

EEO PUBLIC FILE REPORT

FOR

WCAV(DT), Charlottesville, VA
WVAW-LD, Charlottesville, VA

This EEO Public File Report
June 1, 2023 to May 31, 2024

EEO Annual Public File Report

WCAV(DT), Charlottesville, VA
WVAW-LD, Charlottesville, VA

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of the Employment Unit composed of stations WCAV and WVAW-LD. This Report will be placed in the Employment Unit's public inspection file and posted on the Employment Unit's website.

The information contained in this Report covers the time period ending May 31, 2024 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain 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 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey at (804) 672-6565 or business@lockwoodbroadcast.com.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
Photographer	3	14	1-14
Meteorologist	4	16	1, 2, 4-16
MultiMedia Journalist	6	15	1-13, 15, 17, 18
Master Control Operator	2	14	1-2, 4-14
Producer	5	14	1-14, 17
Sports Anchor	2	1	1-13, 15
Account Executive	8	14	1, 2, 4-14
Meteorologist/MultiMedia Journalist	5	15	1-13, 15
MultiMedia Journalist	4	16	1-13, 15, 16, 19, 20
Producer	3	3	1-13, 18
Commercial Producer	4	14	1-15, 19

Total number of persons interviewed during the Reporting Period: 46

**ATTACHMENT 2
RECRUITMENT SOURCE INFORMATION**

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	3	No
2	0	No
3	1	No
4	0	No
5	0	No
6	0	No
7	0	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	17	No
15	14	No
16	2	No
17	3	No
18	3	No
19	2	No
20	1	No

RECRUITMENT SOURCES

Source

1. WCAV – TV Website, <https://www.cbs19news.com/> 434-424-1919
2. TVJobs.com <http://tvjobs.com/> P.O. Box 4116 Oceanside, CA 92052 760-754-8177
3. Handshake.com <https://www.joinhandshake.com/> 225 Bush St. 12 Floor San Francisco, CA 94104 415-944-9960
4. Virginia Association of Broadcasters
5. Broadcasting Institute of Maryland, 7200 Harford Road Baltimore, MD 21234 410-254-2770
6. PVCC, 501 College Drive Charlottesville, VA 22902 434-977-3900
7. James Madison University, 800 S Main Street, Harrisonburg, VA 22807, Laura Hickerson
8. Bridgewater College, 402 E. College Street Bridgewater, VA 22812 540-828-8000
9. Blue Ridge Community College, Box 80, One College Lane Weyers Cave, VA 24486 540-234-9261 Elizabeth Hall
10. George Washington University, 1922 F. St. NW Washington, D.C. 20052 202-994-1000
11. Old Dominion University, 2202 Webb Center Norfolk, VA 23529 757-683-3000
12. Virginia Tech, 925 Prince Fork Road Blacksburg, VA 24061 540-231-6000 Betsy McCoy
13. Mass VO Tech, 325 Pleasant Valley Road Harrisonburg, VA 22801 540-434-5961
14. Indeed <https://www.indeed.com> 6433 Champion Grandview Way, Building 1, Austin, TX 78750 1-800-475-4361
15. Internal Referral
16. Internship
17. News Director Visit to American University on March 27, 2023
18. News Director Visit to University of Maryland on March 3, 2022 and October 6, 2023
19. External Referral
20. YouTube

ATTACHMENT 3
MENU OPTION ACTIVITIES

The Employment Unit has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
5	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;	<ul style="list-style-type: none"> April 4, 2024 to June 17, 2024: Station hosted an intern from the University of Virginia. The intern learned all news processes including reporting and production. Intern worked with news personnel during the internship.
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)	<p>The Employment Unit created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Virginia Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on WCAV.</p> <p>Job Opportunities at the stations are also posted on the Virginia Association of Broadcasters job banks.</p>
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;	<ul style="list-style-type: none"> January 8, 2024-March 15, 2024: An Account Executive participated in P1 Plus training through the Virginia Association of Broadcasters. Topics included items such as sales trainings, digital media, and presentation skills. Sales Managers worked with the Account Executive to make sure training was applied. May 8, 2024: The Sales Staff including Sales Managers attended training with Comscore to understand what solutions Comscore offers sales and television stations. May 8, 2024: The News Director, Creative Services Director, and General Manager attended training with Comscore for a look at how Comscore interacts with news production.
10	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;	<ul style="list-style-type: none"> October 6, 2023: The station's News Director attended a job fair with the University of Maryland's Philip Merrill College of Journalism.
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	<ul style="list-style-type: none"> February 13, 2024: The Open Position for Chief Engineer was posted on the Native American Journalists Association website. (Recruitment for the Chief Engineer position began in February 2024 and is currently on-going).

*** For “Activity Classification”, use “1” through “16” in accordance with attached list.**

Menu Option Classifications

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.