

Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

Covering the period April 1, 2022 TO March 31, 2023: Stations Comprising Station Employment
Unit: WVIA TV-FM

Section 1: Vacancy information

Full Time Position	Recruitment Source of Hire	Total Number of Interviewees from All Sources	Total Number of Interviewees from Each Source
1. Multimedia Producer	wvia.org	6	*wvia.org-4 Internal-1 Referral-1
2. Membership Services Specialist	ziprecruiter.com	5	indeed.com – 2 jobtarget.com – 1 wvia.org-1 *ziprecruiter.com-1
3. Accounting Clerk	ziprecruiter.com	1	*ziprecruiter.com-1
4. Major Gifts Officer	wvia.org	2	*wvia.org – 1 jobtarget.com-1
5. Director of Education	Indeed.com	2	wvia.org – 1 *indeed.com - 1
6. Sr. Director of Audience Development and Growth	wvia.org	3	*wvia.org – 1 internal-1 indeed.com-1

Source for Hire Indicated with *

See Section 2 for full list of sources used for each position.

Total number of persons hired for reporting period: 6

Total Number of Persons Interviewed During Applicable Period: 19

Appendix 2: Annual EEO Public File Report Form

Covering the Period from April 1, 2022 TO March 31, 2023

Section 2: Recruitment Source Information

Source name (see attached for contact information)	Total Number of Interviewees from Source	Full Time Positions for which this source was utilized
Indeed.com	4	ALL
wvia.org/career center	8	ALL
jobtarget.com	2	ALL
linkedin.com	0	ALL
Instagram.com	0	ALL
twitter.com	0	ALL
facebook.com	0	ALL
ziprecruiter.com	2	ALL
Referral	1	#1
Internal candidate	2	#6 and #1
Association of Fundraising Professionals	0	#4
Fundraisingjobs.com	0	#4
diversityjobs.com (diversitypost)	0	#4 and #1
publicmediajobs.org	0	ALL
current.org	0	ALL
militaryhire.com	0	#2

April 2022- March 2023

Station Outreach Initiatives

As the pandemic receded, WVIA studios reopened to the public, but some gatherings, such as our annual Broadcast Employment Fair, did not take place. Nevertheless WVIA undertook several initiatives to support our EEO program.

1. 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, but we have transitioned from unpaid internships for college academic credit to paid compensation for students. Although applications from college students were down this year, WVIA supervised one (1) internship this year.

Student: **Selena Forlenza** Ithaca College June - August of 2022

Production Manager Ron Andruscavage supervised he work in video editing, camera, teleprompter and graphics. Videographer Chris Fry showed her various aspects of television production.

2. Events with educational institutions related to careers in broadcasting

- a. WVIA News Director Julie Sidoni spoke with Clarks Summit University students interested in media careers in a Zoom session October 4, 2022, followed by a tour of station studios and explanation of station operations October 17, 2022. Students were invited to return to observe an upcoming live television broadcast of a public affairs program, *Keystone Edition*.
- b. 44 High School students visited WVIA on December 9th, 2022. These students were part of Wallenpaupack Area School District's Career Planning Program as prospective educators learning about job opportunities in educational media.
 - 9:30am: Group 1 studio tour with Chief Engineer Joe Glynn
 - 9:30am: WVIA Education Presentation with Activity Group 2
 - 10:00am: Group 2 tour with Chief Engineer Joe Glynn
 - 10:00am: WVIA Education Presentation with Activity Group 1
 - 10:30am : Question and Answer time
 - 10:45am: meet and greet with Lisa Mazzarella in WVIA Radio
 - 11:00am: wrap up

3. Participation in other activities to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities (WVIA employment recruiting improvements)

WVIA enacted significant improvements this year to our own recruitment outreach.

- **Diverse Candidate Recruitment:** We now use targeted keyword searches to improve our reach with diverse candidate pools. Through an application called JobTarget, algorithms do most of the work for all of our job posts. This means that Optimized placements on a variety of websites, including more diverse and niche sites, allow us to run our recruitment efforts more efficiently. By using

deep historical analytics, the algorithms automatically optimize our job campaigns/ads to allow us to post on the most relevant job sites to deliver quality and diverse applicants.

4. Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions.

In January of 2023, Human Resources developed a new in-house Management Development Training Program called WVIA University. This career development program is for all WVIA managers who have hire/fire responsibilities. The program consists of 4-5 face-to-face workshops, held at headquarters every 6 weeks. As of the writing of this document, 2 workshops have already been held and well-attended by the management team. Subsequent workshops have been scheduled for the spring of 2023.

Recruitment Contacts

WEBSITES

Indeed

177 Broad Street, 6th Floor
Stamford, CT 0601
Phone: 1-800-462-5848
<http://ads.indeed.com>

www.wvia.org (career center)

100 WVIA Way
Pittston, PA 18640
570-602-1126

Current

6930 Carroll Avenue, Suite 350
Takoma Park, MD 20912
www.current.org

Jobtarget.com

www.jobtarget.com
1-860-544-265
Thomas Ide: Account Executive

Association of Fundraising Professionals

4520 City Ave.
Philadelphia, PA 19131
www.afpgpc.com

Militaryhire.com

17 South Main Street,
Suite 201,
Akron, Ohio 44308
1-800-585-3690
www.militaryhire.com

LinkedIn

2009 Stierlin Court
Mountainview, CA 94042
<http://www.linkedin.com>

Twitter

795 Folsom Street, Ste. 600
San Francisco, CA 94103
www.twitter.com

Instagram

Menlo Park, CA 94025
www.instagram.com

Facebook

Menlo Park, CA 94025

www.facebook.com

Diversity Jobs/diversitypost

info@diversityjobs.com

(800) 984-3775

Fundraisingjobs.com

2336 SE Ocean Blvd.,

Unit 380

Stuart, FL 34996

(561) 630-5201

www.fundraisingjobs.com

Public Media Jobs

4400 Massachusetts NW,

Washington, Dist. Columbia 20016

www.publicmediajobs.org

Zip Recruiter

604 Arizona Ave

Santa Monica, CA 90401

www.ziprecruiter.com