

**EEO PUBLIC FILE REPORT**

**FOR**

**WHRO-TV  
Norfolk, Virginia**

This EEO Public File Report  
June 1, 2008– May 31, 2009

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WHRO public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communication's ("FCC") rules.

During the twelve month period ending on May 31, 2009, the station filled the following full-time vacancies:

**Director of Marketing/Promotions**  
**Administrative Assistant, Education**  
**Donor Benefits Coordinator**  
**Administrative Assistant, Development**  
**Digital Production Specialist**  
**Chief Financial Officer**  
**Senior Studio Engineer**  
**Accounts Receivable Specialist**

The station interviewed a total of 49 applicants for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

| <b>Recruitment Source</b>                            | <b>Total Number of Interviewees Referred</b> |
|--|--|
| Internal Posting/Employee Referral                   | 10   |
| WHRO Website   | 8  |
| Virginian Pilot Newspaper                            | 18   |
| Daily Press Newspaper                                | 1  |
| New Journal & Guide (local minority owned newspaper) | 0  |
| CareerConnection.com                                 | 2  |
| ECPI College of Technology*                          | 4  |
| Pilotonline.com                                      | 0  |

|  |   |
|--|---|
| WHRO Board of Directors                          | 2 |
| Former CEO Referral                              | 1 |
| TV Jobs.com                                      | 1 |
| CareerBuilder                                    | 0 |
| AFP-Hampton Roads Chapter                        | 0 |
| Craigslist.org                                   | 1 |
| Link Newspaper                                   | 0 |
| ITT Technical Institute                          | 0 |
| PBS Connect Forum Job Line                       | 0 |
| CPB Job Line                                     | 0 |
| VAB Job Line                                     | 0 |
| SBE Job Line                                     | 1 |
| Current  | 0 |
| Christopher Newport University                   | 0 |
| Old Dominion University Career Management Center | 0 |
| Hampton University                               | 0 |
| Norfolk State University                         | 0 |
| Virginia Wesleyan University                     | 0 |
| Tidewater Community College (All campus)         | 0 |
| Thomas Nelson Community College                  | 0 |
| Regent University                                | 0 |
| Strayer University*                              | 0 |
| NETA Website Job Line                            | 0 |
| WHRO-TV On-air                                   | 0 |
| WHRO & WHRV-FM On Air                            | 0 |
| Careerjournal.com                                | 0 |
| Minorityhiring.net                               | 0 |
| Vartv.com  | 0 |
| The Career Engineer*                             | 0 |

\*Entitled to notification

**Attachment A contains 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 B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.**

**ATTACHMENT A**  
**EEO INFORMATION FOR FULL-TIME VACANCIES**

**Information Regarding Recruitment Sources Contacted for Full-time Vacancies**

Job Title of Vacancy: Director of Marketing/Promotions

Recruitment source that referred the hiree: Employee Referral (Chief Community Affairs Officer)

Date Vacancy Opened: 03/07/2008

Filled: 06/10/2008

Total number of persons interviewed for the vacancy: 5

| <b>Recruitment Source</b>   | <b>Contact</b>   | <b>Interviewed</b> |
|---|--|--------------------|
| Internal Posting, Employee Referral<br>5200 Hampton Blvd. Norfolk, VA 23508                     | Sherby Wilks<br>1.757.889.9290   | 1,1                |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508  | Dina Richards<br>1.757.889.9371  | 2                  |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510                                    | Linda Cherry<br>1.757.446.2147   | 1                  |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                                  | Linda Cherry<br>1.757.446.2147   |                    |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                             | Linda Cherry<br>1.757.446.2147   |                    |
| Link (Virginian Pilot)  | Linda Cherry (1.757.446.2147)  |                    |
| Hamptonroads.com  | Linda Cherry (1.757.446.2147)  |                    |
| ECPI College of Technology*<br>Virginia Beach Site  | Pat Mirani (Business Systems<br>Administration) 671-7171, ext. 55356                     |                    |
| The Career Engineer* (Added 1/22/2008)<br>Francina Harrison                                     | info@thecareerengineers.com  |                    |
| Strayer University* (Added 10/9/07)<br>700 Independence Pkwy, Suite 400<br>Chesapeake, VA 23320 | Kimberly Moseley (547.6075/6076)<br>Learning Resource Center Manager<br>mose@strayer.edu |                    |

**Information Regarding Recruitment Sources Contacted for Full-time Vacancies**

Job Title of Vacancy: Administrative Assistant (Education)

Recruitment source that referred the hiree: Careerconnection.com

Date Vacancy Opened: 08/09/2008

Filled: 09/02/2008

Total number of persons interviewed for the vacancy: 5

| <b>Recruitment Source</b>   | <b>Contact</b>   | <b>Interviewed</b> |
|---|--|--------------------|
| Internal Posting<br>5200 Hampton Blvd. Norfolk, VA 23508  | Sherby Wilks<br>1.757.889.9290   |                    |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508  | Dina Richards<br>1.757.889.9371  | 1                  |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510                                    | Linda Cherry<br>1.757.446.2147   | 2                  |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                                  | Linda Cherry<br>1.757.446.2147   |                    |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                             | Linda Cherry<br>1.757.446.2147   | 2                  |
| Link (Virginian Pilot)  | Linda Cherry (1.757.446.2147)  |                    |
| Hamptonroads.com  | Linda Cherry (1.757.446.2147)  |                    |
| ECPI College of Technology*<br>Virginia Beach Site  | Pat Mirani (Business Systems<br>Administration) 671-7171, ext. 55356                     |                    |
| The Career Engineer* (Added 1/22/2008)<br>Francina Harrison                                     | info@thecareerengineers.com  |                    |
| Strayer University* (Added 10/9/07)<br>700 Independence Pkwy, Suite 400<br>Chesapeake, VA 23320 | Kimberly Moseley (547.6075/6076)<br>Learning Resource Center Manager<br>mose@strayer.edu |                    |

**Information Regarding Recruitment Sources Contacted for Full-time Vacancies**

Job Title of Vacancy: Donor Benefits Coordinator

Recruitment source that referred the hiree: Virginian Pilot

Date Vacancy Opened: 08/01/2008

Filled: 09/08/2008

Total number of persons interviewed for the vacancy: 6

| <b>Recruitment Source</b>   | <b>Contact</b>   | <b>Interviewed</b> |
|---|--|--------------------|
| Internal Posting<br>5200 Hampton Blvd. Norfolk, VA 23508  | Sherby Wilks<br>1.757.889.9290   |                    |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508  | Dina Richards<br>1.757.889.9371  | 2                  |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510                                    | Linda Cherry<br>1.757.446.2147   | 4                  |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                                  | Linda Cherry<br>1.757.446.2147   |                    |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                             | Linda Cherry<br>1.757.446.2147   |                    |
| Link (Virginian Pilot)  | Linda Cherry (1.757.446.2147)  |                    |
| Hamptonroads.com  | Linda Cherry (1.757.446.2147)  |                    |
| ECPI College of Technology*<br>Virginia Beach Site  | Pat Mirani (Business Systems<br>Administration) 671-7171, ext. 55356                     |                    |
| Strayer University* (Added 10/9/07)<br>700 Independence Pkwy, Suite 400<br>Chesapeake, VA 23320 | Kimberly Moseley (547.6075/6076)<br>Learning Resource Center Manager<br>mose@strayer.edu |                    |

**Information Regarding Recruitment Sources Contacted for Full-time Vacancies**

Job Title of Vacancy: Development Administrative Assistant (Full-time)

Recruitment source that referred the hiree:

Date Vacancy Opened: September 3, 2008

Filled: October 6, 2008

Total number of persons interviewed for the vacancy: 8

| <b>Recruitment Source</b>  | <b>Contact</b>   | <b>Interviewed</b> |
|--|--|--------------------|
| Internal Posting<br>5200 Hampton Blvd. Norfolk, VA 23508   | Sherby Wilks<br>1.757.889.9290   | 1                  |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508   | Dina Richards<br>1.757.889.9371  | 2                  |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510   | Linda Cherry<br>1.757.446.2147   | 5                  |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508   | Linda Cherry<br>1.757.446.2147   |                    |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508  | Linda Cherry<br>1.757.446.2147   |                    |
| Link (Virginian Pilot)   | Linda Cherry   |                    |
| New Journal & Guide (njguide@gmail.com)<br>PO Box 209; Norfolk, VA 23501<br>( <a href="http://www.njguide@gmail.com">www.njguide@gmail.com</a> )     | Leesha McKinzie<br>1.757.543.7139  |                    |
| ECPI College of Technology* (Sarah Clark Internships)<br>Virginia Beach Site<br>Eushekia Carr (671-7171, ext. 55260) IT Internships<br>Kelly Fielder | Patricia Mirani ( <a href="mailto:pmirani@ecpi.edu">pmirani@ecpi.edu</a> ) (55356)<br>IT/Network Security, IT/Computer Pgming<br>Sarah Clark ( <a href="mailto:saclark@ecpi.edu">saclark@ecpi.edu</a> ) Business<br>Systems Administration |                    |
| The Career Engineer* (Added 1/22/2008)<br>Francina Harrison  | info@thecareerengineers.com  |                    |
| Strayer University* (Added 10/9/07)<br>700 Independence Pkwy, Suite 400<br>Chesapeake, VA 23320  | Kimberly Moseley (547.6075/6076)<br>Learning Resource Center Manager<br>mose@strayer.edu   |                    |

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Digital Production Specialist

Recruitment source that referred the hiree: Internal Posting (TPT employee hired for RFT)

Date Vacancy Opened: 0729/2008

Filled: October 27, 2008

Total number of persons interviewed for the vacancy: 8

| Recruitment Source  | Contact  | Interviewed |
|---|--|-------------|
| Internal Posting/Employee Referral<br>5200 Hampton Blvd. Norfolk, VA 23508                      | Sherby Wilks<br>1.757.889.9290   | 2/2         |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508  | Dina Richards<br>1.757.889.9371  | 1           |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510                                    | Linda Cherry<br>1.757.446.2147   | 3           |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                                  | Linda Cherry<br>1.757.446.2147   |             |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508                             | Linda Cherry<br>1.757.446.2147   |             |
| Link (Virginian Pilot)  | Linda Cherry (1.757.446.2147)  |             |
| <a href="http://www.hamptonroads.com">www.hamptonroads.com</a>                                  | Linda Cherry (1.757.446.2147)  |             |
| <a href="http://www.Hamptonroads.tv.com">www.Hamptonroads.tv.com</a>                            | Linda Cherry (1.757.446.2147)  |             |
| ECPI College of Technology*<br>Virginia Beach Site  | Eushekia Carr (Business Systems<br>Administration) 671-7171, ext. 55260                  |             |
| Strayer University* (Added 10/9/07)<br>700 Independence Pkwy, Suite 400<br>Chesapeake, VA 23320 | Kimberly Moseley (547.6075/6076)<br>Learning Resource Center Manager<br>mose@strayer.edu |             |
| The Career Engineer* (Added 1/22/2008)<br>Francina Harrison                                     | info@thecareerengineers.com  |             |

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Chief Financial Officer

Recruitment source that referred the hiree: Internal Posting – Internal Promotion

Date Vacancy Opened: 11/03/2008

Filled: January 26, 2009

Total number of persons interviewed for the vacancy: 8

| Recruitment Source   | Contact  | Interviewed |
|--|--|-------------|
| Internal Posting<br>5200 Hampton Blvd. Norfolk, VA 23508                 | Sherby Wilks<br>1.757.889.9290   | 1,1         |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508                     | Dina Richards<br>1.757.889.9371  |             |
| VAB Job Line<br>630 Country Green Lane; Charlottesville, VA 22902        | Peter Easter<br>1.434.977.3716   |             |
| PBS Connect Forum Jobline<br>1320 Braddock Place<br>Alexandria, VA 22314 | Sara Terpeny<br>1.703.739.8685   |             |
| CPB.org Jobline<br>401 Ninth Street, NW<br>Washington, DC 20004-2129     | Serena Wyckoff<br>1.800.272.2190   |             |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510             | Linda Cherry<br>1.757.446.2147   | 2           |
| Daily Press<br>7505 Warwick Blvd.<br>Newport News, VA 23607              | Cathy Breckenridge<br>(cbreckenridge@dailypress.com)<br>1.757.247.4692<br>1.757.928.0354 (F) | 1           |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508           | Linda Cherry<br>1.757.446.2147   |             |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508      | Linda Cherry<br>1.757.446.2147   |             |

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|--|--|---|
| Link (Virginian Pilot)   | Linda Cherry   |   |
| Careerbuilders.com<br>Dailypress.com job clips   | Cathy Breckenridge<br>1.757.247-4692   |   |
| New Journal & Guide (njguide@gmail.com)<br>PO Box 209; Norfolk, VA 23501<br>( <a href="http://www.njguide@gmail.com">www.njguide@gmail.com</a> )     | Leesha McKinzie<br>1.757.543.7139  |   |
| Current<br>1612 K St., N.W. Suite 704; Washington, DC 20006  | Victoria Maulhardt<br>1.202.463.7055   |   |
| AFP-Hampton Roads Chapter  | Becky Lawson<br>( <a href="mailto:afphr@behindthescenespr.net">afphr@behindthescenespr.net</a> )   |   |
| ECPI College of Technology* (Sarah Clark Internships)<br>Virginia Beach Site<br>Eushekia Carr (671-7171, ext. 55260) IT Internships<br>Kelly Fielder | Patricia Mirani ( <a href="mailto:pmirani@ecpi.edu">pmirani@ecpi.edu</a> ) (55356)<br>IT/Network Security, IT/Computer Pgming<br>Sarah Clark ( <a href="mailto:saclark@ecpi.edu">saclark@ecpi.edu</a> ) Business<br>Systems Administration |   |
| PBMA Website Jobline & Bottomline Publication  | <a href="mailto:Maryanne@netaonline.com">Maryanne@netaonline.com</a> / Anita Sims  |   |
| Hampton Roads Employment Weekly  | Gloria Powell (222.3154)<br><a href="mailto:Gloria.Powell@pilotonline.com">Gloria.Powell@pilotonline.com</a>   |   |
| Strayer University* (Added 10/9/07)<br>700 Independence Pkwy, Suite 400<br>Chesapeake, VA 23320  | Kimberly Moseley (547.6075/6076)<br>Learning Resource Center Manager<br><a href="mailto:mose@strayer.edu">mose@strayer.edu</a>   |   |
| The Career Engineer* (Added 1/22/2008)<br>Francina Harrison  | <a href="mailto:info@thecareerengineers.com">info@thecareerengineers.com</a>   |   |
| WHRO Board Member Referral   | David Beatty   | 2 |
| Former CEO Referral  | John Morison   | 2 |

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Senior Studio Engineer  
 Recruitment source that referred the hiree: TV Jobs.com  
 Date Vacancy Opened: 12/18/2008  
 Total number of persons interviewed for the vacancy: 2

Filled: 3/23/2009

| Recruitment Source   | Contact  | Interviewed |
|--|--|-------------|
| Internal Posting<br>5200 Hampton Blvd. Norfolk, VA 23508                 | Sherby Wilks<br>1.757.889.9290   |             |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508                     | Dina Richards<br>1.757.889.9371  |             |
| VAB Job Line<br>630 Country Green Lane; Charlottesville, VA 22902        | Peter Easter<br>1.434.977.3716   |             |
| PBS Connect Forum Jobline<br>1320 Braddock Place<br>Alexandria, VA 22314 | 1.703.739.8685   |             |
| CPB.org Jobline<br>401 Ninth Street, NW<br>Washington, DC 20004-2129     | Serena Wyckoff<br>1.800.272.2190   |             |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510             | <a href="mailto:classifieds@pilotonline.com">classifieds@pilotonline.com</a> (as of 1/5/09)<br>1.757.446.2147 (Neechee Dale) |             |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508           | Linda Cherry<br>1.757.446.2147   |             |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508      | Neechee Dale<br>1.757.446.2147   |             |
| Careerbuilders.com   | Cathy Breckenridge<br>1.757.247-4692   |             |
| New Journal & Guide (njguide@gmail.com)<br>PO Box 209; Norfolk, VA 23501 | Leesha McKinzie<br>1.757.543.7139  |             |

|   |   |   |
|---|---|---|
| <a href="mailto:www.njguide@gmail.com">www.njguide@gmail.com</a>  |   |   |
| ECPI College of Technology* Virginia Beach Site<br>Eushekia Carr (671-7171, ext. 55260) IT Internships<br>Kelly Fielder | Patricia Mirani ( <a href="mailto:pmirani@ecpi.edu">pmirani@ecpi.edu</a> ) (55356)<br>IT/Network Security, IT/Computer Pgming<br>Business Systems Administration              |   |
| ECPI College of Technology<br>Newport News Site   | Erin Bucchingnano<br>( <a href="mailto:ebucchingnano@ecpi.edu">ebucchingnano@ecpi.edu</a> )   |   |
| ITT Technical Institute   | <a href="http://www.experience.com">www.experience.com</a>  |   |
| SBE JobsOnline  | <a href="http://sbe.org">sbe.org</a>  | 1 |
| TV Jobs.com   |   | 1 |
| Regent University*  | Grace M. Alegre ( <a href="mailto:galegre@regent.edu">galegre@regent.edu</a> )<br>757.352.3746<br>Alumni & Career Services Coordinator<br>School of Communications & the Arts |   |

### Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Accounts Receivable Specialist  
 Recruitment source that referred the hiree: Craigslist  
 Date Vacancy Opened: February 11, 2009  
 Total number of persons interviewed for the vacancy: 7

Filled: April 6, 2009

| Recruitment Source   | Contact  | Interviewed |
|--|--|-------------|
| Internal Posting<br>5200 Hampton Blvd. Norfolk, VA 23508   | Sherby Wilks<br>1.757.889.9290   | 1           |
| WHRO Website<br>5200 Hampton Blvd. Norfolk, VA 23508   | Dina Richards<br>1.757.889.9371  |             |
| Virginian Pilot<br>150 W. Brambleton Ave.; Norfolk, VA 23510   | <a href="mailto:classifieds@pilotonline.com">classifieds@pilotonline.com</a> (as of 1/5/09)<br>1.757.446.2147 (Neechee Dale)   | 3           |
| Pilotonline.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508   | Linda Cherry<br>1.757.446.2147   |             |
| Careerconnection.com<br>150 W. Brambleton Avenue; Norfolk, VA 23508  | Neechee Dale<br>1.757.446.2147   |             |
| New Journal & Guide (njguide@gmail.com)<br>PO Box 209; Norfolk, VA 23501<br>( <a href="http://www.njguide@gmail.com">www.njguide@gmail.com</a> )     | Leesha McKinzie<br>1.757.543.7139  |             |
| Craigslist.org   |  | 2           |
| ECPI College of Technology* (Sarah Clark Internships)<br>Virginia Beach Site<br>Eushekia Carr (671-7171, ext. 55260) IT Internships<br>Kelly Fielder | Patricia Mirani ( <a href="mailto:pmirani@ecpi.edu">pmirani@ecpi.edu</a> ) (55356)<br>IT/Network Security, IT/Computer Pgming<br>Sarah Clark ( <a href="mailto:saclark@ecpi.edu">saclark@ecpi.edu</a> ) Business<br>Systems Administration | 1           |
| ECPI College of Technology<br>Newport News Site  | Erin Bucchingnano<br>( <a href="mailto:ebucchingnano@ecpi.edu">ebucchingnano@ecpi.edu</a> )  |             |
| Strayer University* (Added 10/9/07)  | Kimberly Moseley (547.6075/6076)   |             |

|   |  |  |
|---|--|--|
| 700 Independence Pkwy, Suite 400<br>Chesapeake, VA 23320    | Learning Resource Center Manager<br>mose@strayer.edu |  |
| The Career Engineer* (Added 1/22/2008)<br>Francina Harrison | info@thecareerengineers.com                          |  |

\*Entitled to Notification

Revised 01/16/2009

**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

## MENU OPTION ACTIVITIES

Station WHRO-TV has engaged in the following outreach activities during the year covered by this report:

| Activity Classification | Type of Activity   | Brief Description   |
|-------------------------|--|---|
| 4                       | Events sponsored by educational institutions relating to broadcasting careers. | <ul style="list-style-type: none"> <li>• WHRO Donor Relations Manager and Senior Development Associate attended a Job/Career Fair at Old Dominion University in January 2009. Two students were accepted into the WHRO Internship Program as a result.</li> <li>• The Director of Production and Enterprise Media Services attended a Job/Career Fair at Norfolk State University in March 2009.</li> <li>• WHRO Director of Production and Enterprise Media Services participated in ONfilm Festival-Career Day on March 28th at Old Dominion University. This was in cooperation with the Hampton Roads Film Office and the Virginia Production Alliance Hampton Road Chapter Career Day Expo. This provided students the opportunity to talk with companies in the film, television, audio, video and other media related industries. Our Producer/Director participated on one of the panel discussions.</li> <li>• Information Technology Director attended ECPI College of Technology advisory board meeting in October to discuss their curriculum for their students and what the industry is looking for.</li> <li>• Director of Educational Programming and Outreach</li> </ul> |

|   |                    |   |
|---|--------------------|---|
|   |                    | <p>hosted a WHRO PBS Kids Raising Readers booth at Monroe Elementary Career Day in February 2009.</p> <ul style="list-style-type: none"> <li>• WHRO hosts <i>The Reading Rainbow Young Writers and Illustrators Contest</i>. This contest is open to students in grades K through 5, this contest encourages children to write and illustrate their own stories. Local winners receive savings bonds and their families are invited to attend a special reception in their honor where each winner is videotaped in the WHRO television studio reading their winning entry. A special television program-and accompanying website featuring the winners reading their stories is also created and aired. All local winning stories are sent on to the national Reading Rainbow competition. The awards ceremony was held at WHRO on May 8, 2009.</li> <li>• The Great Computer Challenge, a joint project of WHRO, the Center for Interactive Instruction, and Old Dominion University, is a competitive opportunity for students in grades K-12 to demonstrate their skills in various computer applications and computer programming, including Graphic Arts, Desktop Publishing, Music Composition, Desktop Presentations, Web Design, Internet Scavenger Hunt, Integrated Applications, C++, Visual basic, CAD and JAVA.</li> </ul> |
| 5 | Internship Program | As part of its community commitment to serve the public, WHRO works with colleges and high schools in and out of  |

|    |   |   |
|----|---|---|
|    |   | <p>the area offering a number of unpaid internship opportunities. During this reporting period, WHRO sponsored 15 college and high school internships. The interns were placed in a variety of WHRO departments such as Television Programming and Production, Development, Education Services, Community Engagement, The WHRO Center for Regional Citizenship, Online Media Services, Information Technology, Media Operations and Radio. We hosted a college student during the summer of 2008 as a summer intern through the Virginia Association of Broadcasters' paid internship program. WHRO's Internship Program is an on-going effort throughout the year and students have already been placed for the Summer 2009 program.</p> |
| 8  | Training Program  | <p>WHRO provides K-12 Learning Services to 21 public school divisions (18 member owned schools), 25 independent schools, and home schools, representing 269,222 students and 25,000 educators in greater Hampton Roads. Counties/Cities served by WHRO, include: Accomack, Chesapeake, Franklin, Gloucester, Hampton, Isle of Wight, Matthews, Middlesex, Newport News, Norfolk, Northampton, Poquoson, Portsmouth, Southampton, Suffolk, Virginia Beach, West Point, Williamsburg, York, and Virginia's School For The Deaf And Blind.</p>   |
| 11 | Community events designed to inform/educate public of broadcasting careers. | <ul style="list-style-type: none"> <li>• WHRO routinely provides tours of its radio and television production facilities to student and youth organizations in the area. Each tour is virtually identical, with no effort to "talk down" to the younger children. They get to see our radio stations, classical</li> </ul>  |

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|    |  | <p>music library, closed-circuit station for the blind, TV studio, TV control rooms, lots of related computer and recording equipment, plus the Reading Rainbow exhibit. They are given a brief history of WHRO and some insight into less visible aspects like our education and membership departments.</p> <ul style="list-style-type: none"> <li>• WHRO broadcasted The Virginian-Pilot Spelling Bee on Saturday, February 21, 2009. Viewers were able to tune in and watch Hampton Roads' finest young spellers compete, right here in WHRO' studios. The winner received a laptop computer from WHRO and will go on to compete in the Scripps National Spelling Bee in Washington, D.C. in May.</li> <li>• Chief Community Engagement Officer hosted the Riverside Hospital/Newport News School awards ceremony at Warwick High School for the "It's My Space" student video competition that focused on preventing racial problems. Over 300 students attended. Students were given mini Oscar Awards.</li> <li>• Chief Community Engagement Officer gave DTV talk to Youth Partnership Hampton Roads 35-40 people.</li> <li>• Chief Community Engagement Officer and Associate Producer were guest speakers at the Norfolk State University chapter of the National Broadcasting Society. Spoke to about 30 students about life in television broadcasting.</li> </ul> |
| 14 | Management/Staff training in equal employment opportunity and career development | <ul style="list-style-type: none"> <li>• WHRO supports and pays for employee training, as budget permits, for career development and improvement skills. Trainings employees</li> </ul>  |

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|  | training. | <p>participated in were industry related conferences, workshops, webinars and seminars. Some were the PBS Development Conference, PBMA, PBS Showcase, NAB, PBS Technology Conference, Conference, ProTrack training, MicroFirst, Mac World, AFP, Society of Broadcast Engineers meetings were held at WHRO. The Annual Virginia Department of Education Technology Leadership Conference, The Virginia Society for Educational Technology Annual Conference, PBS Teacherline Annual Meeting, Virginia State Reading Association, NETA Annual Meeting.</p> <ul style="list-style-type: none"><li>• The Human Resources Director attended the following Seminars and Webinars: Employment and Labor Law in the Age of Obama, COBRA &amp; Subsidy Teleconference, CHIPRA and COBRA: new Rules for Employers, The New FMLA, Understanding Retirement Plan Types, Voluntary Benefits, Employee Benefits Seminar, COBRA, SCHIP &amp; HRAs: New Laws, Rights and Obligations.</li></ul> |
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