

(DRAFT COPY - Not for submission)

Broadcast Equal Employment Opportunity Program Report

FRN: **0003263829** | File Number: | Submit Date: **03/15/2023** | Call Sign: **WVIA-TV** | Facility ID: **47929** | City: **SCRANTON** | State: **PA**
 Service: **Full Service Television** | Purpose: **EEO Report** | Status: **Saved** | Status Date: **02/02/2023** | Filing Status: **Active**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Licensee Information

Licensee Name, Type and Contact Information

Applicant	Address	Phone	Email	Applicant Type
NORTHEASTERN PENNSYLVANIA EDUCATIONAL TELEVISION ASSOCIATION	Joseph Glynn 100 WVIA WAY PITTSTON, PA 18640 United States	+1 (570) 602-1170	joeglynn@wvia. org	NFP

Contact Representatives

Contact Name	Address	Phone	Email	Contact Type
Barry Persh Gray Miller Persh LLP	2233 Wisconsin Ave., NW Suite 226 Washington, DC 20007 United States	+1 (202) 776- 2458	bpersh@graymillerpersh. com	Legal Representative

Common Stations

Facility Identifier	Call Sign	City	State	Time Brokerage Agreement
49436	WVIA-FM	SCRANTON	PA	No
47929	WVIA-TV	SCRANTON	PA	No

Program Report Questions

Section	Question	Response
Discrimination Complaints	Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?	Yes
Full-time Employees	Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week?	No

Additional Program Report Questions

Responsibility for Implementation

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name	Title
Melanie T. Andreoli	Human Resources Director

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay	
Certified Date	
Certified Title	
Authorized Party Name	

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
WVIA 2021-2022 EEO Public File Report.pdf	Applicant	EEO Public File Report	2021-2022 EEO Public File Report	Done with Virus Scan and /or Conversion
WVIA 2022-2023 EEO Public File Report.pdf	Applicant	EEO Public File Report	2022-2023 EEO Public File Report	Done with Virus Scan and /or Conversion
WVIA EEO Narrative Statement.pdf	Applicant	Narrative Statement	Narrative Statement	Done with Virus Scan and /or Conversion
WVIA FCC EEO Discrimination Complaint.pdf	Applicant	Discrimination Complaints	Discrimination Complaint	Done with Virus Scan and /or Conversion

FCC EEO Program Report
Northeastern Pennsylvania Educational Television Association
WVIA

Discrimination Complaint

Northeastern Pennsylvania Educational Television Association (WVIA), licensee of noncommercial educational stations WVIA-FM/TV in Scranton, Pennsylvania, reports the following with respect to the filing of a discrimination complaint during the current license term. On June 18, 2018, Jean Terhune (Complainant) filed a complaint of discrimination against WVIA Public Media with the Pennsylvania Human Relations Commission in Case No. 201702564; EEO No. 17F201960551. The Complainant, who had been hired as a call center representative, alleged harassment and constructive discharge due to her protected class/sex in violation of the Pennsylvania Relations Act. On November 2, 2021, the Pennsylvania Human Relations Commission issued a Case Closure Notification and a Finding of Not Probable Cause which concluded that there was not probable cause to believe that WVIA Public Media discriminated against the Complainant on the basis of sex.

FCC EEO Program Report
Northeastern Pennsylvania Educational Television Association
WVIA

EEO Narrative Statement

Northeastern Pennsylvania Educational Television Association (WVIA), licensee of noncommercial educational radio station WVIA-FM in Scranton, Pennsylvania, is committed to providing equal employment opportunities and has achieved broad and inclusive outreach during the past two years in connection with its EEO program through its recruitment of full-time job vacancies and its completion of supplemental outreach activities.

As full-time job openings occur, WVIA regularly utilizes a variety of recruitment sources in order to widely disseminate information about open positions and to seek qualified candidates for interviews. As indicated in its attached annual EEO public file reports, this includes sources such as: the wvia.org website, Indeed, Current (Public Broadcasting Newspaper), jobtarget.com, American Fundraising Professions, LinkedIn, Twitter, Facebook, Journalism Jobs, Diversity Jobs, Public Media Jobs, Ziprecruiter, and others.

In addition to such recruitment procedures for vacancies, WVIA regularly undertakes various outreach initiatives to supplement its EEO efforts. During the past two years, these activities have included: an internship program; events with educational institutions related to broadcasting career opportunities; participation in other programs designed to promote outreach general; and participation in activities designed by the station and reasonably calculated 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 is an Equal Opportunity Employer. WVIA seeks to ensure that the diversity of its staff reflects the diversity of its service area, including with respect to gender, age, race, ethnicity, and geography. WVIA reviews its initiatives and accomplishments in regard to diversity, equity, and inclusion at least annually within its leadership team and Board of Directors.

Accordingly, given its regular position recruitment procedures, its completion of various supplemental outreach activities, and its efforts and analysis in support of its diversity goals, WVIA has been able to achieve broad outreach on employment matters in the past two years.

Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

Covering the period April 1, 2021 TO March 31, 2022: 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. Chief Development Officer	CDP	2	*CDP – 1 wvia.org – 1
2. IT Technologist	Jobtarget.com	4	indeed.com – 1 *jobtarget.com - 3
3. News Director	Referral	8	*Referral – 1 wvia.org – 6 indeed.com – 1
4. Multimedia Producer	wvia.org	4	wvia.org – 2 indeed.com - 2
5. Multimedia Reporter (3 roles)	wvia.org	13	*wvia.org – 8 indeed.com – 4 ziprecruiter.com - 1
6. Director of Finance & Accounting (Chief Financial Officer and General Counsel)	Referral	1	*Referral – 1
7. Manager of Grants	wvia.org	3	*wvia.org – 3
8. Corporate Development Representative	NONE	Not filled	N/A

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: 9

Total Number of Persons Interviewed During Applicable Period: 35

Appendix 2: Annual EEO Public File Report Form

Covering the Period from April 1, 2021 TO March 31, 2022

Section 2: Recruitment Source Information

Source and name, address, telephone and contact	Total Number of Interviewees from Source	Full Time Positions for which this source was utilized
Indeed.com	8	ALL
wvia.org/career center	20	ALL
current.org	0	ALL
jobtarget.com	3	ALL
CDP	1	#1
Internal Referral	2	#3 and #8
Accounting & Financial Women's Alliance	0	#6
Association of Fundraising Professionals	0	#7
Association of Media & Publishing	0	#5
linkedin.com	0	ALL
Instagram.com	0	ALL
twitter.com	0	ALL
facebook.com	0	ALL
journalismjobs.com	0	#5
diversityjobs.com	0	ALL
publicmediajobs.org	0	ALL
ziprecruiter.com	1	ALL
nexxt.com	0	#6
salesheads.com	0	#8
diversityworking.com	0	#6
National Association of Black Journalists	0	#5
National Hispanic Media Coalition	0	#5
Upwork.com	0	#7

See below for recruitment source contact information.

Covering the Period April 2021- March 2022

Station Outreach Initiatives: For much of the year ending March 31, 2022 the WVIA studios were closed to most public visitors and gatherings and most staff worked from home. Despite the COVID-19 pandemic restrictions, WVIA nevertheless undertook several initiatives to support our EEO program.

Hosting Job Fair: Northeast Broadcast Employment Fair: This annual event co-sponsored by WVIA Public Media (WVIA-FM/TV) and Bold Gold Media WBS, LP Licensee/Operator of WWRR WICK WYCK WTRW WCDL, normally held at WVIA Public Media studios in Pittston, PA, had to be canceled due to the pandemic and company policy restricting in-person gatherings . Plans are to resume this annual event in March 2023.

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 most regional colleges restricted in-person instruction during the pandemic, WVIA supervised two (2) internships this year.

- Fall and Spring Semester (August 2021- April 2022) Intern-Pete Brier. Responsibilities are: Radio production, Chiaroscuro Records administration, audio recording assistant, supervised by George Graham, Senior Host/Producer
- Spring Semester (February – April 2022) Intern: Molly Tuthill. Responsibilities are: Radio production and promotion internship, supervised by Fiona Powell, Central Susquehanna Valley Correspondent at WVIA's Lewisburg studio.

Events with educational institutions related to careers in broadcasting: WVIA normally conducts numerous station tours for middle and high school students and college media majors interested in broadcasting careers. Pandemic restrictions barred many field trips this year. However, WVIA did partake in the following during the reporting period:

- WVIA continued to offer a 26-minute **virtual tour** featuring the WVIA Senior Vice President, Chief Technology Officer, Chief Content Officer, and Creative Director of Marketing and Branding demonstrating studio equipment and explaining various job functions.

<https://www.youtube.com/watch?v=e76CUeTVjtE>

- Additionally, a group of 7 students from Abington Heights High School along with their instructor Allison Rogalewicz recorded an interview with their new Superintendent Dr.Chris Shaffer at the WVIA Studios on March 1, 2022. The WVIA production Team provided the student instructions on how to operate broadcast

television equipment. WVIA News Director Julie Sidoni also explained the nuances of conducting an interview. During their 5 hours in the WVIA studios (8:30AM - 1:30 PM) these students gained valuable experience in operating cameras, an audio mixing console, video production switcher, and video editing

- **Bucknell University Activities Unlimited Fair.** Saturday, August 28, 2021 WVIA Sr. VP of Community Engagement Chris Norton participated in this 4:30-7:30 PM event at Bucknell University with the goal of recruiting students interested in a radio internship to be offered on campus during the spring semester. He talked with 12 students who signed up to receive additional information. Two eventually applied and one was selected for the internship position.

Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

- WVIA enacted significant improvements during the reporting period, to our own recruitment outreach. In June of 2021, Human Resources instituted a new Job Board coordination effort. As part of the ATS, all jobs were automatically pushed to Indeed.com and ZipRecruiter.com, in an effort to broadcast jobs to a large number of applicants.
- Additionally, starting in May of 2021, WVIA began using more advanced recruitment technology in the form of an AI-driven job aggregator called JobTarget to reach a broad and diverse population of job seekers. The job aggregator is built right into the WVIA applicant tracking system. For each job posting listed on the previous pages, JobTarget pushed job posts out to diverse and niche sites, that otherwise would not receive the job listing.

Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

- In April of 2021, WVIA began using social media channels (Facebook, Instagram, Twitter, and LinkedIn) to broadcast open roles. As a result, all open positions listed on this report were posted by the WVIA Social Media Coordinator for the reporting period indicated above.

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

- In March of 2022, the Human Resources department created a customized Management Development workshop series for employees to learn new management skills. This is a series of 6 in-house workshops for employees on topics ranging from: equal opportunity in hiring, respect in the workplace, performance management, conflict resolution, and effective communication.

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

Contributor Development Partnership (CDP)

10 Guest Street
Boston, MA 02135
(617) 300 2526
www.cdpcommunity.org

Accounting & Financial Women's Alliance

2365 Harrodsburg Rd, Ste A325
Lexington, KY 40504
p: 800.326.2163 -OR- 859.219.3532
e: afwanational@afwa.org

Association of Fundraising Professionals

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

Association of Media & Publishing

1090 Vermont Ave. NW, 6th floor
Washington, DC 20005
<https://www.facebook.com/AssociationMediaandPublishing/>

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

Journalism Jobs

Berkely, CA 94702
Phone: (510) 653-1521
Email: info@journalismjobs.com

Diversity Jobs

info@diversityjobs.com
(800) 984-3775

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

Nexxt

676 E. Swedesford Rd, Suite 300
Wayne, PA 19087
www.nexxt.com

SalesHeads

676 E. Swedesford Rd, Suite 300
Wayne, PA 19087
www.salesheads.com

Diversity Working

(949)388-8220
www.diversityworking.com

National Association of Black Journalists

1100 Knight Hall, Suite 3100
College Park, Maryland 20742
www.nabj.org

National Hispanic Media Coalition

150 South Arroyo Pkwy., Ste. 101
Pasadena, California, 91105
www.nhmc.org

Upwork

475 Brannan St., Suite 430
San Francisco
CA 94107
Phone: (650) 316-7500
www.upwork.com

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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