

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

This EEO Public File Report
June 1, 2019 – May 31, 2020

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, 2020, the station filled the following full-time vacancies:

News Director
Payroll Manager
Web Developer
Educational Technology Manager
Children Services Outreach Specialist

Member Services Specialist
Major Gifts Officer
General Assignment Reporter 1
General Assignment Reporter 2
Vice President Finance

The station interviewed a total of 58 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
WHRO Website	14
Indeed	16
LinkUp	5
GlassDoor	2
ZipRecruiter	3
Monster.com	1
Current	13
PMBA Industry Job Listing	0
CareerBoard.com	1

NETA Jobline	0
National Public Radio (NPR) Job Listing	1
Virginia Association of Broadcasters (VAB)	0
CPB Jobline	0
Public Radio Program Directors Association	0
Academy for Nonprofit Excellence	1
AFP – Hampton Roads Chapter	1

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: News Director

Recruitment source that referred the hiree: NPR Job Posting

Date Vacancy Opened: April 1, 2019

Filled: July 29, 2019

Total number of persons interviewed for the vacancy: 5

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans Amy.evans@whro.org	
Indeed	ClearCompany (ATS) (415.521.3709) Renee Etcheverry (retcheverry@clearcompany.com)	
LinkUp	ClearCompany (ATS) (415.521.3709) Renee Etcheverry (retcheverry@clearcompany.com)	
GlassDoor	ClearCompany (ATS) (415.521.3709) Renee Etcheverry (retcheverry@clearcompany.com)	
ZipRecruiter	ClearCompany (ATS) (415.521.3709) Renee Etcheverry (retcheverry@clearcompany.com)	
Monster.com	ClearCompany (ATS) (415.521.3709) Renee Etcheverry (retcheverry@clearcompany.com)	
Careerboard.com Posted through JobTarget	Contact at CareerBoard is Jeffrey Tatar 704.910.8412 ext. 1712 (jeffrey.tatar@careerboard.com)	1

CPB.org Jobline; 401 Ninth Street, NW Washington, DC 20004-2129 Posted through JobTarget	Carole Mah (202.879.9600) cmah@cpb.org www.cpb.org/jobline/listing	
Public Radio Program Directors Association www.prpd.org (315.824.8226)	Heather Mazzone Heather.mazzone@whro.org	
Virginia Association of Broadcasters	www.vabonline.com 1-434-977-3716	
NPR Job Posting Heather Mazzone – heather.mazzone@whro.org	jobtransitions@npr.org	1
Current – Publicmediajobs.org	Amanda Iannuzzi (412.780.9014)	3

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Payroll Manager

Recruitment source that referred the hiree: Indeed.com

Date Vacancy Opened: August 29, 2019

Filled: October 7, 2019

Total number of persons interviewed for the vacancy: 7

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	2
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	3
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Monster	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Web Developer

Recruitment source that referred the hiree: Monster.com

Date Vacancy Opened: August 13, 2019

Filled: October 21, 2019

Total number of persons interviewed for the vacancy: 2

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	
Dice.com	1-888-321-3423	
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Monster	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Educational Technology Manager

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: May 30, 2018

Filled: September 24, 2018

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
Monster	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Children Services Outreach Specialist
 Recruitment source that referred the hiree: WHRO Website
 Date Vacancy Opened: September 11, 2019
 Total number of persons interviewed for the vacancy: 7 (Filled with internal candidate)

Filled: January 20, 2020

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	4
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Monster.com	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Member Services Specialist

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: December 3, 2019

Filled: January 27, 2020

Total number of persons interviewed for the vacancy: 9 (Filled with internal candidate)

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	3
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	4
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
Monster.com	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Major Gifts Officer

Recruitment source that referred the hiree: Hampton Roads AFP

Date Vacancy Opened: August 6, 2019

Filled: January 27, 2020

Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Monster.com	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Academy for Nonprofit Excellence Center for Workforce Solutions	Amanda Lloyd (757.822.1170) www.AcademyForNonprofitExcellence.org	1

AFP (Association of Fundraising Professionals)	Kendall Stuit (866.964.2765, ext. 2756) Kendall.Stuit@boxwoodtech.com)	
AFP – Hampton Roads Chapter	Kenda Council (757.274.6212) info@afp-hr.org	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: General Assignment Reporter 1
 Recruitment source that referred the hiree: LinkUp
 Date Vacancy Opened: August 16, 2019
 Total number of persons interviewed for the vacancy: 10

Filled: January 27, 2020

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	3
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Monster.com	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Current – Publicmediajobs.org	Amanda Iannuzzi (412.780.9014)	6

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: General Assignment Reporter 2

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: August 19, 2019

Filled: January 27, 2020

Total number of persons interviewed for the vacancy: 7

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	2
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Monster.com	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Current – Publicmediajobs.org	Amanda Iannuzzi (412.780.9014)	4

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Vice President Finance
 Recruitment source that referred the hiree: Indeed
 Date Vacancy Opened: February 18, 2020
 Total number of persons interviewed for the vacancy: 4

Filled: May 4, 2020

Recruitment Source	Contact	Interviewed
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1
Indeed	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	2
LinkUp	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
GlassDoor	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
ZipRecruiter	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	1
Monster.com	ClearCompany (ATS) (415.449.1335) Nauma Salahuddin nsalahuddin@clearcompany.com	
Academy for Nonprofit Excellence Center for Workforce Solutions	Amanda Lloyd (757.822.1170) www.AcademyForNonprofitExcellence.org	

CPB.org Jobline 401 Ninth Street, NW Washington, DC 20004-2129	Carole Mah (202.879.9600) cmah@cpb.org www.cpb.org/jobline/listing	
PMBA www.pmbaonline.org/industryjobs	Alisa Jackson (240.844.3612) ajackson@pmbaonline.org	
NETA Website Jobline (www.netaonline.org/jobs.htm)	Jennifer Fisher (803.978.1571) jfisher@netaonline.org	

ATTACHMENT B

MENU OPTION ACTIVITIES

Station WHRO-TV, WHRO-FM, WHRV(FM) have 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.	American Graduate -Through multimedia content and promotion, WHRO highlights the work being done to help students, parents, educators, and businesses become aware of and connect with training, apprenticeships, and resources to jumpstart a career. This multi-year collaboration, in partnership with Hampton Roads Workforce Council, Virginia Ship Repair, and Tidewater Community College, promotes the advantages and opportunities provided by skilled careers. Through community engagement, events and promotional campaigns, WHRO has successfully engaged the target audience and connected viable resources through partnerships.

		<p>In the Fall 2019, the Talent Manager attended Strome College of Business Management Department Seminar at Old Dominion University. This was a survey conducted from 244 undergraduate business students regarding their preferences for workplace benefits. The study investigated student opinions on employee benefits, including wellness, health, leave, career development, education and others.</p> <p>Also in the Fall 2019, Jae Sinnett, Producer/Announcer participated in Yates Middle School Charger Connection Day Event. This was a first-year initiative for John Yates.</p> <p>January 29, 2020, Raymond Jones, Producer/Announcer emceed the first Chesapeake Speakers Forum at the Chesapeake Conference Center. Jane Pauley from CBS was the speaker and Raymond did a Q&A session with Jane following his speech. Preceding that, he facilitated a journalism workshop with Jane and students from the seven Chesapeake high schools.</p> <p>February 6, 2020, Mitzi Fehl-Seward, Vice President Digital Learning, participated in Poquoson City Public Schools Career Fair.</p>
5	Internship Program	<p>As part of its community commitment to serve the public, WHRO continues to 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: Television Programming and Production,</p>

		<p>Engineering, Master Control, Grants, Educational Services and Radio Programming and Public Affairs. Some of the high schools we worked with include Norfolk Public Schools, Green Run Collegiate, Norfolk Academy and Norfolk Collegiate High School. Colleges and Universities we worked with include Old Dominion University, Regent University, Norfolk State University, College of William and Mary, Bates College, Baylor University, Onondaga Community College and Northwestern University.</p> <p>Our VP of Digital Learning and two of our Interns from Green Run Collegiate attended the GRC Internship Reception Dinner on June 11, 2019.</p> <p>WHRO's Sr. Producer of Projects, Lisa Godley, continues to mentor high school students at Granby HS in Norfolk.</p> <p>WHRO partners with Norfolk Public Schools (NPS) providing internship opportunities through their Transition and Career Development Program under the Division of Learning Support-Special Education Services for NPS. WHRO's Media Operations Manager, provided learning opportunities during a 9 week program for each student. WHRO's Internship Program is an on-going effort throughout the year.</p>
8	Training Program	<p>June 21, 2019, the Talent Manager attended the City of Virginia Beach Community Profile sponsored by the Virginia Employment Commission. Most of the data in the demographics profile is produced by the U.S. Census Bureau, and includes demographic characteristics such as age, race/ethnicity, and gender.</p>

		<p>July 31, 2019, the Middle Management Team participated in an offsite retreat training focused on “Are you a Manager of choice?”</p> <p>The Management Team attended a series of onsite trainings presented by Dr. David Arrington of Arrington Coaching.</p> <p>The Human Resources Officer and Talent Manager participated in HR and compliance webinars and seminars hosted by our benefits providers, Towne Benefits and as well as several legal firms.</p> <p>The Administration Officer and Talent Officer during the past several months have participated in many webinars and Zoom meetings on Employee rights on COVID-19, FFCRA and other benefit concerns hosted by Towne Benefits, SHRM, and various legal firms.</p> <p>The Administration Officer recently attended a webinar on Directing and Leading Staff at a Moment of Crisis. This was hosted by Greater Public.</p> <p>The HR Officer participated in a webinar on the Secure Act sponsored by TIAA.</p> <p>Members of the middle management team participated in several webinars hosted by PMBA, and NETA. One of the webinars was Leadership Transition: From Manager to Coach.</p>
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		All new hires and interns are required to attend Harassment and Awareness training provided by Human Resources.
11	Community events designed to inform/educate public of broadcasting careers.	<p>WHRO's Literacy Van made 50 visits across the region in 2019. Inside the van, children find age appropriate books and games. In addition, the WHRO STEM Van, equipped with 20 iPads, twelve Chromebooks, and two touch screen monitors –purchased with CPB funds, and featuring a “pop-up makerspace” made 25 visits to local festivals and events and to Title I kindergarten and 1st grade classrooms.</p> <p>WHRO in partnership with Old Dominion University hosted its Annual Great Computer Challenge during this period. 180 teams of three to five students participated in this annual competition.</p> <p>In February 2020 WHRO hosted and recorded for airing at a later date the annual Virginia Pilot/WHRO Spelling Bee.</p> <p>February 22, 2020 Jae Sinnett, Producer/Announcer participated in North Suffolk Public Library Event entitled a Harlem Night in Suffolk. The hope was to be an educational night of jazz, history. Jae was asked to participate to share music, history and stories from the Harlem Renaissance.</p>
14	Management/Staff training in equal employment opportunity and career development training	The HR Officer, Talent Manager and Payroll Manager attended the annual Employment Law Legal Update, in November 2019 presented by the stations corporate law

		<p>firm, Willcox Savage.</p> <p>The Talent Manager participated in An Employment-at-will training hosted by SHRM.</p> <p>The Talent Manager attended Hampton Roads SHRM half day workshop on January 24, 2020. Workshops she attended and received certificates of attendance were: Comprehensive Regional Workforce Analysis and Study: Strategic Recommendation for Organizations; How Human Resources is Navigating Today's Changing Workforce: A Distributor's Challenge; The Evolving Employee Value Proposition for Strategic Organizations; and Solving Regional Workforce Challenges through V3.</p> <p>The HR Officer attends the initial start of the Senior Management Team (SMT) bi-weekly meetings/currently weekly meetings to provide input and reminders of compliance on our equal employment opportunity policies and practices. WHRO does not discriminate against employees or applicants on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status or any other characteristic protected by applicable local, state or federal law.</p> <p>Senior managers and middle managers are reminded from time to time of practices that are designed to fulfill the stations commitment to diversity and to meet the applicable FCC guidelines.</p>
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		<p>The Talent Manager who resigned her full-time position the end of January was in charge of recruiting; therefore, she provided guidance to managers to include individuals representing diverse groups in internships or work-study programs designed to provide meaningful professional level experience in order to reflect the diversity of our community and further public broadcasting's commitment to education. She's currently on a limited temporary status until a new HR Manager is hired once we return from working remotely.</p> <p>This is a policy adopted by the Governing Board established in a policy to promote diversity in our workforce, management and boards, including our community advisory boards and governing boards. The Governance and Nominating Committee met on June 10, 2019 with station management and HR Staff for their annual review of the station Diversity Policy.</p>
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