

# WWBT

## EEO PUBLIC FILE REPORT

June 1, 2017 to May 31, 2018

### I. VACANCY LIST

See Master Recruitment Source List for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Sales Assistant	1-14,30,45,47,49,50,56, 58,63	42
Digital Content Director	1-13,22,26,30,32,38,40,43,45-47,49,50,53,56-58,63	40
MMJ/Reporter	1-14,26,30,32,43,45-47,49,50,56,57,58	30
Assignment Manager	1-13,26,30,43,45,46,49,50,56,58,63	50
Success Manager	1-13,26,30,34,43,45,46,49,50,56,57,58,63	50
Success Manager	1-13,26,30,34,43,45,46,49,50,53,56,57,58,63	53
Digital Account Assistant	1-13,26,30,45,46,49,50,56,57,58	30
Executive Producer	1-13,26,30,43,45,46,49,50,56,58	30
Digital Content Producer	1-13,26,30,32,39,43,45,46,49,50,56,57,58,63	50
Marketing Content Producer	1-13,26,30,32,39,40,43,45,46,49,50,56,57,58,63	40
News Reporter/MMJ	1-13,26,30,43,45,46,49,50,56,58,63	50
IT Specialist	1-14,22,26,29,30,32,36,43,45-47,49,50,53,56-58,60,63	63
Photjournalist	1, 3-13,26,27,30,43,45,46,47,49,50,57,63	26
Photjournalist	1-13,22,26,30,43,45-47,49,50,53,56,58	30
Director or Marketing	1-13,26,30,32,34,35,39,43,45,46,49,50,53,57,58,63	30
Media Sales Consultant	1,3-13,26,30,40,44,46,49,50,53,57,63	50

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## II. MASTER LIST OF RECRUITMENT SOURCES

June 1, 2017 thru May 31, 2018

\*Sources with an asterisk (\*) denote organizations that requested notification of job vacancies

Source Number	Organization	Contact Person	Mailing/Email Address	Website	Phone Number	Number of Interviews
<b>COMMUNITY SOURCES</b>						
1.*	Hampton University	Ms. Courtney Walker	Career Center, Hampton, VA 23666		(757) 727-5331	
2.*	Howard University +	Jozanne Douglas	Career Services Office, 525 Bryant Street, N.W., Washington, DC 20059	<a href="https://howard-csm.symblicity.com/employers">https://howard-csm.symblicity.com/employers</a>	(202) 806-7513	
3.*	Norfolk State University	Nash D. Montgomery	2401 Coprew Avenue, Norfolk, VA 23504	<a href="http://nsu-csm.symblicity.com/employers/index.php">http://nsu-csm.symblicity.com/employers/index.php</a>	(757) 823-8462	
4.*	Virginia State University	Dannita Price-Program Coordinator & Career Advisor	P. O. Box 9410, Petersburg, VA 23806 dprice@vsu.edu	<a href="https://vsu-csm.symblicity.com">https://vsu-csm.symblicity.com</a>	(804) 524-6799	
5.*	NAACP	Margaret S. Johnson, Secretary	P. O. Box 25576 Richmond, VA 23260	<a href="http://www.vnaaacpp@gmail.com">www.vnaaacpp@gmail.com</a>	800-426-2227	
6.*	Virginia Commonwealth University	Ms. Kim Hammerman	University Career Center, University Student Commons, Monroe Park Campus, 907 Floyd Avenue, Room 143, Richmond, VA 23284, hammerk@vcu.edu		(804) 827-0410	
7.*	Virginia Commonwealth University School of Mass Communications	Student Services Coordinator	901 W. Main Street, P. O. Box 842034, Richmond, VA 23284-2034		(804) 827-3725	
8.*	Urban League of Hampton Rhodes, Inc.	Yvette Young	5700 Thurston Avenue, Suite 200, Virginia Beach, VA 23465	<a href="http://www.ulhr.org">www.ulhr.org</a>	(757) 627-0864	
9.*	Capital Area Training Consortium	William Seaton III, Business Development Manager	1001 N. Laburnum Avenue, Suite B, Henrico, VA 23223		(804) 228-1941	
10.*	Virginia Union University	Mildred Maree Brit	1500 Lombardy Street, Richmond, VA 23220	<a href="http://vuu-csm.symblicity.com/employers">http://vuu-csm.symblicity.com/employers</a>	(804) 257-5656	
11.*	Virginia Employment Commission		703 E. Main Street, Richmond, VA 23218	<a href="http://www.vawc.virginia.gov">www.vawc.virginia.gov</a>	(804) 786-1495	
12.*	Virginia Association of Broadcasters	Christina Sandridge	250 W. Main Street, Suite 100, Charlottesville, VA 22902	<a href="http://www.vabonline.com">www.vabonline.com</a>	(434) 977-3716	1
13.*	Randolph-Macon College	Jessica Makowicz, Assistant Director of Employer Relations & Internships	The Edge Center for Personal and Career Development, P. O. Box 5005, Ashland, VA 23005	<a href="https://www.myinterfase.com/rmc/employer/ho-me.aspx">https://www.myinterfase.com/rmc/employer/ho-me.aspx</a>	(804) 752-3227	
14	University of Richmond	Sarah B. Kuhn	Office of Alumni and Career Services, University of Richmond, VA	<a href="https://richmond-csm.symblicity.com/employers">https://richmond-csm.symblicity.com/employers</a>	(804) 289-8139	
15	George Mason College	Bernadette Davey	University Career Services	<a href="https://gmu-csm.symblicity.com">https://gmu-csm.symblicity.com</a>	(703) 993-2370	
16	James Madison University		Career and Academic Planning, Employer Relations and Recruiting Services	<a href="https://jmu-csm.symblicity.com/employers">https://jmu-csm.symblicity.com/employers</a>	(540) 568-3597	
17	Old Dominion University		Career Management Center	<a href="https://odu-csm.symblicity.com/employers">https://odu-csm.symblicity.com/employers</a>	(757) 683-4388	
18	Virginia Tech	Vickie Earlman	Smith Career Center, Washington Street & West Campus Drive (Mail Code 0128), Blacksburg, VA 24061	<a href="https://www.myinterfase.com/vt/employer">https://www.myinterfase.com/vt/employer</a>	(540) 231-6776	

19	University of Virginia	Employee Services Manager	300 Gateway Center Parkway, Richmond, VA 23235	<a href="https://virginia-csm.symplcity.com/employers">https://virginia-csm.symplcity.com/employers</a>	(434) 924-8900	
<b>ADDITIONAL SOURCES</b>						
20	WWBT On-Air Advertisement Broadcast Cable Financial Management Association	Judy Gibson	5710 Midlothian Turnpike, Richmond, VA 23225		(804) 230-2720	
21	Richmond Times Dispatch-also jobs.richmond.com	Jamie Smith	550 W. Frontage Road, Suite 3500, Northfield, IL 60093	<a href="http://www.bcfm.com">www.bcfm.com</a>	(847) 716-7000	
22	Television Weekly	Michelle Gillison	301 E. Franklin Street, Richmond, VA 23219		(804) 649-6052	
23		Marc Abrams	mabrams@crain.com		(323) 370-2415	
24	Medialine.com	Don Mathews	P. O. Box 51909, Pacific Grove, CA 93950; dmathews31@comcast.net	<a href="http://www.medialine.com">www.medialine.com</a>	(706) 364-7564	
25	RTNDA	Nicole Newsome	1600K Street, NW, Suite 700, Washington, DC 20006-2828	<a href="http://www.rtna.org">www.rtna.org</a> , <a href="mailto:NicoleN@rtna.org">NicoleN@rtna.org</a>	(202) 467-5208	
26	TVJobs.com	Mark Holloway		<a href="http://www.TVJobs.com">www.TVJobs.com</a>		3
27	B Roll Online Website	Kevin Johnson	227 6th Street, NE, Washington, DE 20002	<a href="http://www.b-roll.net">www.b-roll.net</a>	(757) 535-4459	
28	The National Press Photographers Association Job Information Bank Website	Linda D. Epstein	lepstein@ewrois.com	<a href="http://www.nppa.org">www.nppa.org</a>		
29	Society of Broadcast Engineers	Scott Jones (kjones@sbe.org)	kjones@sbe.org		(317) 253-1640	
30	Raycom Media Website	Donna Tadlock	201 Monroe St., 20th Floor, Montgomery, AL 36104	<a href="http://www.raycommedia.com/www.nbc12.com">www.raycommedia.com/www.nbc12.com</a>	(334) 206-1416	15
31	National Association of Broadcasters-Broadcast Career Link	Nate Mann, Director of Development	1771 N Street, NW, Washington, DC 20036-2891	<a href="http://www.nab.org">www.nab.org</a>	(202) 429-5498	
32	Mediabizjobs.com ++	John Stipe (info@mediabizjobs.com)	P. O. Box 95915, Seattle, WA 98145	<a href="http://www.mediabizjobs.com">www.mediabizjobs.com</a>	(206) 331-3876	
33	AdWeek Magazine (AdWeek, BrandWeek & MediaWeek)	Liz Reich	reich@adweek.com		(646) 654-5310	
34	Spots 'n Dots	Emily McKay	sales@spotsndots.com		(800) 978-7635	
35	Advertising Marketing Association		<a href="http://www.AMA.jobcontrolcenter.com/hr">www.AMA.jobcontrolcenter.com/hr</a>	<a href="https://www.ama.org">https://www.ama.org</a>	(312) 542-9000	
36	ECPI Technical College	Jeremy D. Johnson, Campout Director of Career Services	jdjohnson@ecpi.edu	<a href="http://www.ecpi.edu">www.ecpi.edu</a>	(804) 330-5533	
37	Journalismnext.com	Eric Wee	eric@mail.journalismnext.com		(703) 629-0178	
38	CharactesvilleHelpWanted.com (RegionalHelpWanted.com)	Eric P. Straus	eric@RegionalHelpWanted.com		(800) 365-8630	
39	BOZ Communications/Graeme Newell	Sandy Litzik	slitzik@bozcommunications.com		(919) 217-4438	
40	Raycom Employee				(602) 954-8373	4
41	Unsolicited Inquiry					
42	Not-Employee Referral					5
43	TVNewscheck & NetNewsCheck	Patly Hersh	phersh@newscheckmedia.com		(610) 420-6003	1
44	South Carolina Broadcasters Association	Karen Nettles	One Harbison Way, Suite 112, Columbia, SC 29712	<a href="http://www.scbn.net">www.scbn.net</a>	(803) 732-1186	
45	National Association of Hispanic Journalist	Virginia Gallindo	100 National Press Building, S24, 14th Street NW, Washington, DC 20045	<a href="http://www.nahicareercenter.com">http://www.nahicareercenter.com</a>	(202) 662-7145	
46	Asian American Journalist Association	Mr. Albert Lee	1182 Market Street, Suite 20, San Francisco, CA 94102	<a href="http://www.aaja.org">www.aaja.org</a>	(415) 346-2051	
47	Television Business Report	April McLynn	P. O. Box 6533, Woodbridge, VA 22195	<a href="http://tbr.com">http://tbr.com</a>	(813) 909-2916	
48	Strayer University	William Randolph	2820 Waterford Lake Drive, Chesterfield, VA 23112		(804) 763-6300	
49	Native American Journalist Association	Rebecca Lansberry (rebeccalansberry@naa.com)	University of Oklahoma, Gaylord College, 385TW, Lindsey Street, Norman, OK 73019-4201	<a href="http://www.naa.com">www.naa.com</a>	(405) 325-1649	
50	Internal Job Posting/Current Employee	Judy Gibson	5710 Midlothian Turnpike, Richmond, VA 23225	<a href="http://www.cwrichmond.tv">www.cwrichmond.tv</a>	(804) 230-1212	9

51	North Carolina Association of Broadcasters University of North Carolina Wilmington	Elizabeth Parker	eparker@ncbroadcast.com			(919) 821-7300	
52			careers@uncw.edu 2029 Sterlin Court, Mountain View, CA 94043			(910) 982-3174	
53	Linked In Jobs			http://www.linkedin.com		(650) 687-3600	3
54	VCU Brandcenter	Ashley Sommardahl	asommardahl@vcu.edu	www.brandcenter.vcu.edu		(804) 827-8874	
55							
56	Richmond Free Press	Cynthia Downing	classifieds@richmondfreepress.com			(804) 644-0496	1
57	TvandRadiojobs.com			www.TvandRadiojobs.com			
58	TVB.org	Arlene Fong		www.tvb.org		(212) 486-1111	
59	VCU/Raycom Career Fair						
60	Rally Point	Brandon Charters	brandon.charters@rallypoint.com	www.RallyPoint.com		(916) 606-8002	
61	BroadcastEngineering.com	Julie Dahlstrom	julie.dahlstrom@penton.com			(312) 840-8436	
62	HireVeteransFirst.com			hireveteransfirst.com			
63	Indeed.com			www.indeed.com			4
64	Monster.com	Bradley Hamilton- bradley.hamilton@monster.com				843-773-7137	
65							
	<b>TOTAL</b>						<b>46</b>

+ Used until 2/18 when website changed to Handshake and NBC12 no longer has access.  
++ No longer exists as of 4/18

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**III. SUPPLEMENTAL OUTREACH INITIATIVES**

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): June 1, 2017 – May 31, 2018

Describe Nature of Initiative:

List each upper level category job opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

During the reporting period, the station provided notice of all full-time vacancies to the Virginia Association of Broadcasters, the National Association of Hispanic Journalist, the Asian American Journalist Association, the Native American Journalist Association, Urban League of Greater Richmond/Hampton and the Richmond Chapter of the NAACP, all of which include substantial participation by women and minorities.

Names of Station Personnel involved in Initiative:

Judy Gibson - Human Resources Director/EEO Coordinator

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Date(s) of Initiative Event(s): See Below

Describe Nature of Initiative:

Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

June 5, 2017 – July 28, 2017 - Virginia Association of Broadcasters Summer Internship Program – 1 college student from the University of Richmond participated in an 8 week structured internship program in our News Department. This program offers undergraduate training in broadcasting related programs to college juniors and seniors. Station Personnel involved: Judy Gibson - Human Resources Director/EEO Coordinator, Marsha Marrow & Steven Taggart - Supervising Producers and various members of the News Department.

August 2017 – December 2017 – Virginia Commonwealth University's Robertson School of Media and Culture Internship – 3 student interns from VCU's Robertson School of Media and Culture spent the semester shadowing various members of the news staff including MMJs, reporters, production, meteorologists. The interns worked a minimum of 25 hours a week during the semester. These internships were supervised by a Journalism professor from VCU along with supervisors from WWBT.

January 2018 – May 2018 – Virginia Commonwealth University's Robertson School of Media and Culture Internship – 3 student interns from VCU's Robertson School of Media and Culture spent the semester shadowing various members of the news staff including MMJs, reporters, production, meteorologists. The interns worked a minimum of 25 hours a week during the semester. These internships were supervised by a Journalism professor from VCU along with supervisors from WWBT.

Names of Station Personnel involved in Initiative:

Judy Gibson - Human Resources Director/EEO Coordinator; Marsha Marrow & Steven Taggart – AM & PM Supervising Producers.

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Date(s) of Initiative Event(s): \_\_\_\_\_ See below \_\_\_\_\_

Describe Nature of Initiative:

Participate in events sponsored by educational institutions relating to broadcast career opportunities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

June 28, 2017 – Virginia Department of Education Work-Based Learning Conference Tour – Educators from Virginia visited the station as an example of businesses that demonstrate work-based learning strategies and best practices to better prepare Career & Technical Education students to strengthen learning opportunities and prepare them for the workplace. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator, Karla Redditte – News Anchor/Reporter.

October 5, 2017 – Virginia State University - A student from Virginia State University with a concentration in Human Resources met with WWBT's Human Resources Director to discuss careers in Human Resources. Station Personnel involved: Judy Gibson - Human Resources Director/EEO Coordinator.

November 1, 2017 – ECPI Career Fair – Attended career fair sponsored and met with students and alumni interested in careers in Broadcasting. Also promoted our Summer Internship program thru the Virginia Association of Broadcasters. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator.

November 1 & 2, 2017 – Mission Tomorrow RVA – Richmond, VA's interactive Career Exploration event for 12,000 8<sup>th</sup> grade students. This event was sponsored by the Richmond Chamber of Commerce. Representatives from WWBT helped staff this interactive event where students explored career interests. Discussed careers in Broadcasting. Station Personnel involved – Judy Gibson - Human Resources Director/EEO Coordinator, Hannah Brackett – Success Manager, Brandon Seier – Marketing Director, Christine Smith & Millie Hiner, Account Executives, Matt Neese – News Operations Manager, Tracy Lynn – Traffic Reporter, Megan Wise – Meteorologist, Rachel DePompa – Reporter, Bill Carney – Photojournalist, Willie Redd, Photojournalist, Michael Park – Creative Services Manager.

April 13, 2018 – Spring 2018 ECPI Business Advisory Board meeting – discussed preparation of graduates entering the workforce, ECPI's curriculum and how to better prepare students for the workforce, internship opportunities, industry trends, learning resources, strength and weaknesses in preparing graduates. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator.

Names of Station Personnel involved in Initiative:

See above.

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Date(s) of Initiative Event(s): See below

Describe Nature of Initiative:

Job Fairs

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

September 14, 2017 – Virginia State University – 2017 Fall Business & STEM Career Expo. Attended this event along with representatives from the Virginia Association of Broadcasters. Discussed with students the opportunities for careers in Broadcasting and opportunities at WWBT. Also discussed Virginia Association of Broadcasters Summer Internship program. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator.

September 19, 2017– Virginia Commonwealth University – School of Business Career Fair. Attended this event along with the Virginia Association of Broadcasters to promote careers in Broadcasting as well as the Summer Internship program available through the Virginia Association of Broadcasters. Station Personnel involved – Judy Gibson - Human Resources Director/EEO Coordinator.

September 26, 2017 – Virginia Union University – Career Fair – Attended this event and discussed careers in Broadcasting and opportunities for jobs and internships at WWBT. Station Personnel involved – Judy Gibson - Human Resources Director/EEO Coordinator.

Names of Station Personnel involved in Initiative:

See above.

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Date(s) of Initiative Event(s): June 1, 2017 – May 31, 2018

Describe Nature of Initiative:

Outreach Public Service Announcement

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WWBT announces on-air, on a periodic basis, that the station will send all open position postings to any qualified minority agency upon request.

WWBT Richmond, a Raycom Media Station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of our full-time job opportunity notification mailing list. If your organization is interested and you distribute job information or can provide referrals as part of your regular activity, send your request to: Human Resources Director WWBT, PO Box 12, Richmond, VA 23218.

Names of Station Personnel involved in Initiative:

Judy Gibson - Human Resources Director/EEO Coordinator

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**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): See below

Describe Nature of Initiative:

Provide training to management level personnel as to methods of ensuring equal employment opportunities and prevent discrimination.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

August 18, 2017: Equity and Inclusion Leadership Symposium - Virginia Commonwealth University, Division for Inclusive Excellence – Human Resources Director attended this all day Diversity and Inclusion symposium. Key note speakers and breakout sessions were held to offer training on diversity and inclusion. Station Personnel involved: Judy Gibson - Human Resources Director/EEO Coordinator.

October 11, 2017 – Work Smart: Aligning Talent with Business Goals – Richmond Society for Human Resource Management – 8<sup>th</sup> Annual 2017 Strategic Leadership Conference – Key note speakers and break-out sessions discussing HR Competencies, Strategy and Leadership skills. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator.

October 17, 2017 – FCC EEO Training – Raycom Media, Inc. – attended webinar on rules and requirements and duties to comply with FCC and EEO guidelines and preparation of annual EEO Public File Report. The training was conducted by Felicia Rylee of Raycom Media. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator.

November 28, 2017 – FCC EEO Training – Hannah Lepow of Covington & Burling conducted training on FCC Equal Employment Opportunity Rules and Requirements. This was facilitated thru Raycom Media, Inc. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator.

March 15, 2018 – Diversity & Inclusion Symposium, Beyond Diversity: What's Next – Richmond Society of Human Resource Management sponsored this all day event on diversity and inclusion. Key note speakers and break-out sessions. Station Personnel involved: Judy Gibson – Human Resources Director/EEO Coordinator.

Names of Station Personnel involved in Initiative:

See above.