

**EEO PUBLIC FILE REPORT**

**FOR**

**STATIONS**

**WWWV / WINA / WQMZ / WVAX / WCNR**

**Charlottesville, Virginia**

The EEO Public File Report  
covers the one-year period  
June 1, 2010 through May 31, 2011

# EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the Station WWWV, WINA, WQMZ, WVAX and WCNR's public file pursuant to Section 73.2080(c)(6) of the Federal Communications commission's ("FCC") rules.

During the dates of June 1, 2010 and May 31, 2011, the station filled the following full-time vacancies:

- 1) Marketing Consultant (two vacancies)
- 2) Production Director
- 3) FM Program Director

The station interviewed a total of 24 people 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:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
WWWV / WINA / WQMZ / WVAX / WCNR - Radio	6
WWWV / WINA / WQMZ / WVAX / WCNR - Websites	2
Piedmont Virginia Community College	0
FOCUS	0
NAACP	0
National Organization for Women	0
Women's Center	0
National Business College	0
Virginia Association of Broadcasters	0
Virginia Employment Commission	0
Saga Website	0
Job Fair	5
All Access	10
Word of Mouth/Other	1

Attachment A contains the following information for each full-time vacancy:

- The recruitment sources(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hire 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.

**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**  
 (Fill out for each full-time vacancy)

Job Title of Vacancy: Marketing Consultant (two vacancies)

Recruitment Source That Referred the Hire: Radio

Date Vacancy Opened: 9-1-10

Total Number of Persons Interviewed for the

Date Vacancy Filled: 11-29-10 / 11/29/10

Vacancy: 13

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
W/W/V, WINA, W/QMZ, W/VAX, WCNR	1140 Rose Hill Drive Charlottesville, VA 22903	Michelle Conner	434-220-2313	6	No
W/W/V, WINA, W/QMZ, W/VAX, WCNR – Website	1140 Rose Hill Drive Charlottesville, VA 22903	Michelle Conner	434-220-2313	2	No
Job Fair	JPJ Arena	Michelle Conner	434-220-2300	5	No

\*\*Use additional pages as needed. Do Not Put in Public File unless as part of the station's annual EEO Public File Report\*\*

**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Recruitment Source That  
 Referred the Hires: All Access  
 Total Number of Persons  
 Interviewed for the  
 Vacancy: 8

Job Title of Vacancy: Production Director  
 Date Vacancy Opened: 12-14-10

Date Vacancy Filled: 5-10-11

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviews Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
All Access Website	1140 Rose Hill Drive Charlottesville, VA 22903	Jim Principi	434-220-2300	7	No
W/W/V, WINA, WOMZ, W/VAX, W/CNR – Website	1140 Rose Hill Drive Charlottesville, VA 22903	Jim Principi	434-220-2300		
PVCC	501 College Drive Charlottesville, VA 22902	Andre Luck	434-961-5231		
FOCUS	953 Second Street SE Charlottesville, VA 22902	Jennie Shulkis	434-293-2222		
NAACP	703-C Concord Avenue Charlottesville, VA 22902	n/a	434-973-8143		
National Organization for Women	P. O. Box 5082 Charlottesville, VA 22905	Angela Bradley	434-963-0069		
Women's Center – UVA	P. O. Box 800588 Charlottesville, VA 22908	Sue Gerrans	434-982-2361		
National Business College	1819 Emmet Street Charlottesville, VA 22901	Jason Dart	434-295-0136		
VAB Website/Newsletter	600 Peter Jefferson Parkway Charlottesville, VA 22911	Marci Malinowski	434-977-3716		
VEC	P. O. Box 7466 Charlottesville, VA 22906	Wanda Johnson	434-984-7630		
Saga Website	73 Kercheval Ave., Ste. 201 Grosse Point Farms, MI 48236	Allison Koehler	313-886-7070		
Word of Mouth/Other	*****	*****	*****	1	No

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**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Recruitment Source That  
 Referred the Hires: All Access  
 Total Number of Persons  
 Interviewed for the  
 Vacancy: 3

Job Title of Vacancy: FM Program Director

Date Vacancy Opened: 3-23-11

Date Vacancy Filled: 5-2-11

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
All Access Website	1140 Rose Hill Drive Charlottesville, VA 22903	Jim Principi	434-220-2300	3	No

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## MENU OPTION ACTIVITIES

WWWV, WINA, WQMZ, WVAX and WCNR have engaged in the following outreach activities during the year covered by this report: June 1, 2010 through May 31, 2011.

Activity Classification	Type of Activity	Brief Description
5	Internship Program	Provided internship opportunities for local college students
1	Participated in the 2010 Charlottesville Community Fall Job Fair on September 29, 2010	Promoted the job fair and was present during the activities.
1	Participated in the Chamber's Annual Charlottesville Business Expo on November 2, 2010.	Promoted the job fair and was present during the activities.
12	Recruited for a Production Director	Posted recruitment ad with the following: NAACP, Natl Org of Women, Natl Bus. College, UVA Women's Center and FOCUS
1	Participated in PVCC's 27 <sup>th</sup> Annual Job Fair on March 23, 2011.	Promoted the job fair and was present during the activities.
1	Participated in the 2011 Charlottesville Community Spring Job Fair on April 27, 2011	Promoted the job fair and was present during the activities.

\*For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.