

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

This EEO Public File Report
June 1, 2020 – May 31, 2021

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, 2021, the station filled the following full-time vacancies:

Assistant to the President*
Virtual Virginia E-Learning Support Specialist*
Grants and Initiatives Manager
Multi Media Marketing Producer
Animator
Social Media Specialist
News Director
Senior Studio Engineer

NOTE: The contract with WHRO's ATS System, ClearCompany, used for recruiting and tracking applicant and hiring data ended September 30, 2020. August 2020 WHRO started using the ATS through PayCom, the provider of our payroll services. It was discovered several month later after several postings that there was a glitch in the system and the positions indicated above with the * did not post to the recruitment sites built into the recruiting system which includes Indeed, Resume.com, GlassDoor and Simply Hired.

The station interviewed a total of 33 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 Career Website	7
Indeed	2

Resume.com	
GlassDoor	
Simply Hired	
Current	1
NABJ Career Center	
Virginia Association of Broadcasters (VAB)	
CPB Jobline	
ClearCompany ATS	1
Public Radio Program Directors Association	
Academy for Nonprofit Excellence	
Society of Broadcast Engineer	1
AFP – Hampton Roads Chapter	
Family/Friends Referral/Employee Referral	6
No Referral Source Listed	15

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: Assistant to the President

Recruitment source that referred the hiree: WHRO Career Website

Date Vacancy Opened: August 4, 2020

Filled: November 2, 2020

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans Amy.evans@whro.org	1
Employee referral	Director, Marketing & Communications	1
Outside friend/family referral	Bob Culkeen	1
ClearCompany ATS	Renee Etcheverry (415) 521-3709 retcheverry@clearcompany.com	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Virtual Virginia E-Learning Support Specialist

Recruitment source that referred the hiree: Company Career Website

Date Vacancy Opened: August 18, 2020

Filled: October 3, 2020

Total number of persons interviewed for the vacancy: 1 (Filled with internal candidate)

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Amy Evans 1.757.889.9426	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Grants and Initiatives Manager

Recruitment source that referred the hiree: Employee Referral – Community Engagement Officer

Date Vacancy Opened: August 8, 2020

Filed: December 28, 2020

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson (757) 889.9371 Dina.dodson@whro.org	
Academy for Nonprofit Excellence Weekly Job Alert	mblock@tcc.edu	
Indeed (416 Clicks)	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Resume.com	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Employee Referrals	Amy Houck – amy.houck@whro.org	1
Director, Marketing	Nancy Rogan – nancy.rogan@whro.org	1
Community Engagement Officer	Win Short	1
Family/Friends Referral (Board Director)		

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Multi Media Marketing Producer

Recruitment source that referred the hiree: Company Career Website

Date Vacancy Opened: October 11, 2020

Filled: December 14, 2020

Total number of persons interviewed for the vacancy: 8 (Filled with internal TPT candidate)

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson (757) 889.9371 Dina.dodson@whro.org	1
Indeed (425 clicks)	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Resume.com	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Animator

Recruitment source that referred the hiree: Company Career Website

Date Vacancy Opened: December 1, 2020

Filled: December 28, 2020

Total number of persons interviewed for the vacancy: 1 (Filled with an Independent Contractor)

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson (757) 889.9371 1.757.889.9426	1
Indeed (332 Clicks)	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Resume.com	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Social Media Specialist
 Recruitment source that referred the hiree: Company Career Site
 Date Vacancy Opened: December 8, 2020
 Total number of persons interviewed for the vacancy: 8 plus 1 declined

Filled: February 22, 2021

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson (757) 889.9371 1.757.889.9426	1
Indeed (579 Clicks)	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	2
Resume.com	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Employee Referral	Belinda Elliott – Belinda.elliott@whro.org	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: News Director

Recruitment source that referred the hiree: Internal Posting

Date Vacancy Opened: January 14, 2021

Filled: April 5, 2021

Total number of persons interviewed for the vacancy: 4 – Filled with Internal Candidate

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson (757) 889-9371 Dina.dodson@whro.org	1
Indeed (246 Clicks)	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Resume.com	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Current – Publicmediajobs.com		1
NABJ Career Center Windsor, CA 95492	Heather Mazzoni (WHRO) eric@journalismnext.com (NAJB)	
Virginia Association of Broadcasters Career Site	Vabonline.com	
CPB.org Jobline	www.cpb.org/jobline/listing	
Family/Friends Referral	Marisa Porto	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Senior Studio Engineer

Recruitment source that referred the hire: WHRO Career Website

Date Vacancy Opened: February 24, 2021

Filled: April 12, 2021

Total number of persons interviewed for the vacancy: 2 (Hired a former employee)

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson (757) 889.9371 Dina.dodson@whro.org	1
Indeed (13 Clicks)	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Resume.com	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller (800) 580.4505 Melinda.spitzmiller@paycomonline.com	
SOCIETY OF BROADCAST ENGINEERS WEBSITE	Chris Gunnufsen – chris.gunnufsen@whro.org	1
Virginia Association of Broadcasters Career Site	www.vabonline.com	

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.	<p>American Graduate: Work Like a Girl – Through multimedia content and promotion, WHRO is creating awareness of the great opportunities for your women in skilled careers. These are careers that are traditionally male oriented, such as electricians, welders, and truckers. However, they are rewarding, well-paying jobs for women that can be obtained without a college education. Through community engagement, events and promotional campaigns, WHRO has successfully engaged the target audience and connected viable resources through partnerships.</p> <p>Martha Reads: When Virginia leaders announced in March 2020 that schools across the Commonwealth would close for the remainder of the academic year due to the pandemic our early Childhood Learning team sprang into action.</p>

		<p>Since her team couldn't read to children in person, Martha Razor, manager of early childhood learning, decided to bring the stories to students virtually. Each week Martha reads stories that were submitted in previous years to our annual Young Storytellers Contest. These stories are written by local children, for children with accompanying illustrations. The digital series has been a tremendous success.</p>
5	Internship Program	<p>During the COVID-19 pandemic the WHRO staff was mostly working remotely. During the year covered by this report, Access to the building was limited, and social distancing protocols were in place to help prevent spread of the virus. Most internships were suspended, but will be resumed when it is safer to do so.</p> <p>WHRO was able to sponsor an intern for the locally producer radio program, Another View during early 2021. The intern came to us through the Next Generation Regional Internship Program. Due to the pandemic, she wasn't able to complete her internship. Her passion was designing clothing, not news or media.</p> <p>The Marketing Department sponsored an intern from Tidewater Community College. The student fulfilled 120 hours for the internship and earned 3 credit hours. He was assigned with writing content for Dimensions and the American Graduate initiative.</p>

11	Community events designed to inform/educate public of broadcasting careers.	<p>On May 15, 2021, WHRO in partnership with Old Dominion University hosted its first virtual Annual Great Computer Challenge. This was the 36th Great Computer Challenge. This is a competition where students from across the region gather to demonstrate their skills in various computer applications and programming.</p> <p>WHRO and Tribune Publishing collaborated to produce and televise the 13th Annual Virginia Media Spelling Bee. Hosted by Raymond Jones, 53 of Hampton Roads' finest young spellers, and local spelling bee champions, competed in the competition. The event was streamed live on Facebook on February 13, 2021, and the winner was scheduled to compete in the Scripps National Spelling Bee in Washington, D.C., however, the event was cancelled due to the pandemic.</p>
8 and 14	Training Program and Management/Staff training in equal employment opportunity and career development training	<p>The Administration Officer attended a LA NHRA webinar, Developing Brain Resilience During a Pandemic on June 3, 2020. She also attended a HRSHRM webinar on The opening & Reimagining the Workplace on June 10, 2020. On June 12, 2020 she attended a LA NHRA webinar on Leveraging Total Rewards Through the CoVID-19 era. She attended a Energage webinar on Emerging Stronger: 15 minutes to Better Employee Engagement. ON June 24,2020, BDO What's Next for Work: The Evolution of People, Places and productivity. On June 25, 2020, Energage Emerging Stronger: Lessons Learner/Resiliency. One June 25, 2020 LA NHRA's webinar Reimagining Workplace Culture in the Wake of Global Challenges and also on June 25 attended an AAUW webinar Black Women</p>

		<p>Leading Through an Equity Lens. On June 30, 2020, she attended BDO what's Next for Work: The Evolution of People, Places and Productivity.</p> <p>The HR Officer, Administration Officer and other staff attended NPR's webinar June 22, 2020 hosted by Keith Woods, NPR's Chief Diversity Officer. Mr. Woods hosted a conversation and shared insights he'd gained from working with media leaders on diversity matters the past 25 years.</p> <p>The Administration Officer on July 1, 2020, attended a Building Resilience Webinar which is a collaboration between Current, Greater Public Media Journalism Association (PMJA), Public Radio Program Directors (PRPD) and Mark Fuerst, Current's partner on the annual Local that works project.</p> <p>The Administration Officer attended a webinar Overview of Racial Injustices: Listen, Learn, Be Courageous hosted by DHG Dixon Hughes Goodman on July 16, 2020.</p> <p>Chief Content Officer, Administration Officer, and VP Digital Strategies attended a webinar Building Resilience Webinar on August 11, 2020, Building Resilience Diversity & Inclusion: the Leadership Level.</p> <p>Building Resilience: The Imperative of Inclusion Part 2 - July 14, 2021, 2 pm.</p> <p>The Invisible Thumbprint: How Unconscious Bias effects Programming - July 22, 2021, 12 PM</p>
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		<p>Building Resilience:Diversity & Inclusion at the Leadership Level - August 8, 2021, 2 pm</p> <p>The Imperative of Inclusion: Hiring and Retention- August 25, 2021, 2 pm</p> <p>Beneath the Surface: Race Let's Talk About It - This was a WHRO zoom event.</p> <p>The Administration Officer attended an AAUW webinar on Holding Space: How to start and continue conversations on race, equity, and inclusion on August 7, 2020, and an AAUW webinar on Is Your Perspective Inclusive on August 10, 2020. She also attended an Energage webinar Extraordinary Leaders Driving Exceptional Cultures on August 19, 2020. She attended a HRSHRM webinar What You Need to Know About the New Virginia Standard on COVID in the Workplace.</p> <p>The Community Engagement Officer attended a webinar August 19, 2020, How Can Public Media Build a Culture & Inclusion.</p> <p>The Administration Officer attended a PMBA webinar on August 19, 2020 on Leading with Empathy.</p> <p>The CEO & Administration Officer attended a webinar August 25, 2020, The Imperative of Inclusion: Hiring & Retention hosted by Current/Greater Public</p>
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		<p>The HR Officer & Administration Officer attended a HRSHRM webinar on October 7, 2020 Virginia's Employment Law Sea of Change: Practical Guidance to Navigate the Waters of Legal Compliance.</p> <p>The Administration & HR Officer attended PMBA's webinar on October 8, 2020, Guided Conversations Moving Toward Authentic Diversity and Inclusion.</p> <p>The HR Officer attended a live Teleconference with Simulcast Web Presentation, an Employment Law Legal Update, March 4, 2021 and April 29, 2021 presented by the stations corporate law firm, Willcox Savage.</p> <p>March 11, 2021 the HR Officer joined a webinar "The Match Game: Pairing People and Learning Opportunities for Personal Growth in Public Media" hosted by PMBA. She attended the Willcox Savage Employment Law Update Fall webinar October 29, 2020, Winter 2021 on January 28, 2021 and Spring Webinar on March 4, 2021. She also attended CPB OIG Lessons Learned from our Audits and Tips for Better Compliance Part 1 hosted by PMBA on April 13, 2021.</p> <p>All Staff completed by December 31, 2020, annual harassment prevention training as required by the Corporation for Public Broadcasting (CPB).</p> <p>All Staff attended virtual Unconscionable Bias Training on January 29, 2021, facilitated by Virginia Center for Inclusive Communities.</p>
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		<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> <p>The Talent Manager resigned her full-time position effective January 31, 2020. The goals of her position was to support the success and growth of the stations through recruiting, developing, and retaining top talent for all echelons of WHRO, ensuring all hiring practices are in compliance with FCC guidelines. This includes outreach involvement with colleges and universities, job niche boards, minority-based organizations. All jobs posted include the station's commitment to equal employment mission statement. The Talent Manager was responsible for reviewing the station's hiring practices and help guide departments managers with recruitment and compliance guidelines. Non-essential personnel started remote work March 16, 2020 due to the pandemic and are still in remote work mode. The position was not filled. Talent Manager stayed on in a limited temporary status through December 23, 2021.</p>
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