

**Appendix 1**

**ANNUAL EEO PUBLIC FILE REPORT**

Covering the period April 1, 2016 TO March 31, 2017

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.
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No new hires in FY2017

Source for Hire Indicated with \*

Total Number of Persons Interviewed During Applicable Period -- 0

## Appendix 2

### Annual EEO Public File Report Form

Covering the Period from April 1, 2016 TO March 31, 2017

#### 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
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No new hires in FY2017

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

### Station Outreach Initiatives

During the year ending March 31, 2017 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 Monday, March 20, 2017 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 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, 2017 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, 2017. The following broadcaster employers participated:

WVIA FM/TV

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

WNEP-TV

WBRE TV/ WYOU TV

Sinclair Broadcast Group: WOLF, WSWB, WQMY-TV

ION Television WQPX

Columbia Broadcasting WHLM

Geos Communications

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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

On Monday, March 20, 2017 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. Twenty-one (21) 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. 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. Fewer members of the public attended this year than last year, but they 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 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 Luzerne County Community College, Nanticoke, PA. WVIA Senior Vice President Chris Norton hosted the breakout session for students interested in radio and TV media careers March 11, 2017. The focus was on types of jobs available in radio and television, as well as educational preparation for careers in the media. “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 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 2016 and March 2017 WVIA supervised 5 interns from Luzerne County Community College, Pennsylvania State University, Wilkes University, and Kutztown 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.

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

- A. WVIA partnered with Pennsylvania College of Technology to present a **workshop for public school teachers and counselors**, “Working Class: Promoting Classroom and Career Connections” on April 24, 2016 from 9 to 11 a.m. at WVIA Public Media Studios in Pittston. The workshop showcased free public media resources available for classroom use, including lesson-planning guides inspired by “degrees that work.tv,” an award-winning series produced by the college and WVIA. Winner of five Telly Awards, the 30-minute program focused on education and career opportunities in fields ranging from energy and natural resources to information technology to business management. Lesson-planning guides included: “Do You Have What It Takes to Be a Manager?” (grades 10-12), “Time Management” (grades 10-12), “What Does a Manager Do?” (grades nine-10), “Patterns in Energy Use Over Time” (grades six-12) and “Career Explorations in Natural Gas” (grades six-12). Workshop presenters included Andrea O’Neill, director of education for WVIA Public Media, and from Penn College: Christopher J. Leigh, video production coordinator and director of “degrees that work.tv”; Heidi V. Mack, marketing communications strategist for academic programs and services; and Lambert.

- B. **Tours for educational groups** are frequent occurrences at WVIA. CN hosted the Marywood University undergraduate Media Management class April 14, 2016. The class included a studio tour and observation of a live TV broadcast of Our Town: The Abingtons.

Students from Abington Heights Middle School toured the WVIA Public Media Studios on Tuesday, November 15, 2016 for their Career Field Trips. Ten 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. **Journalism career conference.** Senior Vice President CN spoke to high school and college students about educational preparation for a career in journalism and broadcasting at Wilkes University's Tom Bigler Journalism Conference April 8, 2016.

- D. **Job Shadow.** Education Director Andrea O'Neal hosted 20 students from Dallas and Hanover High Schools on two days of job-shadowing at the WVIA studios March 21 and 23, 2017. The students observed production of the TV show Scholastic Scrimmage, then had a chance to talk with employees about their jobs in TV production, engineering, radio broadcasting and promotions.