EEO PUBLIC FILE REPORT

FOR

WHRO-TV, WHRO-FM, WHRV-FM
Norfolk, Virginia

This EEO Public File Report
June 1, 2024 – May 31, 2025

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, 2025, the station filled the following full-time vacancies:

Curriculum Specialist 8
Children's Services Specialist 4
Videographer/Producer 2
Team Editor 4
Data Journalist 3
Community Relations Manager 3
Membership Database Coordinator 8
Staff Accountant 3
Membership Services Coordinator 2

The station interviewed a total of 37 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:

Recruitment Source	Total Number of Interviewees Referred
WHRO Career Website	14
Indeed (4,288 clicks)	10
Glassdoor	
Simply Hired	
LinkedIn	6
Facebook	2
Instagram	1
Public Media Journalists Association (PMJA)	
National Association of Black Journalists (NABJ)	
Institute for Nonprofit News (INN)	1
Indigenous Journalists Association (IJA)	
National Association of Hispanic Journalists (NAHJ)	
Online News Association (ONA)	
Investigative Reporters and Editors (IRE)	1
Virginia Society of CPAs (VSCPA)	
No Referral Source Listed	2

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: Curriculum Specialist
Recruitment source that referred the hiree: WHRO Career Website
Date Vacancy Opened: 08/16/2024
Filled: 10/14/2024
Total number of persons interviewed for the vacancy: 8

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757-889-9371 Dina.Dodson@whro.org	5
Indeed (318 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	2
No Referral Source Listed		1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Children's Services Specialist
Recruitment source that referred the hiree: WHRO Career Website
Date Vacancy Opened: 08/16/2025
Filled: 10/14/2024
Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	1
Indeed (280 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	2
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	
No Referral Source Listed		1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Videographer/Producer
Recruitment source that referred the hiree: WHRO Career Website
Date Vacancy Opened: 09/04/2024
Filled: 09/30/2024
Total number of persons interviewed for the vacancy: 2

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	1
Indeed (224 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	
Facebook	https://www.facebook.com/whropublicmedia	
Instagram	https://www.instagram.com/whro/	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Team Editor
Recruitment source that referred the hiree: WHRO Career Website
Date Vacancy Opened: 09/12/2014
Filled: 01/21/2025
Total number of persons interviewed for the vacancy: 4

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	3
Indeed (336 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	
Facebook	https://www.facebook.com/whropublicmedia	1
Instagram	https://www.instagram.com/whro/	
X	https://x.com/whro	
Public Media Journalists Association (PMJA)	https://jobs.pmja.org/	
National Association of Black Journalists (NABJ)	http://nabjcareers.org/	
Institute for Nonprofit News (INN)	https://inn.users.membersuite.com/community/career-center/gateway	
Indigenous Journalists Association (IJA)	https://indigenousjournalists.org/	
National Association of Hispanic Journalists (NAHJ)	https://nahj.org/	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Data Journalist
Recruitment source that referred the hiree: WHRO Career Website
Date Vacancy Opened: 09/12/2024
Filled: 03/31/2025
Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	1
Indeed (2,356 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	
Facebook	https://www.facebook.com/whropublicmedia	
Instagram	https://www.instagram.com/whro/	
X	https://x.com/whro	
National Association of Black Journalists (NABJ)	http://nabjcareers.org/	
Institute for Nonprofit News (INN)	https://inn.users.membersuite.com/community/career-center/gateway	1
Online News Association (ONA)	https://careers.journalists.org/employers/	
Investigative Reporters and Editors (IRE)	https://www.ire.org/find-a-job/	1

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Community Relations Manager
Recruitment source that referred the hiree: LinkedIn
Date Vacancy Opened: 10/10/2024
Filled: 01/06/2025
Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	
Indeed (364 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	1
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	1
Facebook	https://www.facebook.com/whropublicmedia	1
Instagram	https://www.instagram.com/whro/	
X	https://x.com/whro	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Membership Database Coordinator
Recruitment source that referred the hiree: Indeed
Date Vacancy Opened: 10/22/2024
Filled: 04/28/2025
Total number of persons interviewed for the vacancy: 8

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	2
Indeed (346 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	6
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Staff Accountant
Recruitment source that referred the hiree: WHRO Career Website (Internal Hire/Promotion)
Date Vacancy Opened: 02/14/2025
Filled: 04/29/2025
Total number of persons interviewed for the vacancy: 3

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	1
Indeed (35 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	2
Facebook	https://www.facebook.com/whropublicmedia	
Instagram	https://www.instagram.com/whro/	
X	https://x.com/whro	
Virginia Society of CPAs (VSCPA)	https://www.vscpa.com	

Information Regarding Recruitment Sources Contacted for Full-time Vacancies

Job Title of Vacancy: Membership Services Coordinator
Recruitment source that referred the hiree: Indeed
Date Vacancy Opened: 04/11/2025
Filled: 05/05/2025
Total number of persons interviewed for the vacancy: 2

Recruitment Source	Contact	Interviewed
WHRO Career Website 5200 Hampton Blvd. Norfolk, VA 23508	Dina Dodson, 757.889.9371 Dina.Dodson@whro.org	
Indeed (29 Clicks)	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	1
GlassDoor	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
Simply Hired	Paycom ATS Kyle Ansley, 800-580-4505 kyle.ansley@paycomonline.com	
LinkedIn	https://www.linkedin.com/company/whro/	1

ATTACHMENT B

MENU OPTION ACTIVITIES

Station WHRO-TV, WHRO-FM, and WHRV-FM, have 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	10/04/2025 – Norfolk State University Students were given a tour of the station to learn about careers in public broadcasting 03/27/2025 – Academy of Discovery Career Day attended by Community Relations Manager and Producer/Announcer 04/04/2025 – Knollwood Elementary Career Day attended by Director of Equity Production & Outreach and Producer/Announcer 04/04/2025 – Richard Bowling Elementary Career Day attended by News Director and Multimedia Marketing Producer 04/11/2025 – Hillpoint Elementary Career Day attended by Director of Equity Production & Outreach and Producer/Announcer 04/24/2025 – Southwestern Elementary Career Day attended by Director of Equity Production & Outreach 05/25/2025 – Renaissance Academy students were given a tour of the station to learn about careers in public broadcasting 05/29/2025 – Ingleside Elementary Career Day attended by Director of Production and Videographer/Editor
5	Internship Program	Summer 2024 – Virginia Commonwealth University Student shadowed Director of Equity Production & Outreach 01/21/2025 to 04/28/2025 – Old Dominion University student internship with the Information Technology Department 01/17/2025 to 05/02/2025 – Regent University student internship with the Production Department
8	Career development training	08/15/2024 – Digital Engagement Designer attended Adobe + Al: Practical Applications for Public Media

		08/22/2024 – Director of Business Intelligence attended A Practical Guide To Operational Data Collaboration Across Your Business Ecosystem 10/08/2024 to 10/22/2024 – Compliance and Budget Manager completed the Sage Intacct - Financial Reporting and Dashboards course 10/29/2024 – Compliance and Budget Manager attended the Kaufman & Canoles' 40th Annual Employment Law Update 11/14/2024 to 11/15/2024 – Program Director of Classical WHRO-FM attended the Public Media Content Collective (PMCC) Music Summit December 2024 – Associate Director of Marketing completed the American Management Association's Digital Marketing Professional course and earned certification 12/18/2024 – Compliance and Budget Manager attended Completing the Station Activities Benchmarking Study Survey 01/09/2025 – Compliance and Budget Manager attended How to Complete the Station Activity Survey 04/08/2025 – Compliance and Budget Manager completed BDO's Certified Nonprofit Accounting Professional instruction program and examination and earned certification
14	Training Program and Management/Staff training in equal employment opportunity	07/10/2024 – Disability Awareness Month conversation and video presentation on the rights of the disabled 09/24/2024 – Compliance and Budget Manager attended the GMP Webinar: Equal Employment Opportunity (EEO) Compliance 09/30/2024 - Corporation for Public Broadcasting (CPB) Harassment & Bias Prevention Training completed by all staff by 09/30/2024