

EEO PUBLIC FILE REPORT

FOR

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

This EEO Public File Report
June 1, 2004 – May 31, 2005

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, 2005, the station filled the following full-time vacancies:

Producer/Announcer

The station interviewed a total of 2 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:

| Recruitment Source | Total Number of Interviewees Referred |
|--|--|
| Internal Posting | |
| WHRO Website | 2 |
| Virginian Pilot Newspaper | |
| Daily Press Newspaper | |
| New Journal & Guide (local minority owned newspaper) | |
| Virginia Employment Commission | |
| PBS Express | |
| CPB Job Line | |
| VAB Job Line | |
| Current | |
| Careerbuilders.com | |
| CareerConnection.com | |
| Pilotonline.com | |

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

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Producer/Announcer

Recruitment source that referred the hiree: WHRO Website

Date Vacancy Opened: August 26, 2004

Filled: October 6, 2004

Total number of persons interviewed for the vacancy: 2

| Recruitment Source | Contact | Total Interviewed | Entitled to Notification |
|--|------------------------------------|-------------------|--------------------------|
| Internal Posting 5200 Hampton Blvd. Norfolk, VA 23508 | Sherby Wilks 1.757.889.9290 | 0 | N |
| WHRO Website 5200 Hampton Blvd. Norfolk, VA 23508 | Dina Richards 1.757.889.9371 | 2 | N |
| VAB Job Line 630 Country Green Lane; Charlottesville, VA 22902 | Peter Easter 1.434.977.3716 | 0 | N |
| PBS Express 1320 Braddock Place Alexandria, VA 22314 | Orin Love 1.703.739.5000 | 0 | N |
| CPB.org Jobline 401 Ninth Street, NW Washington, DC 20004-2129 | Serena Wyckoff 1.800.272.2190 | 0 | N |
| Virginian Pilot 150 W. Brambleton Ave.; Norfolk, VA 23510 | Linda Cherry 1.757.446.2147 | 0 | N |
| Daily Press 7505 Warwick Blvd. Newport News, VA 23607 | Curtis Wilder 1.757.928.6463 | 0 | N |
| Careerbuilders.com 8420 W. Bryn Mawr, Ste 110; Chicago, IL 60631 | Curtis Wilder 1.757.928.6463 | 0 | N |
| New Journal & Guide PO Box 209; Norfolk, VA 23501 | Martha Pritchard 1.757.543.7139 | 0 | N |

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| Careerbuilders.com 8420 W. Bryn Mawr, Ste 110; Chicago, IL 60631 | Curtis Wilder 1.757.928.6463 | 0 | N |
| CareerConnection.com 150 W. Brambleton Avenue; Norfolk, VA 23510 | Amy Koons 1.757.527.1140 | 0 | N |
| Current 1612 K St., N.W. Suite 704; Washington, DC 20006 | Steve Behrens 1.202.463.7055 | 0 | N |

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Station WHRO-TV has engaged in the following outreach activities during the year covered by this report:

| Activity Classification | Type of Activity | Brief Description |
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| 4 | Career Exploration Program in Communication & Broadcasting | <p>WHRO's Human Resources Manager has been invited to join the Virginia Production Alliance – Hampton Roads Internship Committee. She has accepted and will begin networking with this committee. This chapter is undertaking an Internship Project to develop relationships between area colleges and universities and businesses and organizations with whom we are in contact.</p> <p>This past spring, the HR Manager met with a representative of the Virginia Employment Commission to determine ways to further expand WHRO's presence to attract applicants through the Virginia Employment Commission when recruiting positions as they become available, especially in considering veterans for employment.</p> <p>WHRO partners with Norfolk State University's Cluster Program. NSU Cluster has two general meetings each year, one in early fall and one in the spring. The NSU Cluster Program is an association of academics and businesses partnering to offer, and to preserve, high-quality educational and professional experiences for students and faculty at Norfolk State University.</p> |

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| 5 | Internship Program | <p>Provides internship opportunities to High School & College students. During the fall of 2004 WHRO provided a radio internship to a minority female Old Dominion University student. The internship was so fulfilling that the student recommended another ODU student for the Spring 2005 semester. Upon completing the internship in May 2005, this student recommended another ODU student who is now interning with us. Another ODU minority female student completed an internship in Radio and upon completing her internship was hired in May 2004 as temporary part-time employee to assist with a daily live radio talk show. As of May 15, 2005, The individual is now filling in as a temporary producer while the producer of the show is on FMLA leave. She is being considered for regular full-time employment in the new budget fiscal year starting July 1, 2005. Several additional students who applied for internships during this reporting period were hired as temporary part-time employees instead of interns during this reporting period. One is an ODU student and the other student attends Hampton University.</p> <p>February and March 2005, WHRO was assigned a student intern through the Norfolk Public Schools/Norfolk Technical Vocational Center. The student interned in our Education Department and wrote a letter to WHRO Director of Educational and Programming Outreach following the end of her assignment. "Being an intern under your administration has enabled me to not only encounter the mechanics of the production life, but to also help me realize that the production industry is the career of my dreams. At first, production was just a phase that I was undergoing, but</p> |
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| | | <p>now that I have seen what goes on behind the scene, the love for the production life has grown to a passion that I am determined to have not a job, but a career. Thanks to the collaboration of both the Norfolk Technical Vocational Career Center and WHRO, I have learned that I am destined to be the producer of my own television show. The knowledge and work experience given to me throughout the school year has indeed impacted my life and is truly irreplaceable”.</p> <p>We have several other students who are interning with WHRO or will start their internship within the next couple of weeks. A Longwood College student started her internship on May 23, 2005 in Education Services and a Hampton University student will intern in the Operations Department during this period.</p> <p>WHRO also participates each summer in the Virginia Association of Broadcasters Internship Program which is a paid internship/scholarship program for Virginia college residents. The student who interned during the summer of 2004, is a minority female Virginia resident attending Boston University College of Communication. This summer we have a Hampton University minority female student interning through the VAB Program.</p> |
| 8 | Training Program | WHRO provides K-12 Learning Services to 19 public school divisions, 14 independent schools, and home schools, representing 286,000 students and 25,000 educators in greater Hampton Roads. Counties/Cities served by WHRO, |

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| | | <p>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 Virginia's School For The Deaf And Blind.</p> <p>WHRO received the 2004 Region II Educational Technology Leadership Award. WHRO Education staff was recognized by the Department of Education and the school superintendents of our region for their outstanding leadership in educational technology planning and implementation and meeting the challenge of teaching and learning through the use of instructional media and technology.</p> <p>February '05 the Human Resources Manager attended a seminar on "Staying Ahead of the Curve: Business Best Practices for an Aging Workforce". March '05 she also attended a seminar on the Uniformed Services Employment and Reemployment Rights Act (USERRA) relating to the law President Bush signed on December 20, 2004, regarding the Veterans Benefits Improvement Act of 2004.</p> <p>March '05 the Human Resources Manager, Finance & Administration Manager and Payroll Bookkeeper attend an all day Compliance Summit Seminar. The topics covered were Sarbanes Oxley, HR Compliance & Emerging Trends, HR Solutions, FLSA, and Time & Labor Management.</p> |
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| 11 | Community events designed to inform/educate public of broadcasting careers. | <p>WHRO, through our Volunteer Coordinator, provides tour groups. Most of our tour groups are made up of students, about evenly divided between schools and scout troops. We have 4 volunteer tour guides who take turns leading the tours, usually 2 or 3 per month. (All tours are scheduled during business hours...not at night or week-ends.) The size of the groups range from 5 to 25. On the rare times when the group is 30 or more, then we divide it into two smaller groups. A sampling of the schools (and others) who have sent us groups during the past year include: Norview Middle School, Lake Taylor H.S., Middlesex H.S., Suffolk Public Schools Media Lab, Windsor Middle School, Larkspur Middle, Oceanair Elementary, Camp Allan Elementary, McDonald Montessori, Friends School, Torah Day School, Kindercare Learning Center, Hunton YMCA, Coastal Christian Academy, One Accord Ministry, Eggleston Center, and Growing Up at OBICI. We also get a variety of college age students from various departments at ODU. Of course, there is also a large number of girl scouts, tiger scouts, and cub scouts. Some groups give us 2 or 3 months lead time, others just a few days. When a parent calls to ask about bringing one or two children, our Volunteer Coordinator works them into a larger group rather than give a tour for just 2 or 3 people.</p> <p>The tours cover some history of WHRO, two 2 FM stations, the music library, the Voice studio, the TV studio, and several control rooms. In most cases, Greg Carter or Dawn Anderson from our Production Dept. speaks to the children concerning equipment and technology. Each tour lasts 50 to 60 minutes.</p> |
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February '05 WHRO Educational Services Dept. provided tours and demonstrations to area high school students. Students were provided the history of the business, shown multi-channel environs...regional connectivity, demonstrations of the editing process, discussed how programs are created. Students were taken to Studio Control where they were shown what happens in studio and audio control. They were also given an online demo of unitedstreaming and ways video is being used today....including audio streaming. Students were also given a tour of radio and informed about job responsibilities and career opportunities. At the end of the tour, students met with the Human Resources Manager who briefed them and distributed handouts about a wide range of jobs at WHRO beyond what they had seen on their tour and what is needed to prepare them for working in this business.

On March 17, 2005, Governor Mark Warner, the Governor of Virginia, was WHRO's guest for a televised town hall meeting with area high school students and their parents, teachers and administrators. WHRO's own Cathy Lewis moderated the on-air discussion as the Governor talked on camera with area students who asked probing questions about the future of education, the answers to which will affect the way teachers teach and students learn. There were approximately 50 in the studio audience, with more than 100 in the WHRO Teleconference Center viewing the program in real time on TV15. This program, *Extreme High School: Education for the Real World*, was part of the National Governors Association's initiative on improving the American high school.

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| 14 | Management Training | During the past year, WHRO held a series of training sessions for managers and supervisors. Attendance at these sessions were to ensure that WHRO's managers and supervisors have the knowledge and skills required to ensure equal employment opportunity and manage staff legally and fairly. The training sessions included: Using Your Management Style Effective, Who Controls Your Right to Hire and Fire, Hiring Overview and Team Building. |
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