

**Appendix 1**

**ANNUAL EEO PUBLIC FILE REPORT**

Covering the period April 1, 2018 TO March 31, 2019

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.
EDUCATION COORDINATOR	LINKEDIN	2
	WEBPAGE WVIA.ORG	* 1
MAJOR GIFTS OFFICER	WEBSITE WVIA.ORG	* 2
	LINKEDIN	2
CORPORATE SPONSORSHIP & SALES REPRESENTATIVE	WEBSITE WVIA.ORG	0
	FM/TV SPOT – ON AIR	* 1
	LINKEDIN	4
MEMBER SERVICES SPECIALIST (2)	WEBSITE WVIA.ORG	* 1
	INTERNAL POSTING	* 3
EXECUTIVE ADMINISTRATIVE ASSISTANT	WEBSITE WVIA.ORG	2
	REFERAL	* 1

Source for Hire Indicated with \*

Total Number of Persons Interviewed During Applicable Period -- 19

## Appendix 2

### Annual EEO Public File Report Form

Covering the Period from April 1, 2018 TO March 31, 2019

#### 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
EMPLOYEE REFERRAL	1	EXECUTIVE ADMINISTRATIVE ASSISTANT & MEMBER SERVICES SPECIALIST
TV/FM SPOT – ON AIR 100 WVIA Way Pittston, PA 18640-6197 (570) 826-6144	1	CORPORATE SPONSORSHIP & SALES REPRESENTATIVE
WEBPAGE WVIA.ORG 100 WVIA Way Pittston, PA 18640-6197 (570) 826-6144	6	EDUCATION COORDINATOR & MAJOR GIFTS OFFICER & MEMBER SERVICES SPECIALIST & EXECUTIVE ADMINISTRATIVE ASSISTANT & CORPORATE SPONSORSHIP / SALES REPRESENTATIVE
INTERNAL POSTING 100 WVIA Way Pittston, PA 18640-6197 (570) 826-6144	3	MEMBER SERVICES SPECIALIST
LINKEDIN WWW.LINKEDIN.COM	8	EDUCATION COORDINATOR & MAJOR GIFTS OFFICER & CORPORATE SPONSORSHIP / SALES REPRESENTATIVE

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

### Station Outreach Initiatives

During the year ending March 31, 2019 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 25, 2019 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 Business Manager Ashok Divecha and WVIA-FM Senior Vice President for Community Engagement Chris Norton, based on successful events over the previous 12 years. WVIA 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 25, 2019. The following employers participated:

WVIA FM/TV

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

Sinclair Broadcast Group: WOLF, WSWB, WQMY-TV

Tribune Media WNEP-TV

Times Shamrock Communications WEZX, WEJL, WFUZ

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. All 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 eight visitors interested in part-time freelance production 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, despite low attendance this year. The sponsors discussed the need for additional promotion. Some employers apparently participated without assisting with promotion, so the sponsors will plan increased outside publicity next year. Members of the public attending this event came from communities throughout the market area, though several had no broadcast experience. Nevertheless, the companies attending said the career fair was valuable to them and they would be interested in attending a future career fair.

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 2018 and March 2019 WVIA supervised five (5) interns from Kutztown, East Stroudsburg, and Penn State Universities 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 related to careers in broadcasting:**

**a. Tours for educational groups** are frequent occurrences at WVIA. Sr. VP Chris Norton teaches courses in Media Management at Marywood University, and he hosted an undergraduate class session on Public Media at WVIA studios April 19, 2018 and a graduate level class on Public Media on November 29, 2018. Each class included a tour of radio and television studios as well as discussion of staff positions and employment and internships opportunities.

**b. Job Shadows .** WVIA Director of Education Kirsten Smith-Doyle hosted one student exploring a career in broadcasting August 16, 2018. This one-day visit included a tour of station facilities and a conversation with radio producer/hosts Erika Funke and Lisa Mazzarella about their job responsibilities. WVIA Creative Director Neil Prisco hosted four additional students in a job shadow program with a promotions and marketing focus.

**c. Looking Forward** is an annual career exploration day for regional high school students organized by NEIU 19 . WVIA Sr. VP Chris Norton spoke a to breakout session about radio and TV career opportunities and educational preparation at this event March 23, 2019 at Misericordia University in Dallas, PA.

**d. High School Career Day.** WVIA Director of Education Kirsten Smith-Doyle spoke to students about broadcasting, tech, education, and marketing opportunities at the Abington Heights High School Career Fair March 14, 2019.