

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, 2021

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

WJMA WOJL WCVA WVCV

Job Title of Vacancy: Advertising Sales Representative

Recruitment Source that referred the Hire: Employee Referral

Total Respondents: 4 (responded back to all)

Total Persons Interviewed for the Vacancy: 3

Date Vacancy Opened: New Position

Date Vacancy Filled: April 6, 2021

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
Culpeper Times (Newspaper)	206 S. Main St. Culpeper, VA 22701	Tom Sparger, Publisher	540-422-3421	0	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 (note: were not able to use VARTV.com in most recent report period)	1725 Live Oak Tr. Virginia Beach, VA 23456	Robert Corbin, Editor	editor@vartv.com	N/A	N/A
Orange County (VA) Chamber of Commerce	P.O. Box 146 Orange, VA 22960	Deanna Marshall, Interim Director	540-672-5216	0	NO
Culpeper (VA) 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	1	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
Louisa County (VA) Chamber of Commerce	214 Fredericksburg Avenue, Louisa, VA 23093	Ms. Tracy Hale Clark	(540) 967-0944	0	NO
Culpeper County Branch, NAACP	P.O. Box 687 Culpeper, VA 22701	Dr. Uzziah Harris	naacpculpeper.org	0	NO
Orange County Branch, NAACP	P.O. Box 776 Orange, VA 22960	Ms. Ruth Lewis Smith	US Mail contact – no public phone number for Ms. Lewis-Smith or the Orange Co (VA) branch	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:

Please Note: In light of the unprecedented and unforeseeable COVID-19 pandemic, which prevented the employment unit from engaging in the numerous outreach initiatives in which it has traditionally engaged, and which are identified in this report and the station employment unit's previous reports, throughout the relevant reporting period the station employment unit specifically sought out and contacted as many diverse recruitment sources and programs as available and practicable to promote outreach generally.

Activity Classification	Type of Activity	Brief Description
<p>1</p> <p>11</p> <p>1</p> <p>11</p>	<p>Culpeper Area Chamber of Commerce “Culpeper Fest”</p> <p>Orange Alliance Business Expo Sponsored by Orange County Chamber of Commerce – 2020 and 2021 CANCELLED DUE TO COVID 19 VIRUS</p> <p>Orange County Workforce Center Job Fair in conjunction with Green Applications CANCELLED DUE TO COVID 19 VIRUS</p> <p>Public Appearances Throughout Listening Area</p>	<p>Sponsor Of Chamber of Commerce Trade Show Publicizing Businesses To The Public with Recruitment Information on Site and emphasis on newly created sales position.</p> <p>Sponsor of Orange Chamber of Commerce Trade Show Publicizing Businesses To The Public, with recruitment information emphasized.</p> <p>Station staff participated in community and local county workforce job fair in August for general and specific applicant recruitment.</p> <p>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.</p>
<p>16</p>	<p>Customer and Employee Referral Incentive Programs</p>	<p>Customer Referral Program Publicized By sales representatives (to customers) and station employees (to any known interested parties)</p>

9	<p>Student Career Shadowing Program CANCELLED 2020 DUE TO COVID 19 VIRUS</p>	<p>Orange County High School: Sponsored 12th Grade student to gain firsthand understanding of the radio broadcasting work environment to help make career decisions. Hillary Morris Career Guidance Counselor</p>
9	<p>Student Career Shadowing Program CANCELLED 2020 DUE TO COVID 19 VIRUS</p>	<p>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.</p>
15		<p>Shadowing opportunity for Special Needs students interested in possible radio career opportunities</p>
11	<p>State of Virginia DARS Employment Placement Services</p>	<p>Remain in regular contact with Jackie Knapp, DARS Director on our area. Have interviewed a few prospective applicants for future employment and also for job interview training purposes, and offered part time employment to one individual over the past 3 years.</p>
5	<p>Scouting Group Tours All CANCELLED DUE TO COVID 19 VIRUS (take place annually between FEB and END OF SCHOOL YEAR)</p>	<p>Tours of radio station facilities and explanation of possible radio careers for interested local Girl Scout, Boy Scout and Brownie organization within our communities.</p>
10	<p>Broadcast News Journalism Internship (NOTE: CANCELLED SPRING 2021 DUE TO COVID 19 VIRUS)</p>	

16	<p>On Air Recruitment</p>	<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</p> <p>NOTE: MOST LOCAL EVENT PROGRAMS WE ARE TYPICALLY INVOLVED IN CANCELLED DUE TO COVID 19 VIRUS SINCE 03/2020</p>	<p>Reached out to the local NAACP Chapters (Orange, Culpeper and Louisa) with station contacts and request for anyone interested in a possible career in radio to reach out to us for more information.</p> <p>Sales Manager attends monthly meeting at Louisa / Goochland Counties Professional Women lunch in an effort to promote and, if applicable, recruit women for stations future or immediate job openings within our stations.</p>
12	<p>‘Spiritual Tidings’ WEEKLY RADIO PROGRAM CANCELLED DUE TO THE 80-YEAR OLD HOST HEALTH CONCERNS WITH COVID 19. RESUMPTION DATE UNKNOWN/TBA</p>	<p>Live :30 weekly job recruitment announcement on WVCV’s weekly special 30 minute 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>

Twice yearly general classified posting with

