

EEO PUBLIC FILE REPORT

FOR

**WCAV(DT), Charlottesville, VA**  
**WVAW-LD, Charlottesville, VA**

This EEO Public File Report  
June 1, 2025 to May 31, 2026

## **EEO Annual Public File Report**

**WCAV(DT), Charlottesville, VA**  
**WVAW-LD, Charlottesville, VA**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of the Employment Unit composed of stations WCAV and WVAW-LD. This Report will be placed in the Employment Unit's public inspection file and posted on the Employment Unit's website.

The information contained in this Report covers the time period ending May 31, 2026 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain 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 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey at (804) 672-6565 or [business@lockwoodbroadcast.com](mailto:business@lockwoodbroadcast.com).

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**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
MultiMedia Journalist	7	16	<b>1-17</b>
Producer	4	14	<b>1-14, 17</b>
Sports Anchor/Reporter	3	1	<b>1-13, 17</b>
Master Control Operator	2	18	<b>1-2, 4-13, 18</b>
Account Executive*	7	18, 18	<b>1-2, 4-13, 18</b>
Meteorologist	5	14	<b>1-14</b>
News Producer	5	3	<b>1-13</b>

Total number of persons interviewed during the Reporting Period: 33

**\* Two positions were filled with this title with the same interview pool.**

**ATTACHMENT 2  
RECRUITMENT SOURCE INFORMATION**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
<b>1</b>	<b>5</b>	<b>No</b>
<b>2</b>	<b>0</b>	<b>No</b>
<b>3</b>	<b>4</b>	<b>No</b>
<b>4</b>	<b>0</b>	<b>No</b>
<b>5</b>	<b>0</b>	<b>No</b>
<b>6</b>	<b>0</b>	<b>No</b>
<b>7</b>	<b>0</b>	<b>No</b>
<b>8</b>	<b>0</b>	<b>No</b>
<b>9</b>	<b>0</b>	<b>No</b>
<b>10</b>	<b>0</b>	<b>No</b>
<b>11</b>	<b>0</b>	<b>No</b>
<b>12</b>	<b>0</b>	<b>No</b>
<b>13</b>	<b>0</b>	<b>No</b>
<b>14</b>	<b>7</b>	<b>No</b>
<b>15</b>	<b>1</b>	<b>No</b>
<b>16</b>	<b>2</b>	<b>No</b>
<b>17</b>	<b>5</b>	<b>No</b>
<b>18</b>	<b>9</b>	<b>No</b>

## RECRUITMENT SOURCES

### Source

1. WCAV – TV Website, <https://www.cbs19news.com/> 434-424-1919
2. TVJobs.com <http://tvjobs.com/> P.O. Box 4116 Oceanside, CA 92052 760-754-8177
3. Handshake.com <https://www.joinhandshake.com/> 225 Bush St. 12 Floor San Francisco, CA 94104 415-944-9960
4. Virginia Association of Broadcasters, 250 West Main Street, Suite 100, Charlottesville, VA 22902
5. Broadcasting Institute of Maryland, 7200 Harford Road Baltimore, MD 21234 410-254-2770
6. PVCC, 501 College Drive Charlottesville, VA 22902 434-977-3900
7. Blue Ridge Community College, Box 80, One College Lane Weyers Cave, VA 24486 540-234-9261 Elizabeth Hall
8. George Washington University, 1922 F. St. NW Washington, D.C. 20052 202-994-1000
9. Old Dominion University, 2202 Webb Center Norfolk, VA 23529 757-683-3000
10. Virginia Tech, 925 Prince Fork Road Blacksburg, VA 24061 540-231-6000 Betsy McCoy
11. Radford University, 801 E Main Street, Radford, VA 24142 540-831-5000 Career Services
12. Virginia Commonwealth University, Career Center, 907 Floyd Ave, Richmond, VA 23284-9026 804-828-1645
13. Mass VO Tech, 325 Pleasant Valley Road Harrisonburg, VA 22801 540-434-5961
14. Internal Referral
15. News Director Visit to American University 4/9/2025
16. YouTube
17. External Referral
18. Indeed <https://www.indeed.com> 6433 Champion Grandview Way, Building 1, Austin, TX 78750 1-800-475-4361

**ATTACHMENT 3**  
**MENU OPTION ACTIVITIES**

The Employment Unit has engaged in the following outreach activities during the period covered by this Report:

<b>Activity Classification*</b>	<b>Type of Activity</b>	<b>Brief Description</b>
5	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;	<ul style="list-style-type: none"> <li>• The News Department hosted an intern from the University of Virginia from June 1, 2025-July 31, 2025. This intern came to the station through the Virginia Association of Broadcasters. The intern learned skills such as shooting video, producing, and reporting.</li> <li>• The News Department hosted an intern from the University of Virginia from May 15, 2025-June 1, 2025 and then again July 1, 2025-August 18, 2025. This intern came to the station through the Virginia Association of Broadcasters. The intern learned skills such as shooting video, producing, and reporting.</li> <li>• The News Department hosted an intern from James Madison University from June 1, 2025-July 31, 2025. This intern came to the station through the Virginia Association of Broadcasters. The intern learned skills such as shooting video, producing, and reporting.</li> </ul>
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies)	<p>The Employment Unit created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Virginia Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on WCAV.</p> <p>Job Opportunities at the stations are also posted on the Virginia Association of Broadcasters job banks.</p>

8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;	<ul style="list-style-type: none"> <li>• June 5, 2025: The Account Executives and Sales Management attended a webinar with Site Impact to learn about reach and frequency for websites and digital advertising.</li> <li>• July 24-25, 2025: The Account Executives and Sales Management attended an in person training with VICI Media to learn about doing deep dives on websites and YouTube. Additional topics were how to get conversions and looked at advanced digital reporting.</li> <li>• October 29, 2025: The Account Executives and Sales Managers attended an in person training with VICI Media to review practices related to Amazon Premium/CTV and Social Mirroring.</li> <li>• December 18, 2025 and December 19, 2025: The Corporate News Director provided a zoom on the best ways to stack local news programs. The training also discussed how to build up stories for the programs. The station News Director and several producers attended.</li> <li>• January 15, 2026: The Account Executives and Sales Managers attended a training with VICI Media to learn about targeting for reach. This training included topics such as AI optimization and conversions.</li> <li>• February 18, 2026: The Account Executives and Sales Managers participated in a free day of learning with VICI Media to learn about digital advertising for local businesses, digital advertising on smart phones, SEO Campaigns, and Google Analytics.</li> <li>• April 16, 2026: The Account Executives and Sales Managers participated in a role play training session whereby, they conducted client needs analysis and presentations.</li> </ul>
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**\* For “Activity Classification”, use “1” through “16” in accordance with attached list.**

#### **Menu Option Classifications**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;

11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.