

EEO PUBLIC FILE REPORT

FOR

**WHRO-FM, WHRV
Norfolk, Virginia**

This EEO Public File Report
June 1, 2010 – May 31, 2011

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WHRO-FM and WHRV 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, 2011, the station filled the following full-time vacancy:

Public Affairs Producer/Writer

The station interviewed a total of 4 individuals for this full-time vacancy 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
Internal Posting/Employee Referral	1
WHRO Website	1
Virginian Pilot Newspaper	1
New Journal & Guide (local minority owned newspaper)	0
VAB Job Line	0
CPB Jobline	0
Daily Press	0
Careerbuilders.com	0
CareerConnection.com	0
Pilotonline.com	1
ECPI	0
Strayer University	0
The Career Engineer	0
Association of Music	0
Regent University	0

NPR Job Posting	0
Marketing ideanet	0

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**

**ATTACHMENT B
MENU OPTION ACTIVITIES**

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Public Affairs Producer/Writer

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: July 15, 2010

Filled: August 12, 2010

Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508	Sherby Wilks 1.757.889.9290	1
WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Richards 1.757.889.9371	1
VAB Job Line 630 Country Green Lane; Charlottesville, VA 22902	Peter Easter 1.434.977.3716 Posted online by Sherby Wilks	
CPB.org Jobline 401 Ninth Street, NW Washington, DC 20004-2129	Posted online by Sherby Wilks	
Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510	classifieds@pilotonline.com (as of 1/5/09) 1.757.446.2147 (Neechee Dale)	1
Daily Press 7505 Warwick Blvd. Newport News, VA 23607	Cathy Breckenridge (cbreckenridge@dailypress.com) 1.757.247.4692 1.757.928.0354 (F)	
Pilotonline.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Neechee Dale 1.757.446.2147	1

Careerconnection.com 150 W. Brambleton Avenue; Norfolk, VA 23508	Neechee Dale 1.757.446.2147	
Careerbuilders.com	Cathy Breckenridge 1.757.247-4692	
New Journal & Guide (njguide@gmail.com) PO Box 209; Norfolk, VA 23501 (www.njguide@gmail.com)	Leesha McKinzie 1.757.543.7139	
ECPI College of Technology* Virginia Beach Site Eushekia Carr (671-7171, ext. 55260) IT Internships Kelly Fielder	Patricia Mirani (pmirani@ecpi.edu) (55356) IT/Network Security, IT/Computer Pgming Business Systems Administration	
ECPI College of Technology Newport News Site	Erin Bucchingnano (ebucchingnano@ecpi.edu)	
Strayer University* (Added 10/9/07) 700 Independence Pkwy, Suite 400 Chesapeake, VA 23320	Kimberly Moseley (547.6075/6076) Learning Resource Center Manager mose@strayer.edu	
The Career Engineer* (Added 1/22/2008) Francina Harrison	info@thecareerengineers.com	
Regent University*	Grace M. Alegre (galegre@regent.edu) 757.352.3746 Alumni & Career Services Coordinator School of Communications & the Arts	
NPR Job Posting	jobtransitions@npr.org	
Marketing Ideanet 602 Communications; 4349 E. Colter Street Phoenix, AZ 85018 www.602communications.com	Sandy Lizik, 602 Communications slizik@602communications.com	

*Entitled to Notification

MENU OPTION ACTIVITIES

WHRO Radio has 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.	<ul style="list-style-type: none"> • June 4, 2010, Early Childhood Specialist, participated in Career Day at Coleman Elementary School in Norfolk, VA. During that week, she also participated in the Clarence Cuffee Library Summer Reading kick off parade. • Week of June 2-6, 2010, Community Engagement Officer met with Old Dominion Journalism student, Dominic Smith, to mentor him on journalism careers. • Week of August 23-27, 2010, Community Engagement Officer held mentoring sessions with Tiffani Addison, recent college graduate seeking information on careers in media. • September 30, 2010 Director of Production provided tour of WHRO and viewing of recording of weekly locally produced television show. The tour and viewing was for Konrad Winters, Director of Production for Film and Theatre for other Consortium for Film, theatre, and Digital Media production class at Old Dominion University. • Week of September 27 – October 1, 2010, Community Engagement Officer served as an interviewer for Norfolk State University business class - students did mock interviews. • Week of October 4 – 8, 2010, Community

		<p>Engagement Officer was the guest speaker for Norfolk State Honor's Café. She discussed relevance of public media with the students.</p> <ul style="list-style-type: none">• Week of November 1-5, 2010, Community Engagement Officer was interviewed by members of a broadcast production class at Norfolk State University on the images of African Americans in the media. She was also the guest speaker for NSU political science class. Also during this week the Director of Children's Services presented careers in television to four classes of Kindergarten and four classes of 2nd graders at Larchmont Elementary.• Week of November 22-26, 2010, Community Engagement Officer hosted students from Hampton University who shadowed her and her Producer.• Week of November 30, 2010 Director of Production and Early Childhood Specialist participated in Career Day at Camp Allen Elementary at the Norfolk Naval Station Base.• April 1, 2011 – Human Resources Director participated in Newport News Hines Middle School 2011 Career Pathways Exploring Careers Fair from A-Z for grades 6-8. She represented the letter "T" for television and broadcasting and talked to the students about different careers in television and broadcasting.• The IT Director and the HR Director attended ECPI's College of Technology Fall 2010 and Spring 2011 Advisory Board Meetings where they assisted in identifying curriculums for students interested in different areas of study.
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		<ul style="list-style-type: none"> • April 18, 2011 the President & CEO spoke to a media awareness class at Norfolk Academy. • April 25, 2011 Chief Videographer provided a tour of the Production Department for a group of Old Dominion University students. •
5	Internship Program	<p>As part of its community commitment to serve the public, WHRO works with colleges and high schools in and out of the area offering a number of unpaid internship opportunities. During this reporting period, WHRO sponsored 38 college and high school internships and externships. The interns were placed in a variety of WHRO departments such as Television Programming and Production, Development, Education Services, Community Engagement, The WHRO Center for Regional Citizenship, Online Media Services, Information Technology, Media Operations and Radio. We hosted a college student during the summer of 2010 as a summer intern through the Virginia Association of Broadcasters' paid internship program. WHRO's Internship Program is an on-going effort throughout the year and students have already been placed for the Summer 2011 program.</p>
8	Training Program	<p>WHRO provides K-12 Learning Services to 21 public school divisions (18 member owned schools), 25 independent schools, and home schools, representing 269,222 students and 25,000 educators in greater Hampton Roads. Counties/Cities served by WHRO, include: Accomack, Chesapeake, Franklin, Gloucester, Hampton, Isle of Wight, Matthews, Middlesex, Newport News, Norfolk, Northampton, Poquoson, Portsmouth, Southampton, Suffolk, Virginia Beach, West Point, Williamsburg, York, and</p>

		Virginia's School For The Deaf And Blind.
11	Community events designed to inform/educate public of broadcasting careers.	<p>WHRO's Chief Community Engagement Officer serves on the Board of Youth Entertainment Studio and works with inner city children.</p> <p>WHRO routinely provides tours of its radio and television production facilities to student and youth organizations in the area. Each tour is virtually identical, with no effort to "talk down" to the younger children. They get to see our radio stations, classical music library, closed-circuit station for the blind, TV studio, TV control rooms, lots of related computer and recording equipment, plus the Reading Rainbow exhibit. They are given a brief history of WHRO and some insight into less visible aspects like our education and membership departments.</p> <p>The Great Computer Challenge, a joint project of WHRO, the Center for Interactive Instruction, and Old Dominion University, is a competitive opportunity for students in grades K-12 to demonstrate their skills in various computer applications and computer programming, including Graphic Arts, Desktop Publishing, Music Composition, Desktop Presentations, Web Design, Internet Scavenger Hunt, Integrated Applications, C++, Visual basic, CAD and JAVA.</p> <p>Week of April 11-15, 2011 Director of Center for Regional Citizenship attended the 14th Annual Hampton Roads Youth Leadership Conference and Mentoring Summit held at Booker T. Washington High School. She also attended the "Mentoring in and Beyond School Doors" summit. She served on the planning committee for this event.</p>

14	Management/Staff training in equal employment opportunity and career development training.	<p>WHRO supports and pays for employee training, as budget permits, for career development and improvement skills. The Human Resources Director and the Accounting Manager attended job related and compliance seminars and webinars.</p> <p>June 2010, the Human Resources Director was appointed to fulfill a one year term on the Public Broadcasting Management Association (PBMA) Board. She has been appointed to serve a three year term on the Board starting June 3, 2011.</p> <p>Training and educational webinars were available and some of the ones staff participated included the following:</p> <ul style="list-style-type: none"> • Diversity at the Station Level • Baby Boomers, Generations X'ers & Millennials in the Workplace • Public Broadcast Stations and Unrelated Business Income Tax • 403(b) Plan Regulations and Audits • Fraud Control • PCI DSS Roundtable Discussion • How to use Social Media in Business • Building intergenerational Work Teams for Innovative Outcomes • Employee Benefits Plan Seminar <p>Several personal developmental trainings were also available that staff attended:</p>

		<ul style="list-style-type: none">• Personal safety presentation presented by Citizens Against Crime. The purpose was to teach people to take personal responsibility and do the things necessary to prevent themselves or someone from becoming a victim of a crime.• Most recently a Social Security Representative presented a seminar on retirement, disability, survivor and medicare benefits in addition to explaining several important electronic services available on their website. <p>The Director of WHRV Programming was promoted May 2, 2011 to Content Officer. She attended Emerging Leaders Training in Los Angeles February 22 – 25 and also May 17 – 20 in St. Louis, Missouri.</p> <p>The President & CEO attended Executive Director’s Training April 12 – 15, 2011 in Boston.</p>
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