

EEO PUBLIC FILE REPORT

FOR

STATIONS

WJMA FM, Culpeper, VA

WOJL FM, Louisa, VA

WCVA AM, Culpeper, VA

WVCV AM, Orange, VA

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2020

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

WJMA WOJL WCVA WVCV

Job Title of Vacancy: Sales Representative

Recruitment Source that referred the Hire: Employee Referral

Total Respondents: 3 (responded back to all)

Date Vacancy Opened: New Position

Total Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: February 24, 2020

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Applicants Referred by the Source for the Vacancy	Did the Source Request Notification?
WOJL/WJMA/WCVA/WVCV (on-air classified announcement)	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540-825-3900	2	NO
Orange County (VA) Workforce Center via Green Applications	127 Belleview Ave. Orange, VA 22960	Marty Baldwin, Event Coordinator	201-252-1196	N/A	N/A
Culpeper Times (Newspaper)	206 S. Main St. Culpeper, VA 22701	Tom Sparger, Publisher	540-422-3421		NO
VA Assoc. Of Broadcasters VAB Online	250 W. Main St., Suite 100 Charlottesville, VA 22902	Christina Sandridge, Associate Director	434-977-3716	0	NO
VARTV.COM	1725 Live Oak Tr. Virginia Beach, VA 23456	Robert Corbin, Editor	editor@vartv.com	N/A	N/A
Orange Chamber of Commerce	P.O. Box 146 Orange, VA 22960	Deanna Marshall, Interim Director	540-672-5216		NO

Culpeper Chamber of Commerce	109 S. Commerce St. Culpeper, VA 22701	Jeff Say, Pres/CEO Amy Frazier, Assistant	540-825-8628	0	NO
1055SAMFM.COM	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540-967-1142		NO
WJMAFM.COM	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540-825-3900	0	NO
Word of Mouth / Employee Referral	Various	Various	Various	1	NO
WJMA Station Facebook Post (social media)	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr	540.825.3900	0	NO
State of Virginia DARS Employment Placement Services	19006 Crossroad Parkway Culpeper, VA 22701	Jackie Kanupp Job Placement Counselor	571-766-0566	0	NO
C-Ville Weekly (Newspaper)	Charlottesville, VA 22902	Erica Gentile-Hussar Classified Sales Mgr.		0	NO

Remaining resumes did not stipulate classified, media or source where they were made aware of the opening applied for

ATTACHMENT B

MENU OPTION ACTIVITIES

Stations WJMA, WOJL, WCVA and WVCV have engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
1	Culpeper Area Chamber of Commerce "Culpeperfest" CANCELLED DUE TO COVID 19	Sponsor Of Chamber of Commerce Trade Show Publicizing Businesses To The Public with Recruitment Information on Site and emphasis on newly created sales position.
11	Orange Alliance Business Expo CANCELLED DUE TO COVID 19 VIRUS	Sponsor of Orange Chamber of Commerce Trade Show Publicizing Businesses To The Public, with recruitment information emphasized.
1		Station staff participated in community and local county workforce job fair in August for general and specific applicant recruitment.
11	Orange County Workforce Center Job Fair in conjunction with Green Applications CANCELLED DUE TO COVID 19 VIRUS Public Appearances Throughout Listening Area	At all community, charitable, trade, commercial, civic group and governmentally sponsored events where stations has a pre-planned presence, station staff circulated printed station material that exclusively outlined radio career opportunities as well as specific information on current sales opening.
16	Customer and Employee Referral Incentive Programs	Customer Referral Program Publicized By sales representatives (to customers) and station employees (to any known interested parties) (Please scroll down)

9	Student Career Shadowing Program CANCELLED 2020 DUE TO COVID 19 VIRUS	Orange County High School: Sponsored 12 th Grade student to gain firsthand understanding of the radio broadcasting work environment to help make career decisions. Hillary Morris Career Guidance Counselor
9	Student Career Shadowing Program CANCELLED 2020 DUE TO COVID 19 VIRUS	Kettle Run High School: Sponsored interested students to gain firsthand understanding of the radio broadcasting work environment to help make career decisions. Sue Harmon Director of Counseling.
15		Shadowing opportunity for Special Needs students interested in possible radio career opportunities
11	State of Virginia DARS Employment Placement Services	Tours of radio station facilities and explanation of possible radio careers for interested local Girl Scout, Boy Scout and Brownie organization within our communities.
5	Scouting Group Tours MOST CANCELLED DUE TO COVID 19 VIRUS (take place annually between FEB and END OF SCHOOL YEAR)	
10	Broadcast News Journalism Internship (NOTE: CANCELLED SPRING 2020 DUE TO COVID 19 VIRUS)	Sponsor a local high school senior (over 18 years of age) or college student who is interested in broadcast journalism to be trained in gathering, writing and delivering the news on-air when possible and where needed. This full-training opportunity is designed to provide an interested student with actual experience in

16	On Air Recruitment	<p>Ongoing :60 on-air recruitment ad specifically for the newly created sales position opening on WJMA, WOJL, WCVA and WVCV. Ads ran spaced out on 3 separate schedules (20 x per week, 5A-12md) throughout an eight month period.</p> <p>Posting of Employment Opportunities on WJMA and WOJL Websites and WJMA social media Facebook page</p> <p>All stations also aired a general “available recruitment pool” notice on a quarterly basis, with the intent to stimulate any interest from all local and regional individuals, schools or resources that could be interested, or know someone who could be, should an opening become available.</p>
12	<p>Woman and Minority-Related Recruitment PROGRAM CANCELLED DUE TO THE 80-YEAR OLD HOST HEALTH CONCERNS and then COVID 19 VIRUS SINCE 12/2019 – RESUMPTION DATE UNKNOWN/ TBA</p>	<p>Live :30 weekly job recruitment announcement on WVCV’s weekly special Sunday program “<i>Spiritual Tidings</i>” hosted by former NAACP Dir and Reverend Edmond Harrison, targeted to, and specifically directed toward encouraging our communities minority job seeking candidates.</p>
12	Woman and Minority-Related Recruitment	<p>Twice yearly general classified posting with radio career departmental options, along with all current active openings, to NAACP Branches in Culpeper (Branch #7058), Orange (Branch #7102) and Louisa (Branch #7085) counties (VA) with intent to share with members individually, and on job boards and websites..</p>

