 700 College Drive; Suffolk, VA 23435	Lisa Peterson (lpeterson@tcc.edu) 757-822-1170	
MediaMatch.com		
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu 757.594.7047	
ODU CareerLink	Odu-csm.symplicity.com/	
Careerboard.com	Marsean Randall (mrandall@careerboard.com)	2
Indeed.com	ClearCompany	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Online Content Producer

Recruitment source that referred the hire: WHRO Website

Date Vacancy Opened: May 27, 2016

Filled: August 1, 2016

Total number of persons interviewed for the vacancy: 5

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
VAB Job Line 250 West Main Street; Charlottesville, VA 22902	Vabonline.com (Website posting) 1.434.977.3716	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501	Desmond (www.njguide@gmail.com) 1.757.543.7139	
CPB.org Jobline www.cpb.org/jobline/listing	Carole Mah (202.879.9600) cmah@cpb.org	
Regent University (757) 352.3746	Grace M. Alegre (galegre@regent.edu) Alumni & Career Services Coordinator School of Communications & the Arts	
Careerboard.com	Marsean (Sean) Randall (216.763.0844, ext. 1206) mrandall@careerboard.com	2
WHRO's Facebook & Twitter Home Pages	Shannon Bowman Shannon.bowman@whro.org	
Media Match	Mediamatch.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com	
Indeed.com		1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Data Architect

Recruitment source that referred the hire: WHRO Website (Former Employee rehired)

Date Vacancy Opened: April 7, 2016

Filled: August 1, 2016

Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks (sherby.wilks@whro.org) 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans (amy.evans@whro.org) 1.757.889.9426	2
VAB Job Line 250 West Main Street; Charlottesville, VA 22902	Vabonline.com (Website posting) 1.434.977.3716	
ECPI College of Technology Virginia Beach Site Eushekia Carr (671-7171, ext. 55260) IT Internships Cynthia Johnson	Patricia Mirani (pmirani@ecpi.edu) (55356) IT/Network Security, IT/Computer Pgming Business Systems Administration	
Regent University	regent-csm.symplicity.com//employers Regent University Career Services hire@regent.edu (Contact Info)	
Indeed 177 Board Street, 6 th Floor; Stamford, CT 06901	www.indeed.com http://www.indeed.com	
CareerBoard.com	Sean Randall (216.763.0844)	1
Facebook.com	Shannon Bowman shannon.bowman@whro.org	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Multi-Platform Sponsor Coordinator

Recruitment source that referred the hire: WHRO Website (TPT Employee)

Date Vacancy Opened: June 10, 2016

Filled: 7/18/2016

Total number of persons interviewed for the vacancy: 2

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks (sherby.wilks@whro.org) 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans (amy.evans@whro.org) 1.757.889.9426	1
Indeed 177 Board Street, 6 th Floor; Stamford, CT 06901	www.indeed.com http://www.indeed.com	
CareerBoard.com	Sean Randall (216.763.0844)	1
Facebook.com	Shannon Bowman shannon.bowman@whro.org	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: E-Learning Manager

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: June 8, 2016

Filled: August 22, 2016

Total number of persons interviewed for the vacancy: 5

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	3
Regent University* Alumni & Career Services Coordinator School of Communications & the Arts	Regent-csm.symplicity.com/employers hire@regent.edu	
WHRO's Facebook & Twitter Home Pages		
Christopher Newport University Center for Career Planning	www.myinterfse.com/cnu.job Libby Westley (libby.westley@cnu.edu)	
ODU Career Management Center	Odu-csm.symplicity.com/employers	
E-Learning Heroes	Mitzi Fehl Seward (757.889.9113)	
iNACOL	Mitzi Fehl Seward (757.889.9113)	
CareerBoard.com	Marsean Randall (mrandall@careerboard.com)	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Social Media Specialist

Recruitment source that referred the hiree: CareerBoard.com

Date Vacancy Opened: July 20, 2016

Filled: October 10, 2016

Total number of persons interviewed for the vacancy: 1

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Virginia Workforce Connection Opplnc One-Stop Workforce Center	Jacqueline Rondeau (757.461.7537 X361) jrondeau@hamptonroadworks.org	
WHRO's Facebook & Twitter Home Pages		
Academy for Nonprofit Excellence	Kim Bowman, Program Academy Manager (lbailey@tcc.edu) 757-822-1159	
Glassdoor.com	http://www.glassdoor.com/job	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com/	
CareerBoard.com	Marsean Randall (mrandall@careerboard.com)	1
Hampton Roads Marketing Association (HRAMA)	http://careers.hrma.org/employers	
Regent University Office of Career Services 100 Regent University Drive; VB 23464	Lester Deane (757) 352.4926 lestdea@regent.edu	
VOLUNTEER Hampton Roads www.volunteerhr.org/career	Susan Pleasants (757.624.2400) spleasants@volunteerhr.org	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Grants and Initiative Development Manager

Recruitment source that referred the hiree: Academy for NonProfit Excellence

Date Vacancy Opened: July 20, 2016

Filled: November 7, 2016

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
WHRO's Facebook & Twitter Home Pages		
Academy for Nonprofit Excellence	Kim Bowman, Program Academy Manager (lbailey@tcc.edu) 757-822-1159	1
Glassdoor.com	http://www.glassdoor.com/job	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com/	
CareerBoard.com	Marsean Randall (mrاندall@careerboard.com)	
Hampton Roads Marketing Association (HRAMA)	http://careers.hrama.org/employers	
Regent University Office of Career Services 100 Regent University Drive; VB 23464	Lester Deane (757) 352.4926 lestdea@regent.edu	
VOLUNTEER Hampton Roads www.volunteerhr.org/career	Susan Pleasants (757.624.2400) spleasants@volunteerhr.org	
College of William & Mary	tribecareers@csm.symplicity.com	
Association of Fundraising Professionals	Kendall Suit (866) 964.2765, etc. 2756) Kendall.Struit@boxwoodtech.com	2

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Creative Services Specialist

Recruitment source that referred the hiree:

Date Vacancy Opened: February 1, 2017

Filled: March 13, 2017

Total number of persons interviewed for the vacancy: 1 (Hired Independent Contractor)

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
College of William & Mary	tribecareers@csm.symplicity.com	
Academy for Nonprofit Excellence	Kim Bowman, Program Academy Manager (lbailey@tcc.edu) 757-822-1159	
Glassdoor.com	http://www.glassdoor.com/job	
Indeed.com		
LinkUp		
Regent University	Lester Dean (757) 352.4926 Assistant Director, Career Services Alumni & Career Services Coordinator	
Careerboard.com	Sven Skakic (216.763.0836) sskakic@careerboard.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	

ODU CareerLink	Odu-csm.symplicity.com	
Virginia Wesleyan University	1.757.455.3200	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Director, Radio Program & New Audience Strategy

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: May 16, 2016

Filled: November 7, 2017

Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
Internal Posting/Employee Referral 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Current.org	YourMembership.com, Inc; Dallas, TX	2
Careerboard.com	Sven Skakic (216.763.0836) sskakic@careerboard.com	
WHRO's Facebook & Twitter Home Pages		
Media Match	Mediamatch.com	
Christopher Newport University Center for Career Planning	www.myinterfase.com/cnu.job Libby Westley libbywestley@cnu.edu	
ODU CareerLink	Odu-csm.symplicity.com	
LinkUp		
Glassdoor.com	http://www.glassdoor.com/job	
Indeed 177 Board Street, 6 th Floor; Stamford, CT 06901	www.indeed.com http://www.indeed.com	
VAB Job Line 250 West Main Street; Charlottesville, VA 22902	Vabonline.com (website posting) 1.434.977.3716	

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.	Education for older students is at the core of WHRO education. WHRO's Online Course Service has developed 22 online, textbook-independent high school courses. A seven-week Online Teaching Methodology course that teaches how to be successful in a K-12 online teaching environment are regularly refreshed to align with current Virginia Standards of Learning and new courses are currently in development. In addition, three new eTextbooks are also in production for the current school year.

		<p>Nearly 400 entries were received from aspiring artist and authors in kindergarten through 5th grade for the 21st Annual PBS KIDS GO! Writers Contest. Winners and their families celebrated at an awards ceremony and were taped reading their stories for a television show broadcast on WHRO and streamed online.</p> <p>July 2016 our Education Department hosted a group of 15 rising 2nd graders from PB Young Elementary School. They received a tour of the facilities. They visited with Annie Gilstrap, Educational Technology Manager, for Digital Storytelling as they listened to HearSay. Students shared the stories they created during the Digital Storytelling Showcase.</p> <p>November 2016 the Production Department conducted a tour for 12 students and one instructor from Norfolk State University. The students were given a brief overview by a WHRO staff member of what takes place in each TV production area. They also toured TV Master Control and the FM studios.</p> <p>March 17, 2017, Dr. Yordan Shabazz, the Media Production Instructor at Indian River High School, Virginia Beach and one of his students, Maya Reed, visited WHRO for a day of job shadowing. They were given a tour of the facilities by Rhonda Hayes, Media Operations Manager, to start the day. Maya shadowed with Producer Lisa Godley, Audio Engineer Victor Bowen taught a class in audio, and Barbara Hamm Lee gave a shout out on the air. Comment from Dr. Shabazz, “my student and I enjoyed the best job shadowing</p>
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		experience ever last Friday”.
5	Internship Program	<p>As part of its community commitment to serve the public, WHRO works 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 & Business Development, and Educational Services. Last summer WHRO’s Director, Children Services, Angie Callahan, hosted a high school intern from Norfolk Academy. She currently is hosting an Old Dominion University extern student from Japan for four weeks.</p> <p>A Granby High School student Producer Lisa is mentoring has been selected by the PBS NewsHour as a Student Reporting Labs Fellow this summer. The student will join 20 other students from across the country who are traveling to Washington, DC to work alongside public media mentors to produce original digital content and sharpen their journalism and production skills. The selection was very competitive with over 200 students participating in the program every year.</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</p>

		<p>opportunities for several of their students who are interested in television. One of the students is physically challenged.</p> <p>WHRO's Internship Program is an on-going effort throughout the year.</p>
8	Training Program	<p>Some Staff recently attended the PBS Annual Conference in San Francisco. The HR Officer is ending her term on the PMBA Board and the PMBA Board Content Committee and will attend this year's PMBA in person board meetings and Annual Conference in St. Louis May 30-June 2, 2017. The HR Officer and Staff Accountant attended our corporate law firm's annual Employment Law Update seminar October 27, 2016. HR Officer and 16 staff participated November 9, 2016, in a PMBA Webinar titled "The New Face of the Fair Labor Standards Act in 2017".</p>
11	Community events designed to inform/educate public of broadcasting careers.	<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 10th annual Virginian-Pilot Spelling Bee in February 2017, hosted by Raymond Jones. Hampton Roads' finest young spellers competed in the live broadcast on our television channel TV15.</p>

		<p>May 29, 2017 two of our Radio Staff, Barry Graham and Kathy Martin will represent WHRO at Tabb Elementary School, Yorktown at their Career Fair to talk about careers in radio and television. Grades Kindergarten through 5th grade (5 yrs-11yrs old) will participate.</p>
14	<p>Management/Staff training in equal employment opportunity and career development training.</p>	<p>WHRO has a training agreement with Tidewater Community College Center for Workforce Solutions to provide training for our middle management team. January 20, 2017 the group attended a half day in house professional development – leadership team building training (Team Building – Myers Briggs Types Indicator Led). This training was to train participants how to communicate better. The group will attend an in-house half day training on Time Management on May 31, 2017.</p>