

Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

Covering the period April 1, 2017 TO March 31, 2018

Stations Comprising Station Employment Unit: WVIA TV-FM

Section 1: Vacancy information

Full-time Position Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from all Sources for this Position.
GRANTS ADMINISTRATOR	LINKEDIN	* 6
	WEBSITE WVIA.ORG	2
(3) CORPORATE SPONSORSHIP & SALES REPRESENTATIVE	REFERRAL	* 1
	WEBSITE WVIA.ORG	5
	LINKEDIN	* 15
MEMBERSHIP COORDINATOR	WEBSITE WVIA.ORG	* 1
	LINKEDIN	3
	INTERNAL POSTING	1
WVIA ADMINISTRATIVE ASST	WEBSITE WVIA.ORG	* 2
	LINKEDIN	2

Source for Hire Indicated with \*

Total Number of Persons Interviewed During Applicable Period -- 38

## Appendix 2

### Annual EEO Public File Report Form

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#### Section 2: Recruitment Source Information

Recruitment Sources (Name, Address, Telephone Number, Contact Person)	Total number of interviewees this source has provided during this period	Full-time positions for which this source was utilized
WEBSITE WVIA.ORG	10	GRANTS ADMINISTRATOR, CORPORATE SPONSORSHIP SALES REPRESENTATIVE MEMBERSHIP COORDINATOR WVIA ADMINISTRATIVE ASST
EMPLOYEE REFERAL	1	CORPORATE SPONSORSHIP SALES REPRESENTATIVE
LINKEDIN	26	GRANTS ADMINISTRATOR, CORPORATE SPONSORSHIP SALES REPRESENTATIVE MEMBERSHIP COORDINATOR WVIA ADMINISTRATIVE ASST
INTERNAL POSTING	1	MEMBERSHIP COORDINATOR

\*Indicates sources that have requested notification of job openings.

**Station Outreach Initiatives**

During the year ending March 31, 2018 WVIA undertook many initiatives to support our EEO program.

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

Sponsored by WVIA 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 WVIA Public Media 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 Tuesday, March 20, 2018 from 4:00 p.m. to 6:00 p.m. The sponsors offered area broadcasters a free opportunity to meet persons interested in broadcasting careers and offered members of the public a free 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 employers 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, 2018 and drew up the outline for the career fair based on successful events held in previous years. 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 20, 2018. The following employers participated:

WVIA FM/TV

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

WBRE TV/ WYOU TV

Sinclair Broadcast Group: WOLF, WSWB, WQMY-TV

Columbia Broadcasting WHLM

M X -1 R R Media

WVIA and WWRR/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

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. Nineteen (19) attendees signed in during the event, and the central registration list was provided to all broadcasters for follow-up purposes. Most attendees spoke with multiple broadcasters. Many attendees came with resumes in hand and asked about full time and part time employment opportunities as well as internship programs. Broadcasters with openings used the event to arrange for follow-up meetings with interested attendees.

Representing WVIA, Chris Norton spoke with many visitors interested in part-time freelance production, part time call center representative openings, and internship opportunities and he distributed the resumes he collected to appropriate department managers the next day.

The sponsor representatives judged that the event was a success. It drew potential employees, many of whom had no broadcast employment experience. Members of the public attended this event came from communities throughout the market area. 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 employers and that it fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and to reach qualified, potential employees.

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

## **2. Internship Program**

WVIA maintains an active internship program, offering career prep training to students from many regional colleges in a variety of departments. These are structured internship educational experiences resulting in college credit for the students. In the period between April 2017 and March 2018 WVIA supervised 4 interns from Luzerne County Community College, Pennsylvania State University, and Wilkes University in our Production and Promotions departments. Many previous interns have become part-time and even full-time employees at WVIA and other area stations.

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

- A. **Tours for educational groups** are frequent occurrences at WVIA. Sr. VP Chris Norton teaches a course in Media Management at Marywood University, and he hosted the class session on Public Media at WVIA studios April 13, 2017. The class included a tour of radio and television studios as well as discussion of staff positions and employment and internships opportunities.
- B. Students from Abington Heights Middle School toured the WVIA Public Media Studios on Tuesday, November 14, 2017 for their Career Field Trip. Twelve 8<sup>th</sup> grade students and 2 chaperones spent two hours learning about television and radio job duties from staff members conducting the tour.
- C. Six high school students interested in broadcasting and internships and one advisor from Mountain View Transition Program toured WVIA February 6, 2018.
- D. Twenty Scranton area homeschooled students interested in media communication careers toured WVIA studios March 21, 2018.

## **4. Management team continuing education on EEO program.**

Sr. Vice President Chris Norton and Chief Financial Officer Lynne Pouria participated in a webinar October 18, 2017 1-2:15 PM "The Changing Face of the FCC's EEO Rule in 2017," presented by Pillsbury Winthrop Shaw Pittman, LLC. The webinar reviewed broadcasters' responsibilities for a three-pronged broad outreach program, as well as record-keeping and reporting requirements. The presenters also outlined EEO-related suggestions under consideration in the FCC's "Modernization" proceedings.