

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

This EEO Public File Report
June 1, 2021 – May 31, 2022

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, 2022, the station filled the following full-time vacancies:

General Assignment Reporter
Assistant Producer/Announcer
Videographer/Producer
Human Resources Generalist
Instructional Designer
Children Services Specialist
Master Control Operator
Multimedia Producer
Beat Reporter (Environmental)
Member Services Specialist

The station interviewed a total of 25 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	11
Indeed	3
Glassdoor	1
ZipRecruiter	
Simply Hired	
LinkedIn	
Facebook	1
Instagram	
PMBA	
NETA	
CPB	
Greater Public	
Virginia Association of Broadcasters (VAB)	
PMJA	
AIR	
Workplace Diversity	
Current/Public Media Jobs	
Resume.com	

NABJ Career Center	
Public Radio Program Directors Association	
Academy for Nonprofit Excellence	
Society of Broadcast Engineer	
AFP – Hampton Roads Chapter	
Handshake – NSU	
Handshake – VCU	
Handshake – ODU	
Hampton University	
ECPI	
SBE	
Family/Friends/Employee Referral	5
No Referral Source Listed	1
HRSHRM	1
Other	2

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: General Assignment Reporter
 Recruitment source that referred the hiree: Family/Friend Referral
 Date Vacancy Opened: May 7, 2021
 Filled: July 12, 2021
 Total number of persons interviewed for the vacancy: 2

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	1
Indeed (201 Clicks)	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Zip Recruiter	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Family / Friend Referral		1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Instructional Designer
 Recruitment source that referred the hiree: GlassDoor
 Date Vacancy Opened: August 26, 2021
 Filled: November 29, 2021
 Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	
Indeed (322 Clicks)	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	1
GlassDoor	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	1
Zip Recruiter	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Handshake - Norfolk State University	careerservices@nsu.edu	
Handshake - Virginia Commonwealth University	careers@vcu.edu	
Family / Friend Referral		1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Assistant Producer / Announcer

Recruitment source that referred the hire: WHRO Career Website

Date Vacancy Opened: July 6, 2021

Filled: August 9, 2021

Total number of persons interviewed for the vacancy: 4 (Filled with internal temporary part-time candidate)

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	3
Indeed (272 Clicks)	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Zip Recruiter	<u>Paycom ATS</u> Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Unknown	Source Not Identified by Applicant	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Videographer/Producer

Recruitment source that referred the hiree: WHRO Career Website

Date Vacancy Opened: October 1, 2021

Filled: November 13, 2021

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

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodosn Dina.Dodson@whro.org	1
Indeed (312 Clicks)	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
GlassDoor	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Zip Recruiter	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: Human Resources Generalist

Recruitment source that referred the hiree: Hampton Roads Society for Human Resources Management

Date Vacancy Opened: September 1, 2021

Filled: November 15, 2021

Total number of persons interviewed for the vacancy: 6

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	2
Indeed (331 Clicks)	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	1
GlassDoor	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Zip Recruiter	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Hampton Roads Society for Human Resources Management	rwoodring@hrshrm.org	1
Family/Friend/Employee Referral	Stacy Viles stacyviles@townebenefits.com	1
Family/Friend/Employee Referral	Roxanne Aichinger Roxanne.Aichinger@whro.org	1
Other	Unknown (source not identified)	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Children's Services Specialist

Recruitment source that referred the hiree: Family/Friend/Employee Referral

Date Vacancy Opened: August 11, 2021

Filled: December 28, 2021

Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	
Indeed (362 Clicks)	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	1
GlassDoor	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Zip Recruiter	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Simply Hired	Paycom ATS Melinda Spitzmiller 800-580-4505 melinda.spitzmiller@paycomonline.com	
Handshake - Norfolk State University	careerservices@nsu.edu	
Handshake - Virginia Commonwealth University	careers@vcu.edu	
Handshake - Old Dominion University	cgs@odu.edu	
Family/Friend/Employee Referral	Unknown	1
Facebook	Roxanne Aichinger Roxanne.Aichinger@whro.org	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Media Operations Specialist

Recruitment source that referred the hiree: WHRO Career Website

Date Vacancy Opened: January 2, 2022

Filled: February 19, 2022

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

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	1
Indeed (167 Clicks)	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
GlassDoor	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Zip Recruiter	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Simply Hired	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Multimedia Producer

Recruitment source that referred the hiree: WHRO Career Website

Date Vacancy Opened: January 21, 2022

Filled: February 19, 2022

Total number of persons interviewed for the vacancy: 1

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	1
Indeed (205 Clicks)	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
GlassDoor	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Zip Recruiter	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Simply Hired	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Beat Reporter (Environmental)

Recruitment source that referred the hire: WHRO Career Website

Date Vacancy Opened: December 20, 2021

Filled: March 5, 2022

Total number of persons interviewed for the vacancy: 2

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	1
Indeed (167 Clicks)	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
GlassDoor	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Zip Recruiter	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Simply Hired	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Other		1
Public Media Business Assoc. (PMBA)	1300 Piccard Dr., Suite LL14 Rockville, MD 20850 info@pmbaonline.org	
National Educational Telecommunications Assoc. (NETA)	PO Box 50008 Columbia, SC 29250 https://www.netaonline.org/form/job-listing	
Corporation for Public Broadcasting (CPB)	CPBjobline.com Carol Mah (212) 879-9600 cmah@cpb.org	
Greater Public	PO Box 303279 Austin, TX 78703-0055 https://greaterpublic.org/submit-job/	
Virginia Association of Broadcasters (VAB)	Vabonline.com (434) 977-3716	
Public Media Journalists Assoc. (PMJA)	PO Box 838 Sturgis, SD 57785 christine@pmja.org	
Facebook	Roxanne Aichinger Roxanne.Aichinger@whro.org	
LinkedIn	Roxanne Aichinger Roxanne.Aichinger@whro.org	
Instagram	Roxanne Aichinger Roxanne.Aichinger@whro.org	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Member Services Specialist

Recruitment source that referred the hiree: WHRO Career Website

Date Vacancy Opened: March 24, 2022

Filled: April 16, 2022

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

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk 23508	Aldina Dodson Dina.Dodson@whro.org	1
Indeed (167 Clicks)	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
GlassDoor	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Zip Recruiter	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.com	
Simply Hired	Paycom ATS Zachary Sandoval 877.729.7373 zachary.sandoval@paycomonline.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>Spring 2022 Career Fair Expo at Norfolk State University on March 23, 2022 – attended by 5 employees: Larry Heitzman (HR Generalist), Ginny Werner (Administration Officer), Rhonda Hayes (Media Operations Manager-Master Control), Wayla Chambo (Assistant Radio Program Director), Chuck Doud (Director Radio Program & Audience Services).</p> <p>Public Media Virtual Career Fair on March 29, 2022 – attended by 2 hiring managers for their open positions: Chuck Doud (Director Radio Program & Audience Services) and Mechelle Hankerson (News Director).</p> <p>Approximately 30 students from Norfolk Academy were give a tour of the station on May 27, 2022. This also included a discussion with one of our journalists about podcasting.</p>
5	Internship Program	<p>During this reporting period the WHRO Staff was still working remotely and building access was limited. Most internships were suspended; however, we were able to provide a limited number of internship opportunities.</p> <p>WHRO’s Marketing Department sponsored an intern from Old Dominion University’s Strome College of Business Learning from October 2021 to April 2022 and earned 3 credit hours. Internship included writing copy for social content/scheduling and copy for WHRO Voice campaign.</p> <p>WHRO’s Production Department sponsored an intern from Regent University, May 9, 2022 – July 2, 2022. Internship is approximately 96 hours and they will earn 3 credit hours.</p> <p>In coordination with Norfolk Academy’s Upper Class, WHRO sponsored three high school</p>

		interns for their Maymester Internship, May 27 – June 3. Each intern was given a separate department for shadowing – Journalism, Education, and Production.
11	Community events designed to inform/educate public of broadcasting careers.	<p>On May 14, 2022, WHRO in partnership with Old Dominion University hosted the second virtual Annual Great Computer Challenge. This was the 37th 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 14th Annual Virginia Media Spelling Bee. Hosted by Raymond Jones, 36 of Hampton Roads’ finest young spellers, and local spelling bee champions, competed in the competition. The event was streamed live on Facebook on February 19, 2022. The winner is scheduled to compete in the Scripps National Spelling Bee in Washington, D.C., on June 2, 2022.</p>
8 and 14	Training Program and Management/Staff training in equal employment opportunity and career development training	<p>The Virginia Center for Inclusive Communities (VCIC) was engaged by WHRO Public Media (WHRO) to assist the organization in advancing its goals towards increased diversity, equity, and inclusion. This engagement began with organization-wide focus groups to assess the current landscape of past and current DEI efforts, as well as employees’ perspectives, experiences, and needs.</p> <p>In total, 16 focus groups were conducted during the months of July and August, with participants split into the following categories:</p> <ul style="list-style-type: none"> • Strategic Management Team • Middle Managers • DEI Committee Members • Employees of Color • General Staff • External Community Boards <p>There were 87 unique participants, and some employees participated in multiple groups appropriate to their role. Every effort was made to ensure employees were not in a focus group</p>

		<p>with their immediate supervisor(s). Facilitators also received several emails with comments after the focus groups were completed, which was an option shared in the focus groups for those that preferred other methods of communication.</p> <p>All Staff training from VCIC on Unconscious Bias</p> <p>All Staff training presented by VCIC Staff on 12/14/21: Understanding Barriers to Effective Communication</p> <p>June 1-4, 2021: PMBA Virtual Conference attended by CFO, HR Officer, Administration Officer and Director, Corporate Support.</p> <p>January 24-26, 2022: 2022 NETA Conference and CPB Public Media Thought Leader Forum (virtual) – Attended by CEO, Chief Content Officer, Community Engagement Officer, Marketing & Communications Officer, VP of Digital Strategies, Director, Corporate Support.</p> <p>All Staff training from VCIC on 03/30/22: Creating a Sense of Belonging</p> <p>HR Generalist attended webinar, Employer Health Plan Compliance Updates: No Surprises Act & Transparency in Health Coverage, from Towne Benefits on April 19, 2022.</p> <p>HR Generalist attended webinar, Strengthening Internal DEI Communications: Expert Advice from NPR’s Whitney Maddox, from Greater Public on May 12, 2022.</p> <p>HR Generalist attended webinar, Employee Retention in Turbulent Times, from Towne Benefits on May 18, 2022.</p> <p>CPB Harassment training completed by all staff – July 2021 (due by Oct 2021)</p> <p>Radio Producer presented at Bayside Middle School Writer’s Conference on February 2, 2022.</p> <p>The Administration Officer averages one webinar a week on topics related to HR, DEI</p>
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		<p>and various ways to improve the workplace. These webinars were provided by Public Media organizations, law firms, SHRM, Chamber groups and others. Below is a list of some of the webinars she participated in during this reporting period:</p> <p>Continuing Education in HR and DEI / Ginny Werner Unconscious Bias and DEI/ Jackson Lewis Webinar, 10/6/2021 Helping People Thrive in the Now of Work/ Salesforce webinar, 10/12/2021 Setting Employee Experience Initiatives for Retention/ SHRM webinar, 10/13/2021 Reimagining the Modern Workplace/ SHRM webinar, 10/21/2021 Vision 2022: An Imperative for Public Media's Future/ Public Media for All webinar, 11/10/2021 Building Workforce Continuity Series: A Roundtable Discussion/ PMBA webinar, 12/8/2021 Re-inventing HR for The Future of Work/ SHRM webinar, 12/6/2021 Health & Wellness: Out of the Darkness Confirmation/ Public Media Learns webinar, 12/9/2021 Diversity, Equity, and Inclusion: Birds of All Feathers/ Hampton Roads Chamber of Commerce, in-person Luncheon, 12/15/2021 Hiring Outlook: Life After the Great Resignation / COX Business webinar, 12/14/2021 Serving Spanish Speakers & Latinx Communities/ Current webinar, 1/18/2022 Upgrade Your Employee Development Program In 2022 / Pilot Coach webinar, 1/20/2022 Elevating the Human Experience / Medallia webinar, 1/26/2022 Mastering Performance Management/ Bamboo HR webinar, 2/3/2022 Closing the Connection Gap: How to strengthen manager-employee</p>
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		<p>relationships/ Blueboard webinar, 2/16/2022</p> <p>2022 HR Potpourri/ Towne Benefits webinar, 2/24/22</p> <p>Allyship 101/ California State University Fullerton webinar, 3/8/2022</p> <p>Closing the Empathy Deficit/ Hampton Roads SHRM webinar/Johnny C. Taylor, 3/10/22</p> <p>The Top Five Myths about the Future of Work Debunked/ SHRM webinar, 3/17/22</p> <p>Understanding the DEI Sentiment at Your Organization / SHRM webinar, 3/21/22</p> <p>Transform the Way You Work: How To Become Future-Ready/ SHRM webinar, 4/7/2022</p> <p>Strengthening Internal DEI Communications: Expert Advice from NPR's Whitney Maddox/Greater Public webinar, 5/13/2022</p> <p>Employee Retention in Turbulent Times/ Towne Benefits webinar, 5/19/22</p>
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