

## EEO PUBLIC FILE REPORT

June 1, 2010 through May 31, 2011

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location</u>
WLEE	50401	AM	Richmond, VA
WREJ	21434	AM	Richmond, VA
WVNZ	52050	AM	Richmond, VA
WTOX	129524	AM	Glen Allen, VA

### I. VACANCY LIST

The following is a list of all vacancies for full-time jobs during the previous 12 months.

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Vacancies Filed</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Job Title: Sales Account Executive Date Filled : 10/29/10	11, 13	13
Job Title: Sales Executive/Gospel Host Date Filled: 12/6/10	14	14

## II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information Name, Address, Telephone Number and Contact Person	Source Requested Notification of Vacancies (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Richmond Times-Dispatch PO Box 27775, Richmond VA 23261 1-800-588-9885	NO	0
2	Centro (Spanish newspaper)	No	0
3	Richmond Free Press 422 E Franklin St, Richmond VA 23219 804-644-0496 Jean Patterson Boone	No	0
4	Style Weekly 1313 E Main Street Ste. 103, Richmond VA 23219 804-358-0825 Dana Elmquist	No	0
5	Virginia Hispanic Chamber of Commerce 10700 Midlothian Turnpike, Ste. 200, Midlothian VA 23235 804-378-4099 Michel Zazur	No	0
6	Urban Views Weekly	No	0
7	The Voice 205 E Clay Street, Richmond VA 23219 804-644-9060	No	0
8	Virginia Association of Broadcasters 600 Peter Jefferson Parkway Ste. 300, Charlottesville VA 22911 434-977-3716 Doug Easter	No	0
9	VARTV <a href="http://www.vartv.com">www.vartv.com</a> Bob Corbin	No	0
10	Craigslist richmond.craigslist.org	No	0
11	On-Air Announcements WLEE, WREJ, WTOX, WVNZ	No	0
12	Classifiedads.com	No	0

<b>RS Number</b>	<b>RS Information Name, Address, Telephone Number and Contact Person</b>	<b>Source Requested Notification of Vacancies (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
13	Walk-Ins	No	3
14	Employee/Client Referrals	No	1
15	Internal Promotion	No	0
16	Virginia Gospel Announcer's Guild Ed Stephens, Jr.	No	0
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			4

### III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY, INCLUDING STATION PERSONNEL INVOLVED
1	<p>Internship Program</p>	<p>DMG Richmond has established an internship program for high school and college students interested in pursuing a career in broadcasting. Internships are unpaid, and participants must earn class credit. Every effort is made to work with the individual's schedule and particular interests to provide them with the best opportunity to receive a fulfilling, educational, hands-on experience. Outreach is made to local colleges through direct contact to administrators of communications programs and participation in campus internship fairs. Director of Operations Tim Hurley is principally involved in the administration and execution of the internship program. During the past 12 months, one intern from Washington &amp; Lee University spent approximately eight weeks assisting with production tasks, news gathering, and reporting and programming on the Spanish stations.</p>
2	<p><b>Mentoring Program</b></p>	<p>DMG Richmond has established a mentoring program in which full time, senior staff members work closely with full time and part time employees to educate them on the various aspects of the senior-level jobs, train them in certain skills and competencies of the jobs, supervise them in performing certain tasks involved in the jobs, and enable them to acquire skills that could qualify them for the higher level jobs. During the past 12 months, at least five members of the senior staff participated in the mentoring program, including General Manager Jim Jacobs, Traffic Manager Nancy Newsome, Director of Operations Tim Hurley, and Sales Managers Bryan Hill and Carolyn Resendiz.</p>

3	<b>EEO/Anti-Discrimination Training</b>	Davidson Media Group has established a training program for management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. Director of Human Resources Maggie Giraud hosted a webinar on May 12, 2011, discussing the latest employment laws and regulations, recruiting and interviewing strategies that would eliminate discrimination, and ways to foster an environment of compliance in the workplace. From this employment unit, General Manager Jim Jacobs and Sales Manager Bryan Hill participated in the webinar.
4	Job Fair	DMG Richmond hosted a job fair on May 18, 2011. The public was invited to attend, submit resumes, learn about job opportunities in broadcasting, and converse with hiring managers. Representing the employment unit were General Manager Jim Jacobs, Sales Manager Bryan Hill, Sales Manager Carolyn Resendiz, and Director of Operations Tim Hurley, all of whom have substantial responsibility in making hiring decisions.