

# WWBT

## EEO PUBLIC FILE REPORT

June 1, 2016 to May 31, 2017

### I. VACANCY LIST

See Master Recruitment Source List for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Digital Marketing Manager	1-13, 26,30,32,39,42,45,46,47,49,50,53,63, 1-13, 30,45,46,47,49,50,56,58	50 30
News Specialist	1-13,26,29-32,36,43,45-50,53,55-58,63,64	64
Broadcast Engineer	1-13,26,30,40,43,45,46,47,49,50,56,58	40
Producer	1-13,26,30,40,43,45,46,47,49,50,56,58	40
News Specialist	1-13, 30,45,46,47,49,50,56,58	30
Assistant Regional Controller	1-14,22,30,36,45-50,56,58,63	30
Master Control Operator	1-13,26,29,30,32,36,45,46,47,49,50,55,56,57,63	63
Photojournalist	1-13,24,26,27,28,30,32,43,45,46,47,49,50,58,63	50
Reporter	1-13,26,30,45,46,47,49,50,56,58,66	66
News Specialist	1-13,26,30,42,45,46,47,49,50,56,57,58	42
News Specialist	1-13,26,30,45,46,47,49,50,56,58	30
News Specialist	1-13,26,30,42,45,46,47,49,50,56,58	42
News Specialist	1-13,26,30,45,46,47,49,50,56,58,65	65
Senior Digital Sales Specialist	1-13,26,30,32,40,42,43,45,46,47,49,50,53,56,57,58,63	40
Senior Digital Sales Specialist	1-13,26,30,32,40,43,45,46,47,49,50,53,56,57,58,63	40
IT Specialist	1-13,22,29,30,32,43-50,56,57,58,63	63
Photojournalist	1-13,26,27,28,30,32,43,45,46,47,49,50,57,63	30
Traffic Coordinator	1-13,22,26,30,43,45,46,47,49,50,53,56,58,	30
News Specialist	1-13,26,30,45,46,47,49,50,56,58	30
News Specialist	1-13,26,30,45,46,47,49,50,56,58	30

# WWBT

## MASTER LIST OF RECRUITMENT SOURCES

June 1, 2016 thru May 31, 2017

\*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 *	Hampson University	Ms. Courtney Walker	Career Center, Hampson, VA 23666		(757) 727-5331	
2 *	Howard University	Kim Wells	Career Services Office, 525 Bryant Street, N.W., Washington, DC 20059	<a href="https://howard-csm.symplicity.com/employers">https://howard-csm.symplicity.com/employers</a>	(202) 806-7513	
3 *	Norfolk State University	Nash D. Montgomery Dannita Trice-Program Coordinator & Career Advisor, as of 4-7-17 contact is Joseph Lyons, Interim Executive Director of Academic Center	2401 Corprew Avenue, Norfolk, VA 23504	<a href="http://nsu-csm.symplicity.com/employers/index.php">http://nsu-csm.symplicity.com/employers/index.php</a>	(757) 823-4462	
4 *	Virginia State University	Ms Frances Robinson	P. O. Box 9410, Petersburg, VA 23806 drfice@vsu.edu 1214 W. Graham Road, Richmond, VA 23220	<a href="https://vsu-csm.symplicity.com">https://vsu-csm.symplicity.com</a>	(804) 524-6799	
5 *	Virginia Commonwealth University	Ms. Kim Hanneman	University Career Center, University Student Commons, Monroe Park Campus, 907 Floyd Avenue, Room 143, Richmond, VA 23284, hannemanka@vcu.edu		(804) 644-9337	
6 *	Virginia Commonwealth University School of Mass Communications	Student Services Coordinator	901 W. Main Street, P. O. Box 842034, Richmond, VA 23284-2034		(804) 827-0410	
7 *	Urban League of Greater Richmond	Larry B. Murphy	1420 Hull Street, Building B3, Richmond, VA 23224		(804) 827-3725	
8 *	Capital Area Training Consortium	William Seaton	1007 N. Laburnum Avenue, Suite B, Henrico, VA 23223		(804) 230-8791	
9 *	Virginia Union University	Mildred Maree Britt	1500 Lombardy Street, Richmond, VA 23220	<a href="https://vuu-csm.symplicity.com/employers">https://vuu-csm.symplicity.com/employers</a>	(804) 226-1941	
10 *	Virginia Employment Commission	Christina Sandridge	703 E. Main Street, Richmond, VA 23218 250 W. Main Street, Suite 100, Charlottesville, VA 22902	<a href="https://www.vawc.virginia.gov">www.vawc.virginia.gov</a> <a href="https://www.vabonline.com">www.vabonline.com</a>	(804) 786-1485 (434) 977-3716	
11 *	Randolph-Macon College	Jessica Majkowycz, 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/home.aspx">https://www.myinterfase.com/rmc/employer/home.aspx</a>	(804) 257-5656	
13 *	University of Richmond	Sarah B. Kuhn	Office of Alumni and Career Services, University of Richmond, VA	<a href="https://richmond-csm.symplicity.com/employers">https://richmond-csm.symplicity.com/employers</a>	(804) 752-3227	
14	George Mason College		University Career Services	<a href="https://gmu-csm.symplicity.com">https://gmu-csm.symplicity.com</a>	(804) 289-6139	
15	James Madison University		Career and Academic Planning, Employer Relations and Recruiting Services	<a href="https://jmu-csm.symplicity.com/employers">https://jmu-csm.symplicity.com/employers</a>	(703) 993-2370	
16	Old Dominion University		Career Management Center	<a href="https://odu-csm.symplicity.com/employers">https://odu-csm.symplicity.com/employers</a>		

18	Virginia Tech	Vickie Earhman	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	Judy Gibson	5710 Midlothian Turnpike, Richmond, VA 23225		(804) 230-2720	
21	Broadcast Cable Financial Management Association	Jamie Smith	550 W. Frontage Road, Suite 3500, Normal, IL 60093	<a href="http://www.bcfm.com">www.bcfm.com</a>	(847) 716-7000	
22	Richmond Times Dispatch-also jobs.richmond.com	Michelle Gillison	301 E. Franklin Street, Richmond, VA 23219	<a href="mailto:mabhrams@crain.com">mabhrams@crain.com</a>	(804) 649-6052	
23	Television Weekly	Marc Abrams	740 North Rush Street, Chicago, IL 60611	<a href="http://www.medialine.com">www.medialine.com</a>	(323) 370-2415	
24	Medialine.com	Don Matthews	P. O. Box 51909, Pacific Grove, CA 93950; dmathews31@comcast.net	<a href="http://www.medialine.com">www.medialine.com</a>	(706) 364-7664	
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>		1
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	9247 North Meridian Street, Suite 305, Indianapolis, IN 46260	<a href="http://www.nppa.org">www.nppa.org</a>		
29	Society of Broadcast Engineers	Scott Jones (kjones@sbe.org)		<a href="http://www.sbe.org">http://www.sbe.org</a>	(317) 253-1640	
30	Raycom Media Website			<a href="http://www.raycommedia.com/www.nbc12.com">www.raycommedia.com/www.nbc12.com</a>		12
31	National Association of Broadcasters-Broadcast Career Link	Nate Mann, Director of Development	1771 N Street, NW, Washington, DC 20036-2991	<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	770 Broadway, 7th Floor, NY, NY 10003	<a href="mailto:lreich@adweek.com">lreich@adweek.com</a>	(646) 654-5310	
34	Spots 'n Dots	Emily McKay		<a href="http://sales@spotsndots.com">sales@spotsndots.com</a>	(800) 978-7635	
35	American Marketing Association			<a href="http://www.AMA.jobcontrolcenter.com/hr">www.AMA.jobcontrolcenter.com/hr</a>		
36	ECPI Technical College	Jeremy D. Johnson, Campur Director of Career Services	800 Moorefield Park Drive, Richmond, VA 23226	<a href="mailto:jdjohnson@ecpi.edu">jdjohnson@ecpi.edu</a> / <a href="http://www.ecpi.edu">www.ecpi.edu</a>	(804) 330-5533	
37	Journalismnext.com	Eric Wee		<a href="mailto:eric@mail.journalismnext.com">eric@mail.journalismnext.com</a>	(703) 629-0178	
38	CharofesvilleHelpWanted.com			<a href="mailto:eric@RegionalHelpWanted.com">eric@RegionalHelpWanted.com</a>	(800) 365-8630	
39	RegionalHelpWanted.com	Eric P. Straus		<a href="mailto:sizlik@602communications.com">sizlik@602communications.com</a>	(919)217-4438	
40	602 Communications/Craame	Sandy Litzik	1011 Lynchurst Falls Lane, Knightsdale, NC 27545		(602) 954-8373	8
41	Raycom Employee					
42	Unsolicited Inquiry					
43	Non-Employee Referral					5
44	TVNewscheck & MediNewsCheck	Patly Hersh	24 W. Lancaster Avenue, Suite 205, Ardmore, PA 19003	<a href="mailto:phersh@newscheckmedia.com">phersh@newscheckmedia.com</a>	(610) 420-6003	
45	South Carolina Broadcasters Association	Karen Nettles	One Hartison Way, Suite 112, Columbia, SC 29212	<a href="http://www.scba.net">www.scba.net</a>	(803) 732-1186	
46	National Association of Hispanic Journalist	Virginia Gallardo	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	
47	Asian American Journalist Association	Mr. Albert Lee	1182 Market Street, Suite 20, San Francisco, CA 94102	<a href="http://www.aajaa.org">www.aajaa.org</a>	(415) 346-2051	
48	Television Business Report	April McLynn	P. O. Box 6833, Woodbridge, VA 22195	<a href="http://tbr.com">http://tbr.com</a>	(813) 909-2916	
49	Strayer University	William Randolph	2820 Waterford Lake Drive, Chesterfield, VA 23112		(804) 763-6300	
	Native American Journalist Association	Rebecca Landsbery (rebeccalandsbery@naja.com)	University of Oklahoma, Gaylord College, 395 W. Lindsey Street, Norman, OK 73019-4201	<a href="http://www.naja.com">www.naja.com</a>	(405) 325-1649	

50	Internal Job Posting/Current Employee	Judy Gibson	5710 Midlothian Turnpike, Richmond, VA 23225	www.cwrichmond.tv	(804) 230-1212	3
51	North Carolina Association of Broadcasters	Elizabeth Parker	P. O. Box 627, Raleigh, NC 27602	eparker@nrbroadcast.com	(919) 821-7900	
52	University of North Carolina Wilmington		Career Center, 601 South College Road, Wilmington, NC 28403-5924	careers@uncw.edu	(910) 962-3174	
53	Linked In Jobs		2029 Stierlin Court, Mountain View, CA 94043	http://www.linkedin.com	(650) 687-3600	4
54	VCU Brandcenter	Ashley Sommarahl	103 S. Jefferson Street, Richmond, VA 23284	www.brandcenter.vcu.edu / asommarahl@vcu.edu	(804) 827-8874	
55	ITT Technical Institute	Jason Callahan	300 Gateway Center Parkway, Richmond, VA 23235	www.itt-tech.edu - No Longer In Business of September 2016	(804) 330-4992 X1003	
56	Richmond Free Press	Cynthia Downing	P. O. Box 27709, Richmond, VA 23261	classifieds@richmondfreepress.com	(804) 644-0496	
57	TvandRadiolobs.com			www.TvandRadiolobs.com		
58	TVB.org					
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					5
64	Monster.com	Bradley Hamilton-bradley.hamilton@monster.com			843-73-7137	1
65	Virginia Union University Career Fair					1
66	Raycom Corporate Recruitment at National Association of Black Journalist Career Fair in Washington DC					1
	<b>TOTAL</b>					<b>41</b>

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): June 1, 2016 – May 31, 2017

### 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 and the Richmond Chapter of the NAACP, all of which include substantial participation by women and minorities.

### Names of Station Personnel involved in Initiative:

Human Resources Director

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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 6, 2016 – July 29, 2016 - Virginia Association of Broadcasters Summer Internship Program – 1 college student from Virginia Tech 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.

January 16, 2017 – April 30, 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 Spring Semester 2017 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.

Names of Station Personnel involved in Initiative:

Human Resources Director, Supervising Producers and various members of the News Department.

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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):

October 18, 2016 – Virginia Commonwealth University/Raycom Media Career Day - NBC12/Raycom Media and VCU held a Career Day to recruit for Broadcast Sales, News, Marketing/Creative Services positions at our Richmond location and other Raycom owned stations throughout the country. Our goal was to educate students about careers in TV Broadcasting and opportunities within Raycom Media. After the presentation Managers from WWBT's News, Sales, Marketing and Commercial Production departments held a meet and greet to interact with students and discuss career paths and open positions at WWBT and other Raycom Stations. Materials from the Virginia Association of Broadcasters was distributed regarding their various programs such as the job bank and the Summer Internship program. Station Personnel involved - Managers from WWBT's News, Sales, Marketing and Commercial Production departments and the Vice President & General Manager and the Human Resources Director.

October 27-28, 2016 – 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 WUPV helped staff this interactive event where students explored career interests. WUPV staff discussed careers in Broadcasting. Station Personnel involved – Human Resources Director, VJ, Reporter, Anchor.

March 27, 2017 – Saint Gertrude High School – Attended a Digital Video Design class at Saint Gertrude High School to speak to students about creative advertising, video production and editing. Station Personnel involved – Marketing Commercial Producer/Director.

March 30, 2017 – Lee-Davis High School - 13 students in the Advanced TV class at Lee-Davis High School visited the WUPV studios to see first-hand how a television station operates. Spoke to students about careers in Broadcasting. Station Personnel involved – Director.

May 9 & 10, 2017 – VCU Students Tour WWBT – Students from Virginia Commonwealth University's Robertson School of Media and Culture majoring in Audio/Video Journalism were given a tour of WWBT by a Journalism Instructor and Co-News Director of VCU InSight. This instructor used to be employed by WWBT as a Photojournalist so he was able to give a first-hand view of the workings of a news department in a professional environment. They were given the chance to interact with employees of WWBT and ask questions concerning careers in broadcasting. Station Personnel involved – reporters, anchors,

producers, photographers, Human Resources Director.

May 22 & May 24, 2017 – Collegiate High School Senior Project – A student from Collegiate High School who is interested in a career in journalism spend 2 days shadowing different members of the WWBT News team as part of their 2 week senior project. This will give him insight into how a professional news department functions behind the scenes. Station Personnel involved – Anchor/Reporter and various member of the news staff and the VP/GM.

Names of Station Personnel involved in Initiative:

See above.



## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 22, 2016

Describe Nature of Initiative:

Participate in four job fairs by station personnel who have substantial responsibility in making hiring decisions.

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

September 22, 2016 – 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 – Human Resources Director.

Names of Station Personnel involved in Initiative:

See above.

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): June 1, 2015 – May 31, 2016

Describe Nature of Initiative:

Participation in job banks, internet recruitment programs or other programs designed to promote outreach generally (that is, that are not primarily directed to providing notification of specific job vacancies)

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 full-time position posting to any qualified minority agency upon request.

Names of Station Personnel involved in Initiative:

Human Resources Director

## DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): May 24, 2017

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):

May 24, 2017 – 2017 CommUnity Symposium: Celebrating the Heroes Amongst Us – Richmond Society of Human Resource Management & Virginia Commonwealth University – Human Resources Director attended this annual all day Diversity and Inclusion symposium sponsored by RSHM. Key note speakers and breakout sessions were held to offer training on diversity and inclusion. Station Personnel involved – Human Resources Director.

Names of Station Personnel involved in Initiative:

See above.