

**EEO PUBLIC FILE REPORT**

**FOR**

**STATIONS**

**WWWV / WINA / WQMZ / WVAX / WCNR**

**Charlottesville, Virginia**

The EEO Public File Report  
covers the one-year period  
June 1, 2008 through May 31, 2009

# EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the Station WWWV, WINA, WQMZ, WVAX and WCNR's public file pursuant to Section 73.2080(c)(6) of the Federal Communications commission's ("FCC") rules.

During the dates of June 1, 2008 and May 31, 2009, the station filled the following full-time vacancies:

- |                            |                            |
|----------------------------|----------------------------|
| 1) Marketing Consultant    | 3) Z95 Mid-day Personality |
| 2) 3WV Mid-day Personality | 4) Chief Engineer          |

The station interviewed a total of 17 people for all full-time vacancies 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:

| <b><u>Recruitment Source</u></b>     | <b><u>Total Number of Interviewees Referred</u></b> |
|--------------------------------------|---|
| WWWV / WINA / WQMZ / WVAX / WCNR     | 7   |
| Piedmont Virginia Community College  | 0   |
| FOCUS                                | 0   |
| NAACP                                | 0   |
| National Organization for Women      | 0   |
| Women's Center                       | 0   |
| National Business College            | 0   |
| Virginia Association of Broadcasters | 0   |
| Virginia Employment Commission       | 0   |
| Website / Online                     | 6   |
| Radio World                          | 0   |
| Word of Mouth/Other                  | 4   |

Attachment A contains the following information for each full-time vacancy:

- The recruitment sources(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hire 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.

**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree: Word of Mouth

Date Vacancy Opened: 5-15-08

Total Number of Persons Interviewed for the

Date Vacancy Filled: 7-14-08

Vacancy: 6

| <b>Name of Recruitment Source</b> | <b>Address</b>  | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|-----------------------------------|---|-----------------------|-------------------------|--|---|
| WWWV, WINA, WQMZ, WVAX, WCNR      | 1140 Rose Hill Drive<br>Charlottesville, VA 22903           | Michelle Conner       | 434-220-2300            | 3  | no  |
| PVCC                              | 501 College Drive<br>Charlottesville, VA 22902              | Marion Jackson        | 434-977-3900            |  |   |
| FOCUS                             | 1508 Grady Avenue<br>Charlottesville, VA 22903              | Becky Barclay         | 434-293-2222            |  |   |
| NAACP                             | 2614 Huntington Road<br>Charlottesville, VA 22906           | Shelia Jackson        | 434-973-8143            |  |   |
| National Organization for Women   | P. O. Box 5082<br>Charlottesville, VA 22905                 | Angela Bradley        | 434-963-0069            |  |   |
| Women’s Center – UVA              | P. O. Box 800588<br>Charlottesville, VA 22908               | Sue Gerrans           | 434-982-2361            |  |   |
| National Business College         | 1819 Emmet Street<br>Charlottesville, VA 22901              | Frank Cardella        | 434-295-0136            |  |   |
| VAB Website/Newsletter            | 630 Country Green Lane<br>Charlottesville, VA 22902         | Rose Lester           | 434-977-3716            |  |   |
| VEC                               | P. O. Box 1587<br>Charlottesville, VA 22902                 | Wanda Johnson         | 434-984-7630            |  |   |
| Website / Online                  | 73 Kercheval Ave., Ste. 201<br>Grosse Point Farms, MI 48236 | Allison Koehler       | 313-886-7070            |  |   |
| Word of Mouth                     | *****   | *****                 | *****                   | 3  | *****                                       |
|                                   |   |                       |                         |  |   |

**\*\*Use additional pages as needed. Do Not Put in Public File unless as part of the station’s annual EEO Public File Report\*\***

**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree: Word of Mouth

Date Vacancy Opened: 5-15-08

Total Number of Persons Interviewed for the

Date Vacancy Filled: 9-2-08

Vacancy: 6

| <b>Name of Recruitment Source</b> | <b>Address</b>  | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|-----------------------------------|---|-----------------------|-------------------------|--|---|
| WWWV, WINA, WQMZ, WVAX, WCNR      | 1140 Rose Hill Drive<br>Charlottesville, VA 22903           | Michelle Conner       | 434-220-2300            | 3  | no  |
| PVCC                              | 501 College Drive<br>Charlottesville, VA 22902              | Marion Jackson        | 434-977-3900            |  |   |
| FOCUS                             | 1508 Grady Avenue<br>Charlottesville, VA 22903              | Becky Barclay         | 434-293-2222            |  |   |
| NAACP                             | 2614 Huntington Road<br>Charlottesville, VA 22906           | Shelia Jackson        | 434-973-8143            |  |   |
| National Organization for Women   | P. O. Box 5082<br>Charlottesville, VA 22905                 | Angela Bradley        | 434-963-0069            |  |   |
| Women's Center – UVA              | P. O. Box 800588<br>Charlottesville, VA 22908               | Sue Gerrans           | 434-982-2361            |  |   |
| National Business College         | 1819 Emmet Street<br>Charlottesville, VA 22901              | Frank Cardella        | 434-295-0136            |  |   |
| VAB Website/Newsletter            | 630 Country Green Lane<br>Charlottesville, VA 22902         | Rose Lester           | 434-977-3716            |  |   |
| VEC                               | P. O. Box 1587<br>Charlottesville, VA 22902                 | Wanda Johnson         | 434-984-7630            |  |   |
| Website / Online                  | 73 Kercheval Ave., Ste. 201<br>Grosse Point Farms, MI 48236 | Allison Koehler       | 313-886-7070            |  |   |
| Word of Mouth                     | *****   | *****                 | *****                   | 3  | *****                                       |
|                                   |   |                       |                         |  |   |

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**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Job Title of Vacancy: Marketing Consultant

Recruitment Source That Referred the Hiree: Radio

Date Vacancy Opened: 5-15-09

Total Number of Persons Interviewed for the

Date Vacancy Filled: 4-13-09

Vacancy: 6

| <b>Name of Recruitment Source</b> | <b>Address</b>  | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|-----------------------------------|---|-----------------------|-------------------------|--|---|
| WWWV, WINA, WQMZ, WVAX, WCNR      | 1140 Rose Hill Drive<br>Charlottesville, VA 22903           | Michelle Conner       | 434-220-2300            | 3  | no  |
| PVCC                              | 501 College Drive<br>Charlottesville, VA 22902              | Marion Jackson        | 434-977-3900            |  |   |
| FOCUS                             | 1508 Grady Avenue<br>Charlottesville, VA 22903              | Becky Barclay         | 434-293-2222            |  |   |
| NAACP                             | 2614 Huntington Road<br>Charlottesville, VA 22906           | Shelia Jackson        | 434-973-8143            |  |   |
| National Organization for Women   | P. O. Box 5082<br>Charlottesville, VA 22905                 | Angela Bradley        | 434-963-0069            |  |   |
| Women's Center – UVA              | P. O. Box 800588<br>Charlottesville, VA 22908               | Sue Gerrans           | 434-982-2361            |  |   |
| National Business College         | 1819 Emmet Street<br>Charlottesville, VA 22901              | Frank Cardella        | 434-295-0136            |  |   |
| VAB Website/Newsletter            | 630 Country Green Lane<br>Charlottesville, VA 22902         | Rose Lester           | 434-977-3716            |  |   |
| VEC                               | P. O. Box 1587<br>Charlottesville, VA 22902                 | Wanda Johnson         | 434-984-7630            |  |   |
| Website / Online                  | 73 Kercheval Ave., Ste. 201<br>Grosse Point Farms, MI 48236 | Allison Koehler       | 313-886-7070            |  |   |
| Word of Mouth                     | *****   | *****                 | *****                   | 3  | *****                                       |
|                                   |   |                       |                         |  |   |

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**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Job Title of Vacancy: 3WV Midday Personality

Recruitment Source That Referred the Hiree: website

Date Vacancy Opened: 7-19-08

Total Number of Persons Interviewed for the

Date Vacancy Filled: 10-13-08

Vacancy: 4

| <b>Name of Recruitment Source</b> | <b>Address</b>  | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|-----------------------------------|---|-----------------------|-------------------------|--|---|
| WWWV, WINA, WQMZ, WVAX, WCNR      | 1140 Rose Hill Drive<br>Charlottesville, VA 22903           | Rick Daniels          | 434-220-2300            | 2  |   |
| PVCC                              | 501 College Drive<br>Charlottesville, VA 22902              | Marion Jackson        | 434-977-3900            |  |   |
| FOCUS                             | 1508 Grady Avenue<br>Charlottesville, VA 22903              | Becky Barclay         | 434-293-2222            |  |   |
| NAACP                             | 2614 Huntington Road<br>Charlottesville, VA 22906           | Shelia Jackson        | 434-973-8143            |  |   |
| National Organization for Women   | P. O. Box 5082<br>Charlottesville, VA 22905                 | Angela Bradley        | 434-963-0069            |  |   |
| Women's Center – UVA              | P. O. Box 800588<br>Charlottesville, VA 22908               | Sue Gerrans           | 434-982-2361            |  |   |
| National Business College         | 1819 Emmet Street<br>Charlottesville, VA 22901              | Frank Cardella        | 434-295-0136            |  |   |
| VAB Website/Newsletter            | 630 Country Green Lane<br>Charlottesville, VA 22902         | Rose Lester           | 434-977-3716            |  |   |
| VEC                               | P. O. Box 1587<br>Charlottesville, VA 22902                 | Wanda Johnson         | 434-984-7630            |  |   |
| Website / Online                  | 73 Kercheval Ave., Ste. 201<br>Grosse Point Farms, MI 48236 | Allison Koehler       | 313-886-7070            | 1  |   |
| Word of Mouth                     | *****   | *****                 | *****                   | 1  |   |
|                                   |   |                       |                         |  |   |

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**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Job Title of Vacancy: Z95 Midday Personality

Recruitment Source That Referred the Hiree: radio

Date Vacancy Opened: 7-30-09

Total Number of Persons Interviewed for the

Date Vacancy Filled: 10-14-09

Vacancy: 5

| <b>Name of Recruitment Source</b> | <b>Address</b>  | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|-----------------------------------|---|-----------------------|-------------------------|--|---|
| WWWV, WINA, WQMZ, WVAX, WCNR      | 1140 Rose Hill Drive<br>Charlottesville, VA 22903           | Les Sinclair          | 434-220-2300            | 2  | No  |
| PVCC                              | 501 College Drive<br>Charlottesville, VA 22902              | Marion Jackson        | 434-977-3900            |  |   |
| FOCUS                             | 1508 Grady Avenue<br>Charlottesville, VA 22903              | Becky Barclay         | 434-293-2222            |  |   |
| NAACP                             | 2614 Huntington Road<br>Charlottesville, VA 22906           | Shelia Jackson        | 434-973-8143            |  |   |
| National Organization for Women   | P. O. Box 5082<br>Charlottesville, VA 22905                 | Angela Bradley        | 434-963-0069            |  |   |
| Women's Center – UVA              | P. O. Box 800588<br>Charlottesville, VA 22908               | Sue Gerrans           | 434-982-2361            |  |   |
| National Business College         | 1819 Emmet Street<br>Charlottesville, VA 22901              | Frank Cardella        | 434-295-0136            |  |   |
| VAB Website/Newsletter            | 630 Country Green Lane<br>Charlottesville, VA 22902         | Rose Lester           | 434-977-3716            |  |   |
| VEC                               | P. O. Box 1587<br>Charlottesville, VA 22902                 | Wanda Johnson         | 434-984-7630            |  |   |
| Website / Online                  | 73 Kercheval Ave., Ste. 201<br>Grosse Point Farms, MI 48236 | Allison Koehler       | 313-886-7070            | 3  | no  |
| Word of Mouth                     | *****   | *****                 | *****                   |  |   |
|                                   |   |                       |                         |  |   |

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**FULL-TIME VACANCY EEO INFORMATION – FORM BP-03**

(Fill out for each full-time vacancy)

Job Title of Vacancy: Chief Engineer

Recruitment Source That Referred the Hiree: website

Date Vacancy Opened: 8-2-08

Total Number of Persons Interviewed for the

Date Vacancy Filled: 9-2-09

Vacancy: 2

| <b>Name of Recruitment Source</b> | <b>Address</b>  | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|-----------------------------------|---|-----------------------|-------------------------|--|---|
| WWWV, WINA, WQMZ, WVAX, WCNR      | 1140 Rose Hill Drive<br>Charlottesville, VA 22903           | Renee Quesenberry     | 434-220-2300            |  |   |
| PVCC                              | 501 College Drive<br>Charlottesville, VA 22902              | Marion Jackson        | 434-977-3900            |  |   |
| FOCUS                             | 1508 Grady Avenue<br>Charlottesville, VA 22903              | Becky Barclay         | 434-293-2222            |  |   |
| NAACP                             | 2614 Huntington Road<br>Charlottesville, VA 22906           | Shelia Jackson        | 434-973-8143            |  |   |
| National Organization for Women   | P. O. Box 5082<br>Charlottesville, VA 22905                 | Angela Bradley        | 434-963-0069            |  |   |
| Women’s Center – UVA              | P. O. Box 800588<br>Charlottesville, VA 22908               | Sue Gerrans           | 434-982-2361            |  |   |
| National Business College         | 1819 Emmet Street<br>Charlottesville, VA 22901              | Frank Cardella        | 434-295-0136            |  |   |
| VAB Website/Newsletter            | 630 Country Green Lane<br>Charlottesville, VA 22902         | Rose Lester           | 434-977-3716            |  |   |
| VEC                               | P. O. Box 1587<br>Charlottesville, VA 22902                 | Wanda Johnson         | 434-984-7630            |  |   |
| Website / Online                  | 73 Kercheval Ave., Ste. 201<br>Grosse Point Farms, MI 48236 | Allison Koehler       | 313-886-7070            | 2  | No  |
| Word of Mouth                     | *****   | *****                 | *****                   |  |   |
|                                   |   |                       |                         |  |   |

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## MENU OPTION ACTIVITIES

WWWV, WINA, WQMZ, WVAX and WCNR have engaged in the following outreach activities during the year covered by this report: June 1, 2008 through May 31, 2009.

| <b>Activity Classification</b> | <b>Type of Activity</b>  | <b>Brief Description</b>   |
|--------------------------------|--|--|
| 1                              | Participated in the PVCC Fall Job and Internship Fair on October 15, 2008. | Promoted the job fair and was present during the activities.                 |
| 3                              | Participated in PVCC's 25 <sup>th</sup> Annual Job Fair on March 18, 2009. | Participated in the organization, promotion and actual event.                |
| 5                              | Internship Program   | Provided internship opportunities for local high school and college students |
|                                |  |  |
|                                |  |  |

\*For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.