

## WVPT / WVPY Outreach Report June 1, 2010- May 31, 2011

Since the effective date of the new EEO rules, the WVPT/WVPY employment unit has undertaken a number of measures to achieve broad and inclusive outreach in disseminating information throughout the community it serves about specific station employment opportunities, as well as about broadcasting in general. The employment unit has engaged in more than the suggested supplemental outreach effort required for the employment unit for this time period.

As reflected in the Annual EEO Public File Reports charts below, the employment unit routinely utilizes a wide assortment of recruitment sources to disseminate widely the notice of full-time job vacancies to qualified applicants. The employment unit often has promoted specific job openings through local newspapers, including the Daily News-Record, Harrisonburg (circulation 33,000); The News Leader, Staunton (circulation 18,600); The News Virginian, Waynesboro (circulation 8,800), and The Daily Progress, Charlottesville (circulation 32,000). These newspapers enjoy broad circulation-as noted above-in the television market served by the employment unit, insuring broad reach for the notifications throughout the area.

To achieve greater exposure and inclusion, the station routinely disseminates information about specific vacancies to many different outreach or job bank services. Outreach notifications go, for example, to a number of local educational institutions, including James Madison University, Eastern Mennonite University, Radford University, Mary Baldwin College, Bridgewater College, and Blue Ridge Community College and Lord Fairfax Community College. A variety of local groups and organizations also receive announcements, including the Virginia Employment Commission, Working Women's Forum, Rotary Club and various local churches and civic organizations. Furthermore, for production or engineering positions, WVPT uses popular Internet websites of special interest to those considering careers in broadcasting, including PBS Connect, The Society of Broadcast Engineers, and CPB job line. To encourage participation in the station's job notification program, WVPT periodically broadcasts 15-second announcements notifying the public that organizations recruiting job seekers may request the station include them on its outreach referral list.

During the past twelve months WVPT's Outreach Coordinator has supervised 8 interns in developing skill sets within non profit television broadcasting (6 from James Madison University and 2 from Bridgewater College) We have also employed two under the Goodwill Industries Employment Program and 3 within the Federal Work Study Program (the later from James Madison University) preparing each of them for a future or transition within broadcasting. WVPT annually participates in the Christmas Parades for our licensed broadcast coverage area in particular Harrisonburg, Charlottesville and Staunton. We also annually partner with the Regional Chamber of Commerce Non Profit Fair titled Business after Hours (BAH) offering tours of the WVPT Studios and team member presentations of the various career job opportunities available within Broadcasting and Public Media.