

EEO PUBLIC FILE REPORT

FOR

STATIONS

WJMA FM, Culpeper, VA
WOJL FM, Louisa, VA
WCVA AM, Culpeper, VA
WVCV AM, Orange, VA
WKTR-AM, Earlysville, VA

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2025

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

MENU OPTION ACTIVITIES – Form BP-02

Nature of the Activity, Including Date(s):

Mail out job opening notices starting February 2025 to all 3 area chamber of commerce and NAACP branches
Posted Opening on the radio station(s) web sites – 2/15/25 to 5/15/25
Aired :60 radio commercials on all stations starting 3/11/25 through 5/15/25
Aired :60 radio commercials on all stations starting 6/1/24 through 6/30/24
Actively promoted opening at local job and chamber of commerce events in Charlottesville city 11/14/24
Louisa County, VA 1/26/25
Attended Job Fair event in Charlottesville, VA sponsored by The University of Virginia on November 14, 2024
Posted job opening at Charlottesville Chamber of Commerce web site 2/1/25 to 5/30/25
Posted job opening at Louisa County Chamber of Commerce web site 2/1/25 to 5/30/25
Attended Woman's Group Career Seminar, sponsored by the Louisa County (VA) Chamber of Commerce
January 26, 2025

Station Personnel Involved:

Kevin Dalton, General Manager
Tina Hancock, General Sales Manager
Darrick Buraker, Traffic and Production Manager
Frank Wells, Stations web site manager
Amy Brant-Lambert, Promotions Director

VACANCY NOTIFICATIONS – Form BP-05

Job Title of Vacancy: **Radio Sales Representatives**

Date Vacancy Opened: **10/01/2024**

Date Vacancy Filled: **5/15/2025**

Notifications of vacancy information for the above job title were given using the following advertisements, bulletins, letters, faxes, e-mails, or other communications. Dated copies of these notifications are attached to this form.

Type of Notification	Date of Notification	Type of Notification	Date of Notification
Radio On Air Recruitment Commercial (2 stations)	June 1-30, 2024		
Web Site posting on stations web sites (2)	3/1/25 – 4/30/25		
Mail out posting NAACP Orange VA chapter	2/6/25		
Mail out posting NAACP Culpeper VA chapter	2/6/25		
Mail out posting NAACP Louisa VA chapter	2/6/25		
Job Fair UVa Charlottesville, VA	11/14/24		
Job Fair Louisa Chamber of Commerce, Louisa, VA	1/29/25		
Email to Culpeper Chamber of Commerce	3/15/25		
Email to Orange Chamber of Commerce	3/15/25		
Email to Louisa Chamber of Commerce	12/1/25 – 5/30/25		
Radio On Air Recruitment Commercial (2 stations)	3/1/25 – 3/31/25		
Radio On Air Recruitment Commercial (2 stations)	4/1/25 – 4/30/25		
Charlottesville Chamber of Commerce online job board	12/1/25 – 5/30/25		

FULL-TIME VACANCY EEO INFORMATION

FULL-TIME VACANCY EEO INFORMATION – Form BP-03 [Fill out for each full-time vacancy]

Job Title of Vacancy: **Radio Sales Representative**

**Recruitment Source That
Referred the Hire:** UVA Job Fair
Charlottesville Chamber of Commerce

Date Vacancy Opened: **10/01/2024**

**Total Number of Persons
Interviewed for the
Vacancy:** 3

Date Vacancy Filled: **02/15/2025**

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
On Air Radio Commercial Piedmont Communications	207 Spicers Mill Rd Orange, VA 22960	Kevin Dalton, GM	540.672.1000	0	No
On Line Web Site Post www.wjmafm.com	207 Spicers Mill Rd Orange, VA 22960	Kevin Dalton, GM	540.672.1000	0	No
On Line Web Site Post www.1055samfm.com	207 Spicers Mill Rd Orange, VA 22960	Kevin Dalton, GM	540.672.1000	0	No
Orange, VA NAACP Branch	P.O. Box 776 Orange, VA 22960	Ms. Ruth Lewis Smith	Not Listed	0	No
Culpeper, VA NAACP Branch	P.O. Box 687 Culpeper, VA 22701	Dr. Uzziah Harris	Not Listed	0	No

Louisa, VA NAACP Branch	1818 Oakland Road Louisa, VA 23093	Greg Jones	Not Listed	0	No
Job Fair at UVa Sponsored by Charlottesville Chamber of Commerce	John Paul Jones Arena Charlottesville, VA	Matina Hancock, GSM Andrea Copeland, Dir	434.295.3141	3	No
Job Fair Louisa County VA Chamber of Commerce – Professional Woman’s Group	Louisa County Chamber offices, Louisa, VA	Matina Hancock, GSM	540.967.0944	0	No
Charlottesville Area Chamber of Commerce	Website posting board	Andrea Copeland, Dir	434.295.3141	0	No
Orange County VA Chamber of Commerce	Website job posting board	Judi Cooper, Dir	540.672.5216	0	No

WJMA WOJL WCVA WVCV WKTR

Job Title of Vacancy: Radio Sales Representative

Recruitment Source that referred the Hire: Walk In

Date Vacancy Opened: 10/01/24

Date Vacancy Filled: 04/21/25

Total Respondents: 3

Total Persons Interviewed for the Vacancy: 2

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	0	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
				0	N/A
Orange County (VA) Chamber of Commerce	P.O. Box 146 Orange, VA 22960	Judi Cooper, Director	540-672-5216	0	NO
Culpeper (VA) Chamber of Commerce	109 S. Commerce St. Culpeper, VA 22701	Amy Frazier, Pres/CEO	540-825-8628	0	NO
1055SAMFM.COM	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr.	540-967-1142	0	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	0	NO
WJMA Station Facebook Post (social media)	P.O. Box 271 Orange, VA 22960	Kevin Dalton, Gen Mgr.	540.825.3900	0	NO
UVa Job Fair Sponsored by Charlottesville Chamber of Commerce	John Paul Jones Arena UVa Charlottesville, VA	Andrea Copeland, Dir	434.295.3141	1	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
INSIDE NoVa	1360 Old Bridge Rd Woodbridge, VA 22192	Ms. Victory Grayson	571.333.1532 vgrayson@insidenova.com	0	NO
Walk In	207 Spicers Mill Rd Orange, VA 22960	Kevin Dalton, Gen. Mgr.	540.672.1000	1	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, WKTR and WVCV have engaged in the following outreach activities during the year covered by this report:

Please Note: In light of the continued aftermath of the unprecedented and unforeseeable COVID-19 pandemic, and including slow re-openings for and the unfortunate closing of many previously long-standing public events, 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.

Some below mentioned events, shows and/or sponsorship opportunities that were annual or semi-annual prior to 2022 have chosen or due to post-pandemic economic realities have been forced to no longer present due to general lack of public interest, redirected emphasis elsewhere and / or lack of student attention/interest. The Employment Unit continues to strive to locate other local and regional avenues of recruitment on a regular basis.

Activity Classification	Type of Activity	Brief Description
1 & 4 & 10	Job Fair at University of Virginia Charlottesville, VA	Job Fair held at UVa John Paul Jones Center sponsored by Charlottesville Chamber of Commerce
1 & 4	Job Fair at Louisa Chamber of Commerce, Louisa, VA	Held at Louisa C of C location, Louisa, VA

16	Benefit Appearance at the local Foxfield Races event	Local charity Event
16	Appeared at Culpeper Chamber Meeting FEB, MAR and APRIL 2025	Local C of C monthly Meeting event
16	Appeared at Louisa Chamber Meeting FEB, MAR and APRIL 2025	Local C of C monthly Meeting event
16	Appeared at Orange Chamber Meeting FEB, MAR and APRIL 2025	Local C of C monthly Meeting event
12	GSM Tina Hancock led discussion at Louisa Chamber Women in Business Group	Special C of C group for female professionals. Job opportunity and qualifications presented by GSM Tina Hancock

Activity Classification	Type of Activity	Brief Description
1	Culpeper Area Chamber of Commerce “Culpeper Fest”	Sponsor of Chamber of Commerce Trade Show in June 2024 Publicizing Businesses to the Public with emphasis for Community Job Recruitment. Information and 2 staff on site.
11	Orange County Workforce Center Job Fair in conjunction with Green Applications Permanently CANCELLED 2024.	. Station staff historically participated in community and local county workforce job fair in August for general and specific applicant recruitment.
1	Public Appearances Throughout Listening Area, including but not exclusively; 3 counties fairs: Orange and Fauquier - June, and Madison – July; Alzheimer’s Glenmore Community Fundraising – May; Alzheimer’s Walk For a Cure – August; Culpeper MS Walk for Life ; Orange County Chamber	At all community, charitable, trade, commercial, civic group and governmentally sponsored events where stations had a pre-planned presence, station staff circulated printed station material and answered questions that exclusively outlined radio career opportunities as well as specific information on current sales opening.
11	Community Street Fair – September; Women in Business Expo Fluvanna County - March; Louisa/Goochland Counties Chamber of Commerce- May; Central Virginia Cares for Kids Toy Drive November & December (8 various regional public locations).	Local charity and chamber event

16	Customer and Employee Referral Incentive Programs	Customer Referral Program Publicized by sales representatives (to customers) and station employees (to any known interested parties)
1	Walk In	Accepted resumes from applicants that stopped by offices located at 207 Spicers Mill Rd, Orange, VA (solicited or unsolicited)

9	Student Career Shadowing Program NO APPLICANTS INTERESTED 2024.	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 (by school) 2023 DUE TO LACK OF STUDENT INTEREST post COVID. Since that time school has declined further participation.	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	Scouting Group Tours - Boy Scouts, Cub Scouts and Brownies within our communities (dates various as requested by scout leaders) .	Tours of radio station facilities and explanation of possible radio careers for interested local Girl Scout, Boy Scout and Brownie organization within our communities.
11	Broadcast News Journalism Internship (NOTE: CANCELLED SPRING 2022 DUE TO COVID 19 VIRUS – Although the Employment Unit would welcome an intern, no Student Career Involvement has been shown in 2024 or thus far in 2025.	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 all fascists of radio and broadcast news, and a leg up once ready to join the industry workforce.
5	Public School Career Day participation	Culpeper County Public Schools, Career Partners Mock Interviews at Culpeper County High School This event was for the entire Junior Class at CCHS, and was sponsored by Culpeper Chamber of Commerce.

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	Woman and Minority-Related Recruitment <p>NOTE: MANY LOCAL EVENT PROGRAMS WE ARE TYPICALLY INVOLVED IN CANCELLED DUE TO NO ORGANIZATION STAFFING DURING PANDEMIC AND POST COVID 19 VIRUS. SOME HAVE RESUMED, AND WE CONTINUE TO PARTICIPATE. OTHERS WILL NOT RESUME GOING FORWARD. WE ARE ALWAYS SEEKING OUT OTHER OPPORTUNITIES TO PARTICIPATE IN OR CREATE.</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> <p>Twice yearly general classified posting with radio career departmental options, along with all current active openings, to NAACP Branches in</p>

