

EEO PUBLIC FILE REPORT

This report cover full-time vacancy recruitment data for the period May 23, 2010 through May 22, 2011.

1) Employment Unit: VerStandig Broadcasting, Harrisonburg VA

2) Unit Members
 WSVA-AM, Harrisonburg VA
 WQPO-FM, Harrisonburg VA
 WHBG-AM, Harrisonburg VA
 WTGD-FM, Bridgewater VA
 WJDV-FM, Broadway VA

3) EEO Contact Information for Employment Unit

Mailing Address	PO Box 752 Harrisonburg VA 22803
Telephone	540-434-0331
Contact/Title	Susanne Myers, General Manager
Email	smyers@valleyradio.com

4) List all full-time job vacancies filled by each station in the Employment Unit:

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
1 Sales Manager	Client Referral
2 On-Air Announcer	All Access
3 On-Air Announcer	All Access
4 News Anchor/Reporter	Broadcast Institute of MD
5 Engineer	Charlottesville Broadcast Group
6 Production Director	Ohio Center for Broadcasting
7 Sales	Internal Referral
8 Sales	Chamber of Commerce Referral
9 Sales	Client Referral
10 Production Director	VAB
11 Sales	WSVA,WQPO, WBHB, WJDV,WHBG Radio ads

Stations WSVA-AM, WQPO-FM, WTGD-FM, WJDV-FM, WHBG-AM are Equal Opportunity Employers.

(5) Job Title: Sales Manager

Referral Source(s) of Hiree: Client Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
Idea Bank	List Serve	email: ideabank@home.ease.l.soft.com		0	No
Client Referral	Suzy Anthony	1711 South Main Street Harrisonburg VA 22801	540-434-1600	1	No
Client Referral	Liza Borches	3023 Ivy Road Charlottesville VA 22903	434-295-4125	1	No
Client Referral	Kenny Martin	3319 Lumber Mill Road Dayton VA 22821	540-879-2518	1	No
Client Referral	Scott Heinz	PO Box 496 Verona VA 24482	540-248-8131	1	No
valleyradio.com	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
The News Leader	Lori Miller	11 North Central Avenue, Staunton VA 24401	540-885-7281	0	No
Daily News-Record	Brenda Haas	231 South Liberty Street, Harrisonburg VA 22801	540-574-6400	0	No
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Susanne Myers	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
Virginia Association of Broadcasters website	Doug Easter	600 Peterson Jefferson Hwy, Charlottesville VA 22911	434-977-3716	1	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

Stations WSWA-AM, WQPO-FM, WTGD-FM, WJDV-FM, WHBG-AM are Equal Opportunity Employers.

(5) Job Title: On-Air Announcer

Referral Source(s) of Hiree:

All Access

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Susanne Myers	PO Box 752, Harrisonburg VA 22803	540-434-0331	0	No
allaccess.com	Joel Denver	allaccess.com	301-457-6616	5	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: On-Air Announcer

Referral Source(s) of Hiree:

All Access

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Susanne Myers	PO Box 752, Harrisonburg VA 22803	540-434-0331	0	No
allaccess.com	Joel Denver	allaccess.com	301-457-6616	5	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: News Anchor/Reporter

Referral Source(s) of Hiree:

Broadcast Institute of MD

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No
Broadcast Institute of MD	Norm Brooks	7200 Harford Rd. Baltimore, MD 21234	410-254-2770	1	No
NetTalk.com		nettalk.com		0	No
allaccess.com	Joel Denver	allaccess.com	301-457-6616	2	No

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(5) Job Title: Engineer

Referral Source(s) of Hire: Charlottesville Broadcast Group

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
Charlottesville Broadcast Group	Jim Principe	1140 Rose Hill Drive Charlottesville VA 22903	434-220-2304	1	No
Radio-Tech		email: radio-tech@broadcast.net		0	No
Idea Bank	List Serve	email: ideabank@home.ease.l.soft.com		0	No
Society of Broadcast Engineers		sbe.org		1	No
Internal Referral	Chris Snively	PO Box 788 Greencastel PA 17228	717-597-9200	1	No
Industry Referral	Van Clough	email: van@broadcasttechmgmt.com	910-486-6904	1	No
Industry Referral	Josh Arritt	email: jarritt@vt.edu	540-529-2175	1	No
The Broadcasters Desktop Resource		thebdr.net		0	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: Production Director

Referral Source(s) of Hire: Ohio Center of Broadcasting

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
allaccess.com	Joel Denver	allaccess.com	301-457-6616	6	No
Ohio Center of Broadcasting	Gary James	9000 Sweet Valley Drive, Cincinnati OH 45022	216-447-9117	1	No
Virginia Association of Broadcasters website	Doug Easter	600 Peterson Jefferson Hwy, Charlottesville VA 22911	434-977-3716	0	No
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Ian Horne	PO Box 752, Harrisonburg VA 22803	540-434-0331	0	No
Daily News-Record	Brenda Haas	231 South Liberty Street, Harrisonburg VA 22801	540-574-6400	0	No
Blue Ridge Community College	Elizabeth Hall	PO Box 80, Weyers Cave VA 24486	540-234-9261	0	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: Sales

Referral Source(s) of Hiree:

Internal Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
Harrisonburg-Rockingham Chamber Job Fair	Stan Farthing	800 Country Club Road Harrisonburg VA 22802	540-434-3862	1	No
WSVA,WQPO, WBHB, WJDV,WHBG Email Blast	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-234-9261	0	No
valleyradio.com	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
The News Leader	Lori Miller	11 North Central Avenue, Staunton VA 24401	540-885-7281	0	No
Daily News-Record	Brenda Haas	231 South Liberty Street, Harrisonburg VA 22801	540-574-6400	3	No
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Kim Mitchell	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
Internal Referral	Beth Morris	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
Client Referral	Greg Beaudin	2025 East Market Stret Harrisonburg VA 22801	540-442-7734	1	No
Virginia Association of Broadcasters website	Doug Easter	600 Peterson Jefferson Hwy, Charlottesville VA 22911	434-977-3716	0	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: Sales

Referral Source(s) of Hiree:

Chamber of Commerce Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
Harrisonburg-Rockingham Chamber Job Fair	Stan Farthing	800 Country Club Road Harrisonburg VA 22802	540-434-3862	1	No
WSVA,WQPO, WBHB, WJDV,WHBG Email Blast	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-234-9261	0	No
valleyradio.com	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
The News Leader	Lori Miller	11 North Central Avenue, Staunton VA 24401	540-885-7281	0	No
Daily News-Record	Brenda Haas	231 South Liberty Street, Harrisonburg VA 22801	540-574-6400	3	No
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Kim Mitchell	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
Chamber of Commerce Referral	Kim Kirk	800 Country Club Road Harrisonburg VA 22802	540-434-3862	1	No
Virginia Association of Broadcasters website	Doug Easter	600 Peterson Jefferson Hwy, Charlottesville VA 22911	434-977-3716	0	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: Sales

Referral Source(s) of Hiree:

Client Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
Harrisonburg-Rockingham Chamber Job Fair	Stan Farthing	800 Country Club Road Harrisonburg VA 22802	540-434-3862	1	No
WSVA,WQPO, WBHB, WJDV,WHBG Email Blast	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-234-9261	0	No
valleyradio.com	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
The News Leader	Lori Miller	11 North Central Avenue, Staunton VA 24401	540-885-7281	0	No
Daily News-Record	Brenda Haas	231 South Liberty Street, Harrisonburg VA 22801	540-574-6400	3	No
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Kim Mitchell	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
Referral	Suzanne Bothamley	401 University Blvd Harrisonburg VA 22801	540-434-2400	1	No
Virginia Association of Broadcasters website	Doug Easter	600 Peterson Jefferson Hwy, Charlottesville VA 22911	434-977-3716	0	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: Production Director

Referral Source(s) of Hiree: VAB

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
Harrisonburg-Rockingham Chamber Job Fair	Stan Farthing	800 Country Club Road Harrisonburg VA 22802	540-434-3862	0	No
allaccess.com	Joel Denver	allaccess.com	301-457-6616	0	No
valleyradio.com	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-434-0331	0	No
Virginia Association of Broadcasters website	Doug Easter	600 Peterson Jefferson Hwy, Charlottesville VA 22911	434-977-3716	2	No
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Ian Horne	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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(5) Job Title: Sales

Referral Source(s) of Hiree:

WSVA,WQPO, WBHB, WJDV,WHBG Radio ads

Name of Organization Notified of Job Vacancy	Contact Person	Address	Phone	# of Interviewees Referred	Did Recruitment Source Request Notification (Yes or No)
Harrisonburg-Rockingham Chamber Job Fair	Stan Farthing	800 Country Club Road Harrisonburg VA 22802	540-434-3862	1	No
WSVA,WQPO, WBHB, WJDV,WHBG Radio ads	Kim Mitchell	PO Box 752, Harrisonburg VA 22803	540-434-0331	1	No
Client Referral	Dawn Driscoll	107 E. Water Street Harrisonburg VA 22801	540-434-3071	1	No
valleyradio.com	Amy Buglass	PO Box 752, Harrisonburg VA 22803	540-434-0331	0	No
VerStandig Broadcasting Bulletin Board	Shandra Deputy	PO Box 752 Harrisonburg VA 22803	540-434-0331	0	No

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6) **Total # of Interviewees Referred:** For the period from May 23, 2010 through May 22, 2011, this Employment Unit interviewed 41 interviewees for full-time vacancies. (Two on-air announcers were hired from the same vacancy file of which we interviewed five people and hired two; Three sales people were hired from the same vacancy file of which we interviewed seven people and hired three.)

7) **Supplement Recruitment Initiatives.**

(a) Initiative: Attendance at Job Fairs

1) Participated in the chamber of Commerce Job Fair Thursday March 17, 2011. Attended by all department heads and General Manager. (2) Diversity Career Day Wednesday November 3, 2010 attended by General Manager (3) Fall 2010 Career Fair and Internship Fair October 4, 2010 at James Madison University attended by General Manager.

(b) Initiative: Internship Program

The Employment Unit has an ongoing internship relationship with Virginia Association of Broadcasters. During May 23, 2010-May 22, 2011 the EU had one intern. As part of the program, interns get to know the staff and gain experience in each of the departments at the stations. In addition, an intern will indicate whether he or she has a special interest in a particular area of radio broadcasting to which he or she would like more extensive exposure. If so, the Employment Unit will more extensively involve the intern in those areas in which he or she has indicated a special interest.

(c) Initiative: Participation in Job Banks

Virginia Association of Broadcasters offer continual and updated job banks that promote outreach generally, to which the Employment Unit contributes when it has openings and runs ads on air for those interested to visit if they are seeking career opportunities in broadcasting in Virginia.

(d) Initiative: Participation in Scholarship Program

The Employment Unit promotes to its listeners information regarding the scholarship program offered by the Virginia Association of Broadcasters and International Broadcaster's Idea Bank. The EU runs ads on WSVA/WQPO/WTGD/WJDV/WHBG informing listeners of scholarships that are available and information regarding eligibility.

(e) Initiative: Training Program

The Employment Unit takes a number of steps designed to enable station personnel to acquire skills that could qualify them for higher level positions. The Employment Unit sends its employees to skills-related conventions, subscribes to educational industry publications, and provides access to skills-training consultants to enable its employees to acquire a broader range of skills and expertise that could qualify them for higher level positions. Conventions and training attended during this reporting period: P1 ongoing training by all salespeople; VAB convention, June 2010; Sales training by Sean Luce of Luce Performance group, June 29-July 1, 2010; Sales training with Michael Guld of Guld Resource group, April 13, 2011; Idea Bank Convention, May 4-7, 2011; Idea Bank ongoing list serve and monthly reports; FM Program Director training with Mike Sheppard, March 2010.

(f) Initiative: Career Days at Educational Institutions

An on-air personality from the Employment Unit discussed career opportunities in broadcasting, and necessary steps to pursue a broadcasting career, with students on October 6th, 2010 in association with the Rockingham County Schools and the Harrisonburg Chamber of Commerce.

(g) Initiative: Providing Additional Resources for Candidates to receive Vacancy Info

The Employment Unit runs on-air announcements informing the public that they may contact the station to be informed of any vacancies that become available at the Employment Unit. The stations within the Employment Unit also retain similar information on their web sites.

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