

### Station Outreach Initiatives

During the year ending March 31, 2016 WVIA undertook many initiatives to support our EEO program.

#### 1. **Hosting Job Fair: Northeast Broadcast Employment Fair**

Sponsored by Public Media WVIA-FM/TV and

Bold Gold Media WBS, LP Licensee/Operator of WWRR WICK WYCK WTRW WCDL

Bold Gold Media WBS LP, and Public Media WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the general public to information about career opportunities in the broadcasting field. The event was held at the studios of WVIA-FM/TV, Pittston Township, PA on Monday, March 21, 2016 from 4:00 p.m. to 6:00 p.m. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting in a public forum with a variety of broadcasters present. This event was conducted at no cost to the participating broadcasters and attendees.

The event was developed by Bold Gold Media Special Projects Manager Phillip Bullwinkel and WVIA-FM Senior Vice President Chris Norton. The sponsor representatives consulted in February, 2016 and drew up the outline for the career fair based on successful events held in previous years. 6Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. Bold Gold Media and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors.

WVIA again offered to host the event in its studio location on Old Boston Road in Pittston Township, PA , a central location for the Scranton/Wilkes-Barre area. WVIA selected the date of March 21, 2016. The following broadcaster employers participated:

WVIA FM/TV

Bold Gold Media WBS : WWRR,WICK,WYCK, WTRW, WCDL

Times-Shamrock Communications: WEZX, WEJL, WBAX, WFUZ

Cumulus Media: WMGS, WBHT, WARM, 97.9X, 93.7

WNEP-TV

WBRE TV/ WYOU TV

New Age Media: WOLF, WSWB, WQMY-TV

WITK

Columbia Broadcasting WHLM

WVIA and WRRR/WICK/WYCK/WTRW/WCDL scheduled announcements during the three weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA and Bold Gold Media posted the event on their web sites. Posters promoting the event were sent to communications departments of area colleges:

Marywood University

University of Scranton

Keystone College

King's College

Wilkes University

Misericordia University

Luzerne County Community College

On Monday, March 21, 2016 the sponsors conducted the career fair. Attendees were asked to register at a central location at the entrance to the room, but they were free to meet with any broadcasters they desired. Sixty-three (63) attendees signed in, a 50% increase over last year's event. The central registration list was provided to all broadcasters for follow-up purposes. Most attendees spoke with multiple broadcasters. The promotion of the event resulted in a high level of interest among those who attended. Many attendees came with resumes in hand and asked about full time and part time employment opportunities. Broadcasters with openings used the event to arrange for follow-up meetings with interested attendees.

The sponsor representatives judged that the event was a success. It drew potential employees, many of whom had no broadcast employment experience. Attendees came from communities throughout the market area. The participation of other broadcasting companies made the event more valuable to the attendees because it offered a wide variety of potential employers. The companies attending said the career fair was valuable to them and they would be interested in attending a future career fair.

The sponsor representatives judged that the event was a positive means of outreach for employees and that it fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and the sponsor's need to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan.

## **2. Other programs designed to promote outreach general:**

### **“Looking Forward” Career Planning Event**

WVIA partnered with Luzerne Intermediate Unit 18 to promote and participate in this free all-day career and academic planning event for high school students and their parents, held at Penn State University Wilkes-Barre Campus (Lehman.) WVIA Senior Vice President Chris Norton hosted the breakout session for students interested in radio and TV media careers March 19, 2016. “Looking Forward Workshop sessions covered a variety of career clusters and information booths gave students and parents an opportunity to interact with representatives of the educational and business community.

### **3. Internship Program**

WVIA offers an extensive internship program, working with several regional colleges and universities, offering 6 specialized programs in television production, radio production, corporate communications, auction and promotions, media and educational services, accounting, and administration. We offer internship opportunities for spring semester, fall semester, and summer term. For the 2015-16 school year WVIA has hosted a total of 8 student interns. Many previous interns have become part-time and even full-time employees at WVIA and other area stations.

## **4. Events with educational institutions relating to careers in broadcasting:**

- a. **Tours for educational groups** are frequent occurrences at WVIA. WVIA’s Deb Konnick hosted a station tour and outlined career opportunities in broadcasting for 14 students and 2 instructors from Red Rock Job Corp Wednesday, September 23, 2015. WVIA’s Chris Norton hosted a Marywood University undergraduate class in Media Management for a station tour April 16, 2015 and a graduate level class December 3, 2015.
- b. **Career Day** . WVIA’s Doug Cook and Andrea O’Neill participated in the Valley View High School Career Day in April 2015 and presented the students with an overview of the careers at WVIA and the necessary path to those careers.
- c. **Job Shadow**. WVIA’s Andrea O’Neill hosted an 8th Grade student from Abington Heights High School , who observed behind-the-scenes TV operations during a May 2015 taping of the Chiaroscuro Jazz Conservancy program.
- d. **Documentary film-making mentorship**. WVIA documentarian Greg Matkosky has taught and mentored a dozen film students at Bucknell University , both in the classroom as well as in field production, providing practical experience on an actual film-making project during the 2015-16 school year.