

**WVEC-TV**  
**EEO PUBLIC FILE REPORT**  
**June 1, 2014 - May 31, 2015**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Associate Producer	2, 26-27	27
Morning News Producer	2-6, 9, 20-21, 24, 26-30	6
Morning News Producer	2-6, 9, 20-21, 24, 26-30	27
Assistant News Director	2, 12, 26, 28	28
Photographer/Editor	2-4, 6, 11-12, 19, 21, 24, 26-30	19
Digital Sales Specialist	1-5, 21, 24, 26-27, 29-30	27
Production Assistant	2-4, 12, 21, 24, 26-27, 29-30	27
Anchor/Reporter	2, 4, 26, 28-30	28
Anchor/Reporter	2, 4, 26, 28-30	28
Account Manager	1-4, 6, 9, 11, 13, 18, 20-21, 24, 26, 29-31	11
Writer/Producer	2-6, 11, 13, 21, 24, 26-31	6
Meteorologist	2, 26-27	27
Director/Technical Director	1-4, 6-8, 11, 13-14, 18, 21-22, 24, 26, 28-30	28
Director/Technical Director	1-4, 6-8, 11, 13-14, 18, 21-22, 24, 26, 28-30	7
Investigative Reporter	1-4, 9-10, 15-18, 20-21, 24-26, 29-30, 32	18
Senior Account Manager	1-5, 10, 13-17, 21, 23-27, 29-30, 32-33	27

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	American Advertising Federation of Hampton Roads P.O. Box 61092 Virginia Beach, Virginia 23466 Phone : 757-943-0236 Url : <a href="http://www.aafhr.com">http://www.aafhr.com</a> Email : <a href="mailto:president@aafhr.org">president@aafhr.org</a> Nina James	N	0
2	Career Builder 200 N LaSalle Ste 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Career Service Manual Posting	N	2
3	Christopher Newport University Offc of Career Counseling One University Place Newport News, Virginia 23606 Phone : 757-594-8887 Url : <a href="http://www.cnu.edu">http://www.cnu.edu</a> Email : <a href="mailto:elizabeth.westley@cnu.edu">elizabeth.westley@cnu.edu</a> Libby Westley	N	0
4	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
5	Corporate Office	N	7
6	Employee Referral	N	5
7	Former Employee	N	1
8	Former Employee Referral	N	1
9	Hampton University Huntington Bldg. Hampton, Virginia 23668 Phone : 757-727-5405 Fax : 1-757-728-6011 Personnel Director Personnel Director	N	0

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10	Harrisonburg Daily News Record 231 South Liberty St Harrisonburg, Virginia 22801 Email : sturner@dnronline.com Steve Turner	N	0
11	Indeed.com	N	7
12	Internal Candidate	N	4
13	Job posting on internet Glass Door.com	N	6
14	Linked In	N	3
15	Mediajobz.com PO Box 2083 Roanoke Roanoke, Virginia 76262 Phone : 866-821-8233 Email : support@mediajobz.com	N	0
16	National Society of Black Engineers 1454 Duke Street Alexandria, Virginia 22314 Phone : (703) 549-2207 Url : www.nsbe.org Email : info@nsbe.org Fax : (703) 683-5312 Director of Placement	N	0
17	New Journal and Guide Virginia Email : advertising@njournalg.com Martha Pritchard	N	0
18	Non-Employee Referral	N	4
19	Norfolk State University 2401 Corprew Ave Norfolk, Virginia 23504 Phone : 757-823-8351 Url : http://www.nsu.edu. Dr. Melinda Harris Manual Posting	N	1

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20	Norfolk State University 2401 Coprew Ave. Norfolk, Virginia 23504 Phone : 757-823-8462 Email : careerservices@nsu.edu Fax : 1-757-823-2075 Benjamin Ellis, Jr.	N	0
21	Old Dominion University 2202 Webb Unversity Center North Norfolk, Virginia 23529 Phone : 757-683-4388 Url : <a href="http://www.experience.com">http://www.experience.com</a> Email : employers@odu.edu Julie Kurtz	N	0
22	Phone Inquiry	N	2
23	Recruiter	N	1
24	Regents University 1000 Regent University Virginia Beach, Virginia 23529 Phone : 757-352-4070 Url : <a href="http://www.regent.edu">http://www.regent.edu</a> Email : careerservices@regent.edu Christian Caddell	N	0
25	St. Paul's College 115 College Dr. Lawrenceville, Virginia 23868 Phone : 434-848-1805 Email : athomas@saintpauls.edu Fax : 1-434-848-6411 Alta Thomas	N	0
26	Station Web Site 613 Woodis Ave Norfolk, Virginia 23510 Phone : 502-582-7720 Url : <a href="http://www.wvec.com">http://www.wvec.com</a> Terrence Spence Manual Posting	N	0
27	Station Website	N	11

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28	TVJobs.com P.O. Box 4116 Oceanside, California 92052 Phone : 516-674-4914 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Mark Halloway Manual Posting	N	24
29	Urban League of Hampton Roads 3225 High St. Portsmouth, Virginia 23707 Phone : 757-627-0864 Url : <a href="http://www.ulhr.org">http://www.ulhr.org</a> Email : <a href="mailto:jcharity@ulhr.org">jcharity@ulhr.org</a> Jeff Charity	N	0
30	Virgina Wesleyan College 1584 Wesleyan Dr. Norfolk, Virginia 23502 Phone : 757-455-3316 Url : <a href="http://www.vwc.edu">http://www.vwc.edu</a> Email : <a href="mailto:krasmussen@vwc.edu">krasmussen@vwc.edu</a> Karla Rasmussen	N	0
31	Virginia Employment Commisson 5145 E. Virginia Beach Blvd Norfolk, Virginia 23502 Phone : 757-455-3960 Url : <a href="http://www.vec.virginia.gov">http://www.vec.virginia.gov</a> Email : <a href="mailto:vwemployerservices@vec.gov">vwemployerservices@vec.gov</a> Job Listing	N	2
32	West Virginia University PI Reed School of Journalism WVU Morgantown Virginia 26506 Email : <a href="mailto:mreed@wvu.edu">mreed@wvu.edu</a> Maryanne Reed	N	0
33	Word of Mouth Referral	N	1
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>82</b>

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**III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/1/2014	Establishment of training programs for station personnel	<p>June 2014 - WVEC's Investigative Reporter and Special Projects Producer attended the IRE National Convention in San Francisco, California.</p> <p>June 2014 through November 2014 - WVEC "Snapshots" training, sponsored by each department at WVEC. Each WVEC department held sessions for WVEC personnel to learn about each department within the television station with the goal being increased cooperation and teamwork between departments.</p> <p>June's session was sponsored by the News Department – 30 employees attended.</p> <p>The Promotions' department sponsored the July session with 42 employees attending.</p> <p>In August, Engineering was the focus of the training with 37 employees attending and 26 employees attended September's training sponsored by the Production department.</p> <p>The Digital department sponsored November's training with 34 employees in attendance.</p> <p>July 2014 WVEC News producers, reporters, photographers and management attended training sessions on Gannett's G3 graphics system and Axis &amp; Artbox. Training was provided by Gannett.</p> <p>August 2014 WVEC's Local Sales Manager and an Account Executive attended New Orbit System training at WCNC in Charlotte, North Carolina.</p> <p>August 2014 through April 2015 WVEC's Digital Sales Manager and Sales Specialists held one hour training sessions every other week to provide training to Account Executives and Sales Managers in the areas of digital</p>	195	

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			<p>products and processes. Subjects included products and updates G/O Digital and 13NewsNow.com, as well as best practices and granular concepts for PPC, SEO, display, social media, maps and reputation management, as well as consumer behavior and interaction with online buying processes.</p> <p>September 2014 A news reporter from WVEC attended a three-day training workshop entitled “Ignite Your Passion: Next Generation Video Storytelling” in Minneapolis, MN, sponsored by KARE11.</p> <p>September 2014 WVEC Account Executives attended onsite training on the ESA selling strategy.</p> <p>December 2014 WVEC Account Executives attended onsite training on the new version of the Wide Orbit Sales System.</p> <p>March 2015 WVEC provided training on Photoshop Essential Techniques to Promotion Department and News Special Projects Producers with the focus being on learning basic editing to alter/treat still photographs.</p> <p>March 2015 Two WVEC Photographers attended the Northern Short Course, sponsored by the National Press Photographers Association. The three-day event in Fairfax, Virginia provided seminars and presentations on a variety of photography and editing techniques.</p>		

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2	6/2/2014	Establishment of an intern program designed to assist members of the community	WVEC is committed to the education of future journalists including reaching out to college students through an internship program. In partnership with the Virginia Association of Broadcasters, a rising senior from James Madison University's School of Media Arts and Design participated in WVEC's internship program during the past year. The intern shadowed reporters and producers; and spent time in the Production department learning how to operate production equipment.	1	Production Manager
3	6/2/2014	Participation in scholarship programs	As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2014-2015 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2014-2015. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	Gannett Foundation
4	7/1/2014	Participation in events or programs sponsored by educational institutions	WVEC news anchors, reporters and meteorologists spoke to students at local schools (10 elementary schools, 1 middle school, 3 high schools and 1 college) about jobs in the broadcast industry and shared their career paths with students. They explaining the process of creating news programs and careers in meteorology and broadcasting.	15	



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5	9/26/2014	Participation in events sponsored by community groups	September 26, 2014 - An Anchor from WVEC facilitated Norfolk State University's Women's Conference, with the theme being "Fitting it all together: Career, Relationship and Health." The Anchor shared her career path in broadcast with conference participants. Included in the program was a keynote speaker and medical panel followed by a question and answer period.	1	
6	10/23/2014	Participation in events sponsored by community groups	October 23, 2014 - WVEC's Daybreak Anchor emceed and moderated the Diversity and Inclusion Conference focusing on diversity/including in the workplace. The event was sponsored by the Norfolk Office of the FBI.	1	
7	2/24/2015	Participation in events sponsored by community groups	February 24, 2015 - A WVEC Anchor emceed and moderated a panel for the Working Military Spouse Symposium which focused on assisting military spouses assimilate to life in the Hampton Roads area, including finding careers and job opportunities. The Anchor shared her career path in broadcast.	1	
8	4/1/2015	Establishment of a mentoring program	<p>In WVEC's continuing effort to grow and retain new employees, WVEC set up an ASSIST program for all new hires - which includes:</p> <p>A - Acclimate to the building, various departments;  S - Support to structure daily routine;  S - Show detail in duties;  I - Inform new hires of opportunities to learn and improve;  S - Share success of new hire;  T - Transfer new employee out of ASSIST program (with guidance of manager).</p> <p>Human Resources and the hiring manager assign new hires a point person to help guide the new employee through the on boarding process.</p>	9	WVEC President and General Manager Executive News Director Director of Digital Media Director/Creative Services

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9	4/28/2015	Participation in events sponsored by community groups	April 28, 2015 – An Anchor from WVEC served as emcee of the 100 Black Men of the Virginia Peninsula Gala honoring outstanding high school students and community leaders. The Anchor spoke about careers in broadcast, his career path and networked with minority students and community leaders.	1	
10	5/16/2015	Participation in events sponsored by community groups	May 16, 2015 – A WVEC Anchor/Reporter emceed the Still Hope Women’s Wellness Retreat focusing on women’s health including breakout sessions, a panel discussion and hands-on projects. The Anchor/Reporter spoke about opportunities and careers for women within broadcast/television journalism.	1	