

## Tara Lazur

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**From:** Chris Diers <cpaigediers@gmail.com>  
**Sent:** Friday, May 19, 2017 11:18 AM  
**To:** Tara Lazur  
**Subject:** Re: Employment Ad Posting Wanted

They're posted:

<http://prndi.org/post/desk-editor-pittsburgh-community-broadcasting-corporation>  
<http://prndi.org/post/wesa-seeks-general-assignment-reporter>

On Thu, May 18, 2017 at 2:28 PM, Tara Lazur <tara@wyep.org> wrote:

Chris,


Attached are two more job postings for the PRNDI website.

Thanks in advance!

Tara Lazur, *Staff Accountant/Office Manager*  
91.3fm WYEP | 90.5fm WESA

67 Bedford Square, Pittsburgh, PA 15203  
[o] 412.697.2942 [c] 412.260.3069 [f] 412.381.9126



 please consider the environment before printing this email or other electronic media

**From:** Chris Diers [mailto:cpaigediers@gmail.com]  
**Sent:** Wednesday, March 22, 2017 12:19 AM  
**To:** Tara Lazur  
**Subject:** Re: Employment Ad Posting Wanted

# Radio & Television



Reporter/General Assignment - 90.5 WESA

## Job Description:

**Application Deadline:** Open Until Filled

**Status:** Full-time exempt

**Reports to:** News Director

### Position Overview

This reporter will cover fast-moving breaking news in the Pittsburgh region, with an emphasis on producing spot reports for WESA newscasts. The reporter is comfortable reporting on a wide array of topic areas, as well as producing stories for multiple media, including audio, text, video, information graphics and social media. The reporter will be assigned to work with WESA's morning team, in order to build a foundation for the station's news coverage throughout the day.

### Major Responsibilities

- Research, report, write, and produce multimedia spot stories for WESA's air and its digital platforms, at a rate that meets newsroom productivity goals
- Consistently generate and pitch creative, thoughtful and original story ideas in multiple media, while accepting and willingly execute assignments from newsroom managers
- Be skilled at mixing and editing one's own audio reports, including in the field
- Be skilled at writing crisp, clear news reports on deadline for web
- Be willing and able to take still photos and video in the field
- Use social media to break news, engage audiences and expand one's source base
- Be willing to work during off hours and weekends as needed
- Make public appearances as opportunity arises to enhance WESA's brand
- Participate in on-air and online fundraising as needed
- Other duties as assigned

### Qualifications and Skills Required

- Bachelor's degree in journalism-related field or equivalent experience / training

- One or more years of reporting in a professional broadcast newsroom environment with multimedia news content training and experience
- Strong on-air and digital reporting, writing and technical skills
- Ability to gather quality field audio, to edit and mix ably for use on air or digital platforms
- Self-motivated team player with a track record of producing daily news stories and features of interest to local audiences
- Sound and ethical judgment, with a commitment to objectivity, balance and fairness
- Ability to handle multiple projects in a fast-paced, deadline-oriented environment
- Knowledge of Pittsburgh and western Pennsylvania is helpful
- Demonstrated ability to shoot and edit video and photos
- Creativity and sound judgment in social media usage
- Ability to travel throughout the region and work flexible hours when necessary, including reliable vehicle, current driver license, clean driving record, and adequate auto insurance

#### Organization Overview

Pittsburgh Community Broadcasting Corporation is an independent public media organization located in the historic South Side of Pittsburgh, PA. Pittsburgh Community Broadcasting Corporation is a 501-c3 non-profit operating independent public radio stations **90.5 WESA** and sister station **91.3 WVEP**.

#### Pittsburgh Community Broadcasting Corporation offers:

Salary commensurate with experience and an excellent benefits package that includes medical insurance, paid medical leave, 403(b) plan with matching contributions, paid vacation and holidays and a workplace culture that is fun, diverse and progressive.

**Applicants are invited to send cover letter, resume, at least three samples of work relevant to this position, and references to [GA-reporter@wesa.fm](mailto:GA-reporter@wesa.fm). In your response, let us know how you heard about the position.**

**Please, no phone calls.**

Pittsburgh Community Broadcasting Corporation is committed to creating a diverse environment and is proud to be an **Equal Opportunity Employer**. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

#### Organization:

Pittsburgh Community Broadcasting Corp 91.3 WVEP / 90.5 WESA in Pittsburgh, PA

#### Job Location:

Pittsburgh, PA  
United States

#### Job Category:

Reporting

#### Job Type:

Full time

#### Send Application Materials To:

[GA-reporter@wesa.fm](mailto:GA-reporter@wesa.fm)



## Exhibit 23

Individual Giving Manager (7/19/2017)

Recruitment Source Documentation

- PRADO
- Greater Public
- NextPittsburgh.com
- PCBC website
- CPB





# PRADO Archives

## PRADO@LISTSERV.SYR.EDU

- LISTSERV Archives
- PRADO Home
- PRADO March 2017

View: **Message:** [ First | Previous | Next | Last ]  
**By Topic:** [ First | Previous | Next | Last ]  
**By Author:** [ First | Previous | Next | Last ]  
**Font:** Proportional Font

**Subject:** Great opportunity in Pittsburgh!  
**From:** Nancy Wood <nancy@WYEP.ORG>  
**Reply-To:** Nancy Wood <nancy@WYEP.ORG>  
**Date:** Fri, 3 Mar 2017 16:55:18 +0000  
**Content-Type:** text/plain

Reply

**Parts/Attachments:** text/plain (16 lines)

Pittsburgh Community Broadcasting has a brand new position in the development department. If you or someone you know is looking for their next career step, this might be just the position for him/her!

We're hiring an Individual Giving Manager to oversee all membership functions, vehicle donations, sustained giving and more. PCBC operates two public media broadcast stations: 91.3 WYEP is a full-time AAA music station that has been serving the region for more than 40 years. 90.5 WESA is Pittsburgh's NPR news station. We currently have a membership base (between the two stations) of more than 15,000, and we're poised for big growth. We're looking for a dynamic team member to help take us to the next level-and have some fun while you're at it!

In case you haven't heard, Pittsburgh is more and more listed among "best places to live" and "hippest cities" lists. Vibrant cultural scene, gorgeous views, four seasons but none of them too harsh... oh, and sports. If you're into that sort of thing! :)

Position is open until filled. Find the details here:  
<http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa#stream/0>

~~~~~  
 Nancy L. Wood, Director of Development  
 67 Bedford Square; Pittsburgh, PA 15203  
 [o] 412.697.2924 [f] 412.381.9126  
 91.3 WYEP 90.5 WESA  
[www.wyep.org](http://www.wyep.org)  
[www.wesa.fm](http://www.wesa.fm)

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  - September 2017



# PRADO Archives

## PRADO@LISTSERV.SYR.EDU

- LISTSERV Archives
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- PRADO May 2017

View: **Message:** [ First | Previous | Next | Last ]  
**By Topic:** [ First | Previous | Next | Last ]  
**By Author:** [ First | Previous | Next | Last ]  
**Font:** Proportional Font

Reply

**Subject:** Great Opportunity in Pittsburgh!  
**From:** Nancy Wood <nancy@WYEP.ORG>  
**Reply-To:** Nancy Wood <nancy@WYEP.ORG>  
**Date:** Thu, 11 May 2017 18:48:43 +0000  
**Content-Type:** text/plain

**Parts/Attachments:** text/plain (20 lines)

Hi everyone,

Now that we've recovered from two record-breaking membership drives, I am diving back into recruiting for our Individual Giving Manager position. This is a mid-level position with growth potential for the right person.

Pittsburgh Community Broadcasting (PCBC) operates two public media broadcast stations: 91.3 WYEP is a full-time AAA music station that has been serving the region for more than 40 years. 90.5 WESA is Pittsburgh's NPR news station. We currently have a membership base (between the two stations) of more than 17,000, and we're poised for big growth. We're looking for a dynamic team member to help take us to the next level-and have some fun while you're at it!

In case you haven't heard, Pittsburgh is more and more listed among "best places to live" and "hippest cities" lists. Vibrant cultural scene, gorgeous views, four seasons but none of them too harsh... oh, and sports. If you're into that sort of thing! :)

Position is open until filled. Find the details here:  
<http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa#stream/0>

Questions? Feel free to ask.

~~~~~  
Nancy L. Wood, Director of Development  
91.3 WYEP/ 90.5 WESA  
67 Bedford Square; Pittsburgh, PA 15203  
[o] 412.697.2924 [f] 412.381.9126  
www.wyep.org<<http://www.wyep.org/>>  
www.wesa.fm<<http://www.wesa.fm/>>

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  - April 2018
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  - February 2018
  - January 2018
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  - October 2017
  - September 2017



## Nancy Wood

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**From:** Leah Manners <lmanners@greaterpublic.org>  
**Sent:** Monday, April 01, 2019 2:41 PM  
**To:** Nancy Wood  
**Subject:** Re: Job postings  
**Attachments:** Individual Giving Manager - Greater Public (3).pdf; Individual Giving Manager - Greater Public.pdf; Individual Giving Manager - Greater Public (1).pdf; Individual Giving Manager - Greater Public (2).pdf; Member Services Manager - Greater Public.pdf

No problem. They all should be attached. Let me know if you need anything further!

Leah

--

**Leah Manners**, Member Outreach Manager, Greater Public  
(612)548-3374

On Mon, Apr 1, 2019 at 1:25 PM Nancy Wood <[nwood@wesa.fm](mailto:nwood@wesa.fm)> wrote:

PDFs are perfect. And every posting is great, thanks!

**From:** Leah Manners [<mailto:lmanners@greaterpublic.org>]  
**Sent:** Monday, April 01, 2019 2:21 PM  
**To:** Nancy Wood  
**Subject:** Re: Job postings

No problem! Screenshots would be touch because they are long, but I can send PDFs, does that work? And, do you need every posting, or just one of each of the two jobs?

Leah

--

**Leah Manners**, Member Outreach Manager, Greater Public

(612)548-3374

On Mon, Apr 1, 2019 at 12:32 PM Melanie Coulson <[mcoulson@greaterpublic.org](mailto:mcoulson@greaterpublic.org)> wrote:

Is this possible?

----- Forwarded message -----

From: **Nancy Wood** <[nwood@wesa.fm](mailto:nwood@wesa.fm)>

Date: Mon, Apr 1, 2019 at 9:54 AM

Subject: Job postings

To: Melanie Coulson <[mcoulson@greaterpublic.org](mailto:mcoulson@greaterpublic.org)>

Hi Melanie,

Can you possible get me screen shots of job postings I submitted on Greater Public between April 1, 2017 & March 30, 2018?

We're getting audited by CPB for EEO.

Yay.

~~~~~  
Nancy L. Wood, Director of Development  
Pittsburgh Community Broadcasting Corporation  
67 Bedford Square; Pittsburgh, PA 15203  
412.697.2924 (direct)

[www.wyep.org](http://www.wyep.org)<<http://www.wyep.org/>>    [www.wesa.fm](http://www.wesa.fm)<<http://www.wesa.fm/>>

[dual logos for sigs]

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## Individual Giving Manager

Pittsburgh Community Broadcasting Corp dba 90.5 WESA / dba 91.3 WYEP  
Pittsburgh , PA

**Application Deadline: Friday, Mar 31, 2017**

### DESCRIPTION

**Application Deadline: Open Until Filled**

Status: Full-time exempt

Reports to: Director of Development

**Position Summary.**

Oversee and coordinate the details of Pittsburgh Community Broadcasting's individual giving fund development program to ensure continued growth and long-term revenue stability and provide general support for other development functions.

### **Position Overview**

The Individual Giving Manager works closely with the Director of Development to meet the listener-generated fundraising goals of Pittsburgh Community Broadcasting. Listener support accounts for the single largest revenue stream from sister stations **91.3 WYEP** and **90.5 WESA**, with a goal of approximately \$2.5 million and tremendous growth potential. This person will participate in strategic planning and coordinate all individual giving programs for the stations, including on-air fundraising, sustained giving, direct mail, telemarketing, e-solicitations and social media.

### **Essential Duties and Responsibilities**

#### **Membership Solicitation and Retention**

- Organize and execute listener-based fundraising efforts, including but not limited to sustained giving, direct mail, telemarketing, online giving, email and social media campaigns.
- Create acquisition, lapsed donor, renewal series and additional gift appeals. Work closely with all vendors to ensure timely execution and delivery of both ongoing and seasonal mailings/ campaigns. This includes a monthly, eight-hit renewal cycle and two-three lapsed and additional gift campaigns for each station.

- Actively participate in on-air membership drive planning and implementation, including goals, messaging, scheduling, strategies and production.
- Working with director of development, create and implement comprehensive tiered donor benefits program.
- Oversee the selection of membership thank you gifts (premiums) for on-air membership drives.

#### **Vehicle Donations**

- Serve as primary contact person for vehicle donation program for both stations
- Create and implement marketing and communication strategies to increase awareness and revenue from vehicle donations
- Develop and implement strategies to turn vehicle donors into annual and/or sustaining donors

#### **Budget**

- Oversee and maintain department budget as it applies to membership functions, tracking expenses and keeping organized records.
- Perform due diligence and negotiations to ensure most beneficial vendor relationships.

#### **External Partnerships/Opportunities**

- Serve as primary community liaison for external fundraising opportunities such as Day of Giving.
- Develop and oversee strategic matching gifts program, soliciting matching gifts and following up on current members who have indicated their employer has a matching gifts program in place. Work with Director of Development and marketing department to develop on and off-air marketing strategies to grow this revenue stream.

#### **General Duties**

- Work with the Director of Development to develop monthly, annual and long-term fund development goals and plans for the organization
- Work closely with fellow development team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as directed
- Represent stations at events as needed
- Other duties as assigned

#### **Required Skills and Experience**

- Bachelor's degree with five or more years of progressive non-profit fundraising experience. Public broadcasting experience preferred.
- Proven success in direct mail, telemarketing, email and online giving. On-air fundraising experience highly desired.



- Strong analytical skills and database management experience. Experience with Allegiance fundraising software a plus.
- Highly organized self-starter with strong time management skills and excellent attention to detail
- Ability to take direction as well as be an enthusiastic team player.
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office and compatible programs. Familiarity with social media platforms. Experience with Constant Contact a plus.
- Excellent communication skills, both written and verbal.
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgement, sense of ethics, integrity and accountability.
- Passion for and knowledge of public media and its mission.

**Pittsburgh Community Broadcasting Corporation offers:**

Salary commensurate with experience and an excellent benefits package that includes medical insurance, paid medical leave, 403(b) plan with matching contributions, paid vacation and holidays and a workplace culture that is fun, diverse and progressive. Applicants are invited to send cover letter, resume, sample fundraising appeals and at least three references to [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm) (<mailto:givingmgr@wesa.fm>). In your response, let us know how you heard about the position.

**Please, no phone calls.**

PCBC is an Equal Opportunity Employer, and actively seeks diversity in the workforce.

FOR ADDITIONAL INFORMATION ABOUT THIS POSITION, PLEASE CONTACT:

📞 Please, no phone calls.

✉ [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm) (<mailto:givingmgr@wesa.fm>)

🌐 <http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa#stream/0> (<http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa#stream/0>)

#### **GREATER PUBLIC**

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(800) 454-2314

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## Individual Giving Manager

Pittsburgh Community Broadcasting (90.5 WESA/91.3 WYEP)  
Pittsburgh , PA

**Application Deadline: Friday, Apr 28, 2017**

### DESCRIPTION

#### Position Summary

Oversee and coordinate the details of Pittsburgh Community Broadcasting's individual giving fund development program to ensure continued growth and long-term revenue stability and provide general support for other development functions.

#### Position Overview

The individual giving manager works closely with the director of development to meet the listener-generated fundraising goals of Pittsburgh Community Broadcasting. Listener support accounts for the single largest revenue stream from sister stations 91.3 WYEP and 90.5 WESA, with a goal of approximately \$2.5 million

and tremendous growth potential. This person will participate in strategic planning and coordinate all individual giving programs for the stations, including on-air fundraising, sustained giving, direct mail, telemarketing, e-solicitations and social media.

### **Essential Duties and Responsibilities**

#### **Membership Solicitation and Retention**

- Organize and execute listener-based fundraising efforts, including but not limited to sustained giving, direct mail, telemarketing, online giving, email and social media campaigns.
- Create acquisition, lapsed donor, renewal series and additional gift appeals. Work closely with all vendors to ensure timely execution and delivery of both ongoing and seasonal mailings/ campaigns. This includes a monthly, eight-hit renewal cycle and two-three lapsed and additional gift campaigns for each station.
- Actively participate in on air membership drive planning and implementation, including goals, messaging, scheduling, strategies and production.
- Working with director of development, create and implement comprehensive tiered donor benefits program.
- Oversee the selection of membership thank you gifts (premiums) for on-air membership drives.

#### **Vehicle Donations**

- Serve as primary contact person for vehicle donation program for both stations
- Create and implement marketing and communication strategies to increase awareness and revenue from vehicle donations
- Develop and implement strategies to turn vehicle donors into annual and/or sustaining donors

#### **Budget**

- Oversee and maintain department budget as it applies to membership functions, tracking expenses and keeping organized records.

- Perform due diligence and negotiations to ensure most beneficial vendor relationships.

#### **External Partnerships/Opportunities**

- Serve as primary community liaison for external fundraising opportunities such as Day of Giving.
- Develop and oversee strategic matching gifts program, soliciting matching gifts and following up on current members who have indicated their employer has a matching gifts program in place. Work with director of development and marketing department to develop on and off-air marketing strategies to grow this revenue stream.

#### **General Duties**

- Work with director of development to develop monthly, annual and long-term fund development goals and plans for the organization
- Work closely with fellow development team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as directed
- Represent stations at events as needed
- Other duties as assigned

#### **Required skills and experience:**

- Bachelor's degree with five or more years of progressive non-profit fundraising experience. Public broadcasting experience preferred.
- Proven success in direct mail, telemarketing, email and online giving. On-air fundraising experience highly desired.
- Strong analytical skills and database management experience. Experience with Allegiance fundraising software a plus.
- Highly organized self-starter with strong time management skills and excellent attention to detail

- Ability to take direction as well as be an enthusiastic team player.
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office and compatible programs. Familiarity with social media platforms. Experience with Constant Contact a plus.
- Excellent communication skills, both written and verbal.
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgement, sense of ethics, integrity and accountability.
- Passion for and knowledge of public media and its mission.

**Pittsburgh Community Broadcasting Corporation offers:**

Salary commensurate with experience and an excellent benefits package that includes medical insurance, paid medical leave, 403(b) plan with matching contributions, paid vacation and holidays and a workplace culture that is fun, diverse and progressive. Applicants are invited to send cover letter, resume, sample fundraising appeals and at least three references to [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm). In your response, let us know how you heard about the position. Please, no phone calls.

PCBC is an Equal Opportunity Employer, and actively seeks diversity in the workforce.

**FOR ADDITIONAL INFORMATION ABOUT THIS POSITION, PLEASE CONTACT:**

**Nancy Wood**

📞 no phone calls please

✉️ [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm) (*mailto:givingmgr@wesa.fm*)

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401 North 3rd Street, Suite 601

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(800) 454-2314

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## Individual Giving Manager

90.5 WESA/91.3 WYEP  
Pittsburgh , PA

**Application Deadline: Thursday, Jun 15, 2017**

### DESCRIPTION

#### Position Summary

Oversee and coordinate the details of Pittsburgh Community Broadcasting's individual giving fund development program to ensure continued growth and long-term revenue stability and provide general support for other development functions.

## Position Overview



The individual giving manager works closely with the director of development to meet the listener-generated fundraising goals of Pittsburgh Community Broadcasting. Listener support accounts for the single largest revenue stream from sister stations 91.3 WYEP and 90.5 WESA, with a goal of approximately \$2.5 million and tremendous growth potential. This person will participate in strategic planning and coordinate all individual giving programs for the stations, including on-air fundraising, sustained giving, direct mail, telemarketing, e-solicitations and social media.

#### **Essential Duties and Responsibilities**

### **Membership Solicitation and Retention**

- Organize and execute listener-based fundraising efforts, including but not limited to sustained giving, direct mail, telemarketing, online giving, email and social media campaigns.
- Create acquisition, lapsed donor, renewal series and additional gift appeals. Work closely with all vendors to ensure timely execution and delivery of both ongoing and seasonal mailings/ campaigns. This includes a monthly, eight-hit renewal cycle and two-three lapsed and additional gift campaigns for each station.
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- Working with director of development, create and implement comprehensive tiered donor benefits program.
- Oversee the selection of membership thank you gifts (premiums) for on-air membership drives.

### **Vehicle Donations**

- Serve as primary contact person for vehicle donation program for both stations
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- Develop and implement strategies to turn vehicle donors into annual and/or sustaining donors

## **Budget**

- Oversee and maintain department budget as it applies to membership functions, tracking expenses and keeping organized records.
- Perform due diligence and negotiations to ensure most beneficial vendor relationships.

## **External Partnerships/Opportunities**

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## **General Duties**

- Work with director of development to develop monthly, annual and long-term fund development goals and plans for the organization
- Work closely with fellow development team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as directed
- Represent stations at events as needed
- Other duties as assigned

**Required skills and experience:**

- Bachelor's degree with five or more years of progressive non-profit fundraising experience. Public broadcasting experience preferred.
- Proven success in direct mail, telemarketing, email and online giving. On-air fundraising experience highly desired.
- Strong analytical skills and database management experience. Experience with Allegiance fundraising software a plus.
- Highly organized self-starter with strong time management skills and excellent attention to detail
- Ability to take direction as well as be an enthusiastic team player.
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office and compatible programs. Familiarity with social media platforms. Experience with Constant Contact a plus.
- Excellent communication skills, both written and verbal.

- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgement, sense of ethics, integrity and accountability.
- Passion for and knowledge of public media and its mission.

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PCBC is an Equal Opportunity Employer, and actively seeks diversity in the workforce.

**FOR ADDITIONAL INFORMATION ABOUT THIS POSITION, PLEASE CONTACT:**

**Nancy Wood**

☎ 412-697-2924

✉ [nwood@wesa.fm](mailto:nwood@wesa.fm) (<mailto:nwood@wesa.fm>)

🌐 <http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa#stream/0> (<http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa#stream/0>)

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(800) 454-2314

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## Nancy Wood

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**From:** Tara Lazur  
**Sent:** Tuesday, February 28, 2017 2:23 PM  
**To:** WESA All Staff  
**Subject:** Individual Giving Manager job posting  
**Attachments:** Individual Giving Manager 2017.02.pdf

Hi All –

This email serves to notify our staff of **PCBC's** job opening for an **Individual Giving Manger**. Please help get the word out directly to anyone you know who may be interested, and to a wider audience via social media such as LinkedIn, Twitter, and Facebook.

The job will be posted soon to both WESA and WYEP's websites at <http://wesa.fm/topic/905-wesa-employment-opportunities> and <http://www.wyep.org/about/employment> respectively.


The position may be posted on the following sites: **CPB Jobline**, **New Pittsburgh Courier**, **PRNDI** (Public Radio News Directors Inc), **NABJ** (National Association of Black Journalists), **NAHJ** (National Association of Hispanic Journalists), and **AAJA** (Asian American Journalists Association). The posting may also be published in **Current** magazine and its website and may be included in **NextPittsburgh's** bi-weekly listing of newly listed positions available in metro Pittsburgh.

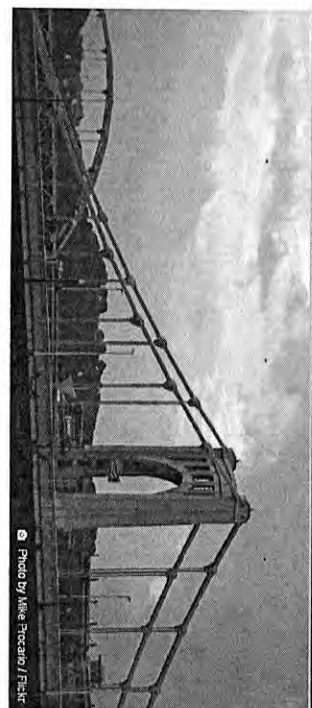
Application materials are being accepted via email at [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm) .

Thanks!

Tara Lazur, *Staff Accountant/Office Manager*  
91.3fm WYEP | 90.5fm WESA  
67 Bedford Square, Pittsburgh, PA 15203  
[o] 412.697.2942 [c] 412.260.3069 [f] 412.381.9126



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## Pittsburgh hiring news for 3/2/17

[2 All Tracks](#) | [March 1, 2017](#) | [Jobs](#)  
 Read on for the latest job postings in Pittsburgh and check back every Monday and Thursday for a new batch. Got hiring news? Please let us know by sending us a brief position description and a link to the full posting.

### Nonprofit

The Pittsburgh chapter of the American Institute of Architects, which supports architecture education and promotes the value of architectural services to the public, is recruiting an Executive Director.

90.5 WESA / 91.3 WYEP has an opening for an individual Giving Manager who will coordinate the individual giving fund development program for the stations.

The Heinz History Center is looking for a Vice President of Administration to lead their annual and capital fundraising efforts.

The Frick Pittsburgh has openings for three positions: Meeting & Events Manager, Associate Curator of Architecture & Gardens and Administrative Assistant & Coordinator of Visitor Experience.

### Tech

SAS Software has an opening for a Full Stack Engineer to join the Applied Data Science & Forward Engineering team in their downtown Pittsburgh office.

### Digital

[www.heinzhistorycenter.org/press-center/index.html#2017/02/16/vice-president-administration-2017-02](#)

**HIRING?**  
 POST YOUR JOB  
 ON NEXTPITTSBURGH  
 AND GET UP TO 20,000  
 JOB SEEKERS EVERY WEEK  
**HERE'S HOW**

[NEXT](#)

**SUBSCRIBE**  
 FOR WEEKLY UPDATES

### POPULAR POSTS

- [PNC, LUMA Institute and BishopGH are hiring. See more Pittsburgh jobs here — 3/29/15](#)
- [Here are the newest Pittsburgh jobs you need to know about — 03/25/15](#)
- [PannFutura launches campaign to force Pittsburgh's 'tech' Mayor to make it #9998](#)

## Courtnae Turko

---

**From:** Tara Lazur <tara@PittCommBroad.onmicrosoft.com>  
**Sent:** Monday, April 8, 2019 1:24 PM  
**To:** Courtnae Turko  
**Subject:** Fw: Job Posting  
**Attachments:** Individual Giving Manager 2017.02.pdf; Individual Giving Manager 2017.02 v5.docx

---

**From:** Tara Lazur  
**Sent:** Monday, March 6, 2017 3:02 PM  
**To:** Sarah Poweska  
**Subject:** RE: Job Posting

Sarah,

The job description is attached. Please let me know if you need it in another format.

Either invoice or credit card link is fine.

Thank you!

Tara Lazur, Staff Accountant/Office Manager  
91.3fm WYEP | 90.5fm WESA  
67 Bedford Square, Pittsburgh, PA 15203  
[o] 412.697.2942 [c] 412.260.3069 [f] 412.381.9126



 please consider the environment before printing this email or other electronic media

---

**From:** Sarah Poweska [mailto:office@afpwwpa.org]  
**Sent:** Monday, March 06, 2017 2:23 PM  
**To:** Tara Lazur  
**Subject:** RE: Job Posting

Tara,

Just send along the description and I can post it.

Would you prefer an invoice or link for credit card payment?



Sarah

Sarah Poweska | 412-694-4250 phone/text | [www.afpwwa.org](http://www.afpwwa.org)

**From:** Tara Lazur [<mailto:tara@wyep.org>]

**Sent:** Monday, March 06, 2017 1:13 PM

**To:** [office@afpwwa.org](mailto:office@afpwwa.org)

**Subject:** Job Posting

Hello. I'd like to have the attached job posted to you site. Our Development Director, Nancy Wood, is a member. Please let me know how to proceed.

Thank you,

Tara Lazur, Staff Accountant/Office Manager

91.3fm WYEP | 90.5fm WESA

67 Bedford Square, Pittsburgh, PA 15203

[o] 412.697.2942 [c] 412.260.3069 [f] 412.381.9126



 please consider the environment before printing this email or other electronic media

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No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2016.0.7998 / Virus Database: 4756/14037 - Release Date: 02/28/17

http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa

Go

MAY JUN JUL

30

2016 2017 2018



About this capture

1 capture of /web/\*/http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa) 30 Jun 2017 14:36:12 (http://wesa.fm/)

90.5 WESA

Donate (https://web.archive.org/web/20170630143612/https://goo.gl/3O4YS3)



Listen Live · WESA Here and Now

LOADING...

# Individual Giving Manager - 91.3 WYEP / 90.5 WESA

By [TARA LAZUR](http://web.archive.org/web/20170630143612/http://wesa.fm/people/tara-lazur) · FEB 28, 2017

[Tweet \(https://web.archive.org/web/20170630143612/http://twitter.com/intent/tweet?url=http%3A%2F%2Fwww.tinyurl.com%2Fj9xsaa&text=Individual%20Giving%20Manager%20-%2091.3%20WYEP%20%2F%20%2090.5%20WESA\)](https://web.archive.org/web/20170630143612/http://twitter.com/intent/tweet?url=http%3A%2F%2Fwww.tinyurl.com%2Fj9xsaa&text=Individual%20Giving%20Manager%20-%2091.3%20WYEP%20%2F%20%2090.5%20WESA)

[Share \(https://web.archive.org/u=http%3A%2F%2Fwww.tinyurl.com%2Fj9xsaa\)](https://web.archive.org/u=http%3A%2F%2Fwww.tinyurl.com%2Fj9xsaa)

## Application Deadline: Open Until Filled

Status: Full-time exempt

Reports to: Director of Development

## Position Summary

Oversee and coordinate the details of Pittsburgh Community Broadcasting's individual giving fund development program to ensure continued growth and long-term revenue stability and provide general support for other development functions.

## Position Overview

The Individual Giving Manager works closely with the Director of Development to meet the listener-generated fundraising goals of Pittsburgh Community Broadcasting. Listener support accounts for the single largest revenue stream from sister stations **91.3 WYEP** and **90.5 WESA**, with a goal of approximately \$2.5 million and tremendous growth potential. This person will participate in strategic planning and coordinate all individual giving programs for the stations, including on-air fundraising, sustained giving, direct mail, telemarketing, e-solicitations and social media.

## Essential Duties and Responsibilities

## Membership Solicitation and Retention

- Organize and execute listener-based fundraising efforts, including but not limited to sustained giving, direct mail, telemarketing, online giving, email and social media campaigns.

- Create acquisition, lapsed donor, renewal series and additional gift appeals. Work closely with all vendors to ensure timely execution and delivery of both ongoing and seasonal mailings/ campaigns. This includes a monthly eight hit news cycle and two-three lapse additional gift campaigns for each station.
- Actively participate in on-air membership drive planning and implementation including goals messaging, scheduling, strategies and production.

- Working with director of development, create and implement comprehensive tiered donor benefits program.
- Oversee the selection of membership thank you gifts (premiums) for on-air membership drives.

### Vehicle Donations

- Serve as primary contact person for vehicle donation program for both stations
- Create and implement marketing and communication strategies to increase awareness and revenue from vehicle donations
- Develop and implement strategies to turn vehicle donors into annual and/or sustaining donors

### Budget

- Oversee and maintain department budget as it applies to membership functions, tracking expenses and keeping organized records.
- Perform due diligence and negotiations to ensure most beneficial vendor relationships.

### External Partnerships/Opportunities

- Serve as primary community liaison for external fundraising opportunities such as Day of Giving.
- Develop and oversee strategic matching gifts program, soliciting matching gifts and following up on current members who have indicated their employer has a matching gifts program in place. Work with Director of Development and marketing department to develop on and off-air marketing strategies to grow this revenue stream.

### General Duties

- Work with the Director of Development to develop monthly, annual and long-term fund development goals and plans for the organization
- Work closely with fellow development team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as directed



Represent stations at events as needed

(https://web.archive.org/web/20170630143612/http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa)

Other duties as assigned

1 capture (/web/\*/http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa)

Go

MAY JUN JUL

30

2016 2017 2018

About this capture

- Bachelor's degree with five or more years of progressive non-profit fundraising experience. Public broadcasting experience preferred.
- Proven success in direct mail, telemarketing, email and online giving. On-air fundraising experience highly desired.
- Strong analytical skills and database management experience. Experience with Allegiance fundraising software a plus.
- Highly organized self-starter with strong time management skills and excellent attention to detail
- Ability to take direction as well as be an enthusiastic team player.
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office and compatible programs. Familiarity with social media platforms. Experience with Constant Contact a plus.
- Excellent communication skills, both written and verbal.
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgement, sense of ethics, integrity and accountability.
- Passion for and knowledge of public media and its mission.

#### **Pittsburgh Community Broadcasting Corporation offers:**

Salary commensurate with experience and an excellent benefits package that includes medical insurance, paid medical leave, 403(b) plan with matching contributions, paid vacation and holidays and a workplace culture that is fun, diverse and progressive. Applicants are invited to send cover letter, resume, sample fundraising appeals and at least three references to [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm) (<https://web.archive.org/web/20170630143612/mailto:givingmgr@wesa.fm>) . In your response, let us know how you heard about the position.

Please, no phone calls.

(https://web.archive.org/web/20170630143612/http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa)

http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa

Go MAY JUN JUL

30

1 capture (/web/\*http://wesa.fm/post/individual-giving-manager-913-wyep-905-wesa)

30 Jun 2017

PCBC is an Equal Opportunity Employer, and actively seeks diversity in the workforce.

About this capture

Tweet (https://web.archive.org/web/20170630143612/http://twitter.com/intent/tweet?url=http%3A%2F%2Fwww.tinyurl.com%2Fj9xsaa&text=Individual%20Giving%20Manager%20-%2091.3%20WYEP%20%2F%20%2090.5%20WESA)

Share (https://web.archive.org/web/20170630143612/http://www.facebook.com/905wesa) u=http%3A%2F%2Fwww.tinyurl.com%2Fj9xsaa&text=Individual%20Giving%20Manager%20-%2091.3%20WYEP%20%2F%20%2090.5%20WESA)

(https://web.archive.org/web/20170630143612/https://www.facebook.com/905wesa/)

(https://web.archive.org/web/20170630143612/https://twitter.com/905wesa)

(https://web.archive.org/web/20170630143612/https://www.instagram.com/905wesa)

About Us (https://web.archive.org/web/20170630143612/http://wesa.fm/about-us)

Staff (https://web.archive.org/web/20170630143612/http://wesa.fm/people/capacity/staff)

Contact Us (https://web.archive.org/web/20170630143612/http://wesa.fm/contact-us)

Employment (https://web.archive.org/web/20170630143612/http://wesa.fm/topic/905-wesa-employment-opportunities)

Community Calendar (https://web.archive.org/web/20170630143612/http://wesa.fm/community-calendar#stream/0)

Archives (https://web.archive.org/web/20170630143612/http://wesa.fm/archives#stream/0)

Help with Streaming (https://web.archive.org/web/20170630143612/http://wesa.fm/post/having-problems-our-stream)

90.5 WESA Privacy & Terms of Use (https://web.archive.org/web/20170630143612/http://wesa.fm/privacy-terms-use)

eNewsletter Signup (https://web.archive.org/web/20170630143612/http://bit.ly/1OVfj8l)

© 2017 90.5 WESA

**Recruiter Order Information**

[Refresh Job](#)

| Job Board                   | Status  | Starts      | Expires     | Features |
|-----------------------------|---------|-------------|-------------|----------|
| Publicmediajobs.org (14538) | expired | 2 / 28 / 17 | 3 / 30 / 17 |          |

[Transfer Ownership](#) [Remove job from jobpool](#)

|                         |                                                                            |                        |                     |
|-------------------------|----------------------------------------------------------------------------|------------------------|---------------------|
| <b>Job Name:</b>        | Individual Giving Manager                                                  | <b>Posted:</b>         | February 28, 2017   |
| <b>Job ID:</b>          | 33166067                                                                   | <b>Min Education:</b>  | BA/BS/Undergraduate |
| <b>Company Name:</b>    | Pittsburgh Community Broadcasting Corporation dba 90.5 WESA/ dba 91.3 WYEP | <b>Min Experience:</b> | 3-5 Years           |
| <b>Job Duration:</b>    | Indefinite                                                                 | <b>Job Function:</b>   | Other               |
| <b>Required Travel:</b> | 0-10%                                                                      | <b>Job Type:</b>       | Full-Time           |
| <b>Position Title:</b>  | Individual Giving Manager                                                  | <b>Entry Level:</b>    | No                  |
| <b>Industry:</b>        | Public Radio                                                               |                        |                     |
| <b>Location(s):</b>     | Pittsburgh, Pennsylvania, 15203, United States                             |                        |                     |

**APPLY FOR THIS JOB**  
 Email Address: [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm)

Online Application via Job Board Enabled: Yes

**Job Description**

Pittsburgh Community Broadcasting Corporation (PCBC) dba 90.5 WESA / dba 91.3 WYEP is seeking an experienced Individual Giving Manager to participate in strategic planning and coordinate all individual giving programs for the stations, including on-air fundraising, sustained giving, direct mail, telemarketing, e-solicitations and social media. For the complete job description and to apply, go to: <http://wesa.fm/topic/905-wesa-employment-opportunities> Please, no phone calls. EOE

**Courtnae Turko**

---

**From:** YM Careers Support <clientserv@yourmembership.com>  
**Sent:** Friday, April 12, 2019 3:22 PM  
**To:** Courtnae Turko  
**Subject:** [YM Careers] Re: Job posting assistance

*Please click here to view your reply above the line.*

Your inquiry has been updated by our support team. Please reply to this email with further comments or questions. Should you need it for your records, your Ticket Reference Number is: 359512.

Thank you!

=====

**Jarrold Ackles (YM Careers)**

Hello,

Unfortunately I was only able to find 2 of the postings you are looking to recover. None of the other postings under the accounts with those two email addresses reflect the ones you requested looking for.

Please see the two I was able to locate, attached to this email, just below the text of my response, in a blue attachment link.

If you have any other questions, please let me know.

Thank you,

Jarrold Ackles | Career Center Support Specialist | 727-497-6565 ext.3341

- Attachment(s)
- [Gov Editor.png](#)
- [Individual Giving.JPG](#)

**Courtnae Turko**

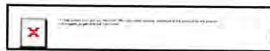
Some account holder's names are:

Tara Lazur  
Christopher Capato  
John Sutton

Emails might be:  
[Employment@wesa.fm](mailto:Employment@wesa.fm)  
[employment@wyep.org](mailto:employment@wyep.org)

Thanks!

Courtnae Turko, SHRM-SCP  
Vice President, Human Resources & Organizational Development  
Pittsburgh Community Broadcasting Corporation  
67 Bedford Square  
Pittsburgh, PA 15203  
412-315-6771



Attachment(s)  
[image005.jpg](#)  
[image006.jpg](#)

**Jarrod Ackles** (YM Careers)

*(sent 1/25 @ 1:17 PM EDT)*

Unfortunately without either Job id#'s or the email addresses associated with the accounts, we are not able to pull the data you are looking for. Please try to go back and identify the account holders by their Full names or Emails.

Thanks,

Jarrod Ackles | Career Center Support Specialist | 727-497-6565 ext.3341

**Courtnae Turko**



Hello,

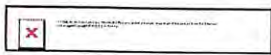
I need the text of the postings for the following jobs:

Individual Giving Manager – Feb. 2017  
Reporter, General Assignment – July 2017  
Desk Editor – May 2017  
Reporter, Government & Law – July 2017  
Morning Edition Producer – Nov. 2017  
State Impact Reporter – Sept. 2017  
Arts & Culture Reporter – Nov. 2017  
Government Editor – Jan. 2018

These postings would have originated from different user names. I was not here at the time of these hires and most of the staff responsible for posting jobs have left. I really appreciate any assistance you can provide.

Thanks,

Courtnae Turko, SHRM–SCP  
Vice President, Human Resources & Organizational Development  
Pittsburgh Community Broadcasting Corporation  
67 Bedford Square  
Pittsburgh, PA 15203  
412-315-6771



Attachment(s)  
[image005.jpg](#)  
[image006.jpg](#)

Jarrod Ackles (YM Careers)

Hello,

Please tell me what specific information you are trying to gather and I will do my best to see what I can find. Being that you want to go so far back could create difficulty with obtaining information. I have one posting account under your name and email and it only has one posting on it from January of this year. Please indicate what the email address is for the account you need information pulled from, the job id#'s you need information on, and anything else that will make it possible to pull what you require.

Thanks,

Jarrold Ackles | Career Center Support Specialist | 727-497-6565 ext.3341

**Courtnae Turko**

Hello,

I am gathering information on our job postings in order to respond to an FCC audit of our radio stations. I'm looking for information on several postings in 2017 and 2018. Would you be able to assist me in recovering those old listings?

Thanks and have a good weekend,

Courtnae Turko, SHRM-SCP  
Vice President, Human Resources & Organizational Development  
Pittsburgh Community Broadcasting Corporation  
67 Bedford Square  
Pittsburgh, PA 15203  
412-315-6771





YourMembership.com, Inc  
 541 Eastern Point Road  
 Suite 3  
 Groton, CT 06340  
 Tel. 860-437-5700

# RECEIPT

**PURCHASER INFO**  
 Pittsburgh Community Broadcasting Corporation  
 67 Bedford Sq  
 Pittsburgh, Pennsylvania 15203  
 United States  
 Attn: Tara Lazur

|                                           |            |
|-------------------------------------------|------------|
| ORDER #                                   | R26739460  |
| DATE                                      | 02/28/17   |
| IO / PO #                                 | --         |
| AMOUNT PAID                               | USD 224.39 |
| <b>PURCHASED BY</b>                       |            |
| Tara Lazur<br>4123819131<br>tara@wyep.org |            |

| PRODUCT                                                                                   | DESCRIPTION                                                                                                                                  | AMOUNT     |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Standard Line Listing-One Print Issue of Current<br>+ 30 Days Online<br>Job Posting - Web | <b>Current.org</b><br>(paid - creditcard)<br>Job ID: 33166067<br>Job Name: Individual Giving Manager<br>Job Title: Individual Giving Manager | USD 125.39 |
| Diversity Upgrade<br>Job Posting - Upgrade                                                | <b>Current.org</b><br>(paid - creditcard)                                                                                                    | USD 99.00  |
| <b>SUBTOTAL</b>                                                                           |                                                                                                                                              | USD 224.39 |
| <b>TAXES</b>                                                                              |                                                                                                                                              | USD 0.00   |
| <b>TOTAL PAID</b>                                                                         |                                                                                                                                              | USD 224.39 |
| <b>AMOUNT DUE</b>                                                                         |                                                                                                                                              | USD 0.00   |

employ ad 9/3 mbr = 28.54  
 905 mbr = 145.85

AC  
 3/1/17

## Courtnae Turko

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**From:** Mah, Carole <cmah@cpb.org>  
**Sent:** Monday, April 15, 2019 3:10 PM  
**To:** Courtnae Turko  
**Subject:** RE: job posting assistance  
**Attachments:** 42162-news-director-2016-oct.pdf; 45239-individual-giving-manager-one.pdf; 42233-morning-edition-2017.pdf; 45334-special-events-manager.pdf; 42586-individual-giving-manager-another.pdf

Hi Courtnae,

The two Individual Giving Manager ones are confusing to me – I attached both, plus as shown below, Nancy Wood has access to one of them, still.

|                         |                                          |
|-------------------------|------------------------------------------|
| Attached PDF            | -- News Director Oct. - 2016             |
| Nancy Wood* or Attached | -- Individual Giving Manager - July 2017 |
| Attached PDF            | -- Morning Edition Producer - Nov. 2017  |
| Not found               | -- Arts & Culture Reporter - Nov. 2017   |
| Attached PDF            | -- Special Events Manager - Jan. 2018    |
| Attached PDF            | -- Individual Giving Manager - Dec. 2017 |
| Not found               | -- Member Services Manager - Jan. 2018   |
| Not found               | -- Bookkeeper - Feb. 2018                |
| Not found               | -- Government Editor - Jan. 2018         |

\* <https://www.cpb.org/jobline/pittsburgh-community-broadcasting-corporation/government-editor>

---

Carole Mah | 202.879.9686 | [cmah@cpb.org](mailto:cmah@cpb.org)  
Web Developer | [CPB](#)  
401 Ninth Street, NW | Washington, DC 20004-2129

**From:** Courtnae Turko <cturko@PittsburghCommunityBroadcasting.org>  
**Sent:** Monday, April 15, 2019 9:13 AM  
**To:** Mah, Carole <cmah@cpb.org>  
**Subject:** RE: job posting assistance

Good Morning Carole,

We are in the final stages of our FCC audit and I have one more grouping of postings that our attorney is requesting for documentation. I appreciate any help you can provide in locating the old postings. You've been incredibly helpful throughout this process and I'm very appreciative. You'll be happy to know that moving forward, meticulous documentation will be retained to avoid burdening our recruiting partners like this again.

Below you listed several closed positions that you were able to locate. Would it be possible to get copies of the postings? Also, there are others that we have no documentation of for the audit. They are:

News Director Oct. - 2016  
Individual Giving Manager - July 2017  
Morning Edition Producer - Nov. 2017  
Arts & Culture Reporter - Nov. 2017  
Special Events Manager - Jan. 2018  
Individual Giving Manager - Dec. 2017



# Individual Giving Manager

## Job Description:

## Position Summary

A mid-level department position for an experienced nonprofit fundraising professional, the individual giving manager will oversee and coordinate the details of Pittsburgh Community Broadcasting's individual giving fund development program to ensure continued growth and long-term revenue stability and provide general support for other development functions.

## Position Overview

The individual giving manager works closely with the director of development to meet the listener-generated fundraising goals of Pittsburgh Community Broadcasting. Listener support accounts for the single largest revenue stream from sister stations 91.3 WYEP and 90.5 WESA, with a goal of approximately \$2.5 million and tremendous growth potential. This person will participate in strategic planning and coordinate all individual giving programs for the stations, including on-air fundraising, sustained giving, direct mail, telemarketing, e-solicitations and social media.

## Essential Duties and Responsibilities

### Membership Solicitation and Retention

- Organize and execute listener-based fundraising efforts, including but not limited to sustained giving, direct mail, telemarketing, online giving, email and social media campaigns.
- Create acquisition, lapsed donor, renewal series and additional gift appeals. Work closely with all vendors to ensure timely execution and delivery of both ongoing and seasonal mailings/ campaigns. This includes a monthly, eight-hit renewal cycle and two-three lapsed and additional gift campaigns for each station.
- Actively participate in on air membership drive planning and implementation, including goals, messaging, scheduling, strategies and production.
- Working with director of development, create and implement comprehensive tiered donor benefits program.
- Oversee the selection of membership thank you gifts (premiums) for on-air membership drives.

### Vehicle Donations

- Serve as primary contact person for vehicle donation program for both stations
- Create and implement marketing and communication strategies to increase awareness and revenue from vehicle donations
- Develop and implement strategies to turn vehicle donors into annual and/or sustaining donors

### Organization:

Pittsburgh Community Broadcasting Corporation

### Job Location:


Pittsburgh , PA  
United States

### Job Category:

Fundraising/Promotion/Membership

### Job Type:

Full time

 **Send Application Materials To:**  
**Submit cover letter, resume, samples of successful fundraising appeals and at least three references to [givingmgr@wesa.fm](mailto:givingmgr@wesa.fm).**

In your response, let us know how you heard about the position.

Please, no phone calls.

### Website:

<http://wesa.fm/>

### Email:

[nancy@wyep.org](mailto:nancy@wyep.org)

### Job Field:

Radio and Television

## Budget

- Oversee and maintain department budget as it applies to membership functions, tracking expenses and keeping organized records.
- Perform due diligence and negotiations to ensure most beneficial vendor relationships.

## External Partnerships/Opportunities

- Serve as primary community liaison for external fundraising opportunities such as Day of Giving.
- Develop and oversee strategic matching gifts program, soliciting matching gifts and following up on current members who have indicated their employer has a matching gifts program in place. Work with director of development and marketing department to develop on and off-air marketing strategies to grow this revenue stream.

## General Duties

- Work with director of development to develop monthly, annual and long-term fund development goals and plans for the organization
- Work closely with fellow development team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as directed
- Represent stations at events as needed
- Other duties as assigned

## Required skills and experience:

- Bachelor's degree with five or more years of progressive non-profit fundraising experience. Public broadcasting experience preferred.
- Proven success in direct mail, telemarketing, email and online giving. On-air fundraising experience highly desired.
- Strong analytical skills and database management experience. Experience with Allegiance fundraising software a plus.
- Highly organized self-starter with strong time management skills and excellent attention to detail
- Ability to take direction as well as be an enthusiastic team player.
- Excellent interpersonal skills; must be comfortable interacting with constituents in person and on the phone.
- Ability to manage multiple projects at once and meet deadlines as required.
- Strong working knowledge of Microsoft Office and compatible programs. Familiarity with social media platforms. Experience with Constant Contact a plus.
- Excellent communication skills, both written and verbal.
- Ability and willingness to work occasional evenings and weekends, with some long days required during peak fundraising times.
- Strong judgment, sense of ethics, integrity and accountability.
- Passion for and knowledge of public media and its mission.

### **Pittsburgh Community Broadcasting Corporation offers:**

Salary commensurate with experience and an excellent benefits package that includes medical insurance, paid medical leave, 403(b) plan with matching contributions, paid vacation and holidays and a workplace culture that is fun, diverse and progressive.

# Exhibit 24

Outreach Initiatives

Documentation of Internship Program



# INTERNSHIPS

## **POLICY:**

Pittsburgh Community Broadcasting Corporation (“PCBC”) seeks to provide opportunities for individuals enrolled in undergraduate and graduate level studies to gain experience in public media and significant educational benefit to the student, consistent with the operational requirements and limitations of the organization, the Federal Labor Standards Act and all other relevant regulation.

## **DETAILS:**

The mission of the internship program is “to be a service to the community as we help grow the skills and experience of its student population.”

### **How is the internship program administered?**

- PCBC offers internships to individuals enrolled in accredited institutions of higher education. These are unpaid internships that are scheduled to correspond with the normal academic calendar, and may run one or two academic terms in length (depending on the nature of the internship). Internships will follow the academic year with a limit of up to 30 work hours per week. Application deadlines: Spring (November 15); Summer (March 15); Fall (July 15).
- No representation is made with regard to the availability of a paid job at the conclusion of the internship.
- These internships include hands-on activity, working in compliment to PCBC fulltime staff, and are intended to be tied to the formal educational curriculum of the intern through integrated coursework or the receipt of academic credit. The goal of such internships is for the intern to be the primary beneficiary of the program.
- We specifically seek to use this program to provide opportunities for minority candidates and for individuals facing financial and other challenges to gain experience that leads them to a career in public media.
- Interns will provide contact information for the program advisor at their universities and dates of exams and projects so PCBC can tailor an experience that best suits the needs and goals of the student.
- Interns will have three scheduled evaluations throughout the semester. The first evaluation will be at the start of the internship to set goals and expectations, provide a program overview and confirm beginning and ending dates for the internship. The second evaluation will be a midpoint review to monitor the progress of the intern and to provide feedback to the student’s university. The last evaluation will be at the end of the internship with an analysis of the program provided by the intern.
- Goals for interns will be developed following the SMART outline:
  - Specific, clear and understandable
  - Measurable, verifiable and results oriented
  - Attainable
  - Relevant to the mission
  - Time-bound with a schedule and milestones



**What is the reporting structure for the internship program?**

The PCBC Internship Program is supervised by the Director of Human Resources and Organizational Development, working in partnership with PCBC Department Heads. The operational needs of the organization may require the limitation or suspension of this program, at any time, without notice.

**How are interns selected?**

Departments looking for interns should submit a request to the Human Resources Department outlining the position, responsibilities and direct report. Once approved, the position will be posted on the PCBC website and other internet boards as advertisement for the open internships. All qualified candidates will have an interview with the department manager and a follow up with Human Resources.



90.5 WESA is Pittsburgh's NPR News Station. The internship program includes training sessions and mentorship by newsroom reporters, hosts, and editors. The internships are unpaid and no representation is made to the availability of a paid job at the conclusion of the internship. Candidates must be enrolled in an undergraduate or graduate school program. Academic credit can be awarded based on the mutual agreement of the intern's school and 90.5 WESA.

### **Newsroom Intern**

This program teaches students how to produce broadcast and digital journalism in a professional public radio environment, including training in audio production and editing. Our goal is to prepare you for an entry-level job in public radio or digital journalism. Duties and responsibilities for this unpaid position include:

- Story research
- Field reporting with audio equipment (and potentially video)
- Multimedia projects, including photography and video
- Pitching, writing, and producing stories for broadcast
- Pitching, writing, and producing stories for web

### **Show Production Intern**

The Confluence, a weekly news roundup show hosted by 90.5 WESA's Kevin Gavin, teaches students how to produce an on-air radio show. Our goal is to prepare you for an entry-level producer role. Duties and responsibilities for this unpaid position include:

- Research for show segments and guests
- Conducting supplementary interviews and cutting tape for broadcast
- Scripting host interviews and writing web rundowns
- Assisting in producing the live on-air show each Friday
- May contribute additional reporting if time and interest allow

### **Requirements for WESA internships:**

- You must be an enrolled student in an undergraduate or graduate school program.
- Working toward a journalism, English, or related degree is preferred but not required.
- The ability to work 15 to 30 hours a week.

### **To Apply**

Please email a cover letter, resume, and three published clips or writing samples to [hr@pittsburghcommunitybroadcasting.org](mailto:hr@pittsburghcommunitybroadcasting.org). Please include the title of the internship in the subject of the email. Application deadlines are November 1 – Spring internships, March 1 – Summer internships, July 1 – Fall internships.

*Pittsburgh Community Broadcasting Corporation is committed to creating a diverse environment and is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. PCBC adheres to all ADA requirements and will make reasonable accommodations for qualified individuals.*



91.3 WYEP is Pittsburgh's source for Adult Alternative Music and for musical discovery. Since 1974 we have been a treasured cultural resource for all of Western Pennsylvania. WYEP has opportunities available for students who are looking for hands on experience in digital production including video editing. There are also opportunities for students to learn programming of a Triple A format station and use of broadcast and automation software.

The internships are unpaid and no representation is made to the availability of a paid job at the conclusion of the internship. Candidates must be enrolled in an undergraduate or graduate school program. Academic credit can be awarded based on the mutual agreement of the intern's school and 91.3 WYEP.

### **Digital Internship**

This program teaches students how to film and edit live bands that are in studio for Live & Direct Sessions. Students will also get hands on training in various digital projects and platforms. Duties and responsibilities for this unpaid position include:

- Media/publishing
- Analytics
- Content management systems
- HTML/Javascript/CSS
- Open Source
- Video Production

### **Music Internship**

This program teaches students about programming, music format and mission of WYEP's Triple A format. The students will assist with reviewing new music and will work with the Music Director. Duties and responsibilities for this unpaid position include:

- Music Master scheduling software
- Preparing daily music playlists and programming them into automation software
- Assist with set up of Live & Direct Sessions that are recorded and filmed
- Listen, preview and scan incoming music for possible airplay

### **Requirements for WYEP internships:**

- You must be an enrolled student in an undergraduate or graduate school program.
- Working toward a broadcasting, design or related degree is preferred.
- The ability to work 15 to 30 hours a week.

### **To Apply**

Please email a cover letter, resume to [hr@pittsburghcommunitybroadcasting.org](mailto:hr@pittsburghcommunitybroadcasting.org). Please include the title of the internship in the subject of the email. Application deadlines are November 1 – Spring internships, March 1 – Summer internships, July 1 – Fall internships.

*Pittsburgh Community Broadcasting Corporation is committed to creating a diverse environment and is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. PCBC adheres to all ADA requirements and will make reasonable accommodations for qualified individuals.*



## Employment Opportunities at Pittsburgh Community Broadcasting Corporation

Pittsburgh Community Broadcasting Corporation is proud to be an Equal Opportunity Employer and is committed to creating a diverse workplace environment. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Pittsburgh Community Broadcasting Corporation is looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our station, please contact [hr@pittsburghcommunitybroadcasting.org](mailto:hr@pittsburghcommunitybroadcasting.org) (mailto:[hr@pittsburghcommunitybroadcasting.org](mailto:hr@pittsburghcommunitybroadcasting.org)) with the name of your organization, a contact name, email address and phone number.

Although we are unable to retain unsolicited resumes, if there is a posted job that interests you for which you are qualified, please submit application materials following the instructions in the job posting. We post all open positions on our website, as well as on national and regional jobsites such as the CPB Jobline (<http://www.cpb.org/jobline/>), Current.org (<http://jobs.current.org/jobseeker/search/results/>), Nonprofit Talent (<https://jobs.nonprofittalent.com/job-type/employment/>), and JournalismJobs.com (<http://www.journalismjobs.com/index.php>), so you're always able to check for any currently available positions.

All open positions are posted to our website and are linked below.

- [WYEP Music Internship \(/jobs/wyep-music-internship\)](/jobs/wyep-music-internship)

### **Position Overview:**

91.3 WYEP is Pittsburgh's source for adult alternative music and for musical discovery. Since 1974, it has been a treasured cultural resource for all of Western Pennsylvania. WYEP has opportunities available for students who are looking for hands-on experience in digital production including video editing. There are also opportunities for students to learn music programming and use of broadcast and automation software.

The Music Internship teaches students about music programming in general and triple-A format programming in particular. Working with the Music Director, students will learn to review new music and prepare it for possible airplay. Duties and responsibilities for this unpaid position include the following.

[Read more \(/jobs/wyep-music-internship\)](/jobs/wyep-music-internship)

- [WESA Production Internship \(/jobs/wesa-production-internship\)](/jobs/wesa-production-internship)

### **Position Overview:**

90.5 WESA is Pittsburgh's NPR News Station. The internship program includes training sessions and mentoring by professional reporters, hosts, and editors. Internships are unpaid and no representation is made in regard to the availability of a paid position at the end of the internship. Candidates must be enrolled in an undergraduate or graduate school program. Academic Credit can be awarded based on mutual agreement between the intern's school and 90.5 WESA.

The Production internship is attached to The Confluence, a daily news program hosted by Kevin Gavin. This internship teaches students how to produce a live broadcast program. The goal is to prepare the student for an entry-level production role. Duties and responsibilities for this unpaid position include the following.

Read more (</jobs/wesa-production-internship>)

- WESA Newsroom Internship (</jobs/wesa-newsroom-internship>)

**Position Overview:**

90.5 WESA is Pittsburgh's NPR News Station. The internship program includes training sessions and mentoring by professional reporters, hosts, and editors. Internships are unpaid and no representation is made in regard to the availability of a paid position at the end of the internship. Candidates must be enrolled in an undergraduate or graduate school program. Academic Credit can be awarded based on mutual agreement between the intern's school and 90.5 WESA.

The Newsroom Internship program teaches students to produce broadcast and digital journalism in a professional public media environment, including training in audio production and editing. The goal is to prepare students for an entry-level job in public media or digital journalism. Duties and responsibilities for this unpaid position include the following.

Read more (</jobs/wesa-newsroom-internship>)

- WYEP Digital Internship (</jobs/wyep-digital-internship>)

**Position Overview:**

91.3 WYEP is Pittsburgh's source for adult alternative music and for musical discovery. Since 1974, it has been a treasured cultural resource for all of Western Pennsylvania. WYEP has opportunities available for students who are looking for hands-on experience in digital production including video editing. There are also opportunities for students to learn music programming and use of broadcast and automation software.

The Digital Internship teaches students how to record and edit video of live in-studio performances. Students will also get hands-on training in various digital platforms and systems.

Read more (</jobs/wyep-digital-internship>)

Board of Directors (<http://pittsburghcommunitybroadcasting.org/node/39>)

Public File for Pittsburgh Community Broadcasting Corporation (<https://publicfiles.fcc.gov/>)

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## Exhibit 25

### Outreach Initiatives

Documentation of Training Programs Designed to Enable Station Personnel to Acquire Skills That Could Qualify Them for Higher Level Positions.

**Subject:** FW: Offer of scholarship to attend Education Writers Association conference  
**Date:** Friday, January 12, 2018 at 11:23:41 AM Eastern Standard Time  
**From:** Sarah Schneider  
**To:** Patrick Doyle, John Sutton, Liz Reid

Hi all,

I was very surprised and delighted to open this email today. I have sat in on a few Education Writers Association webinars before and learned quite a bit. I think this conference looks like a great opportunity. I am interested in applying for a scholarship and attending this conference if it is ok with you all.

Thanks,  
Sarah

**From:** Elizabeth Thorne [mailto:ethorne@ewa.org]  
**Sent:** Friday, January 12, 2018 11:05 AM  
**To:** Sarah Schneider <sschneider@wesa.fm>  
**Subject:** Offer of scholarship to attend Education Writers Association conference

Hi Sarah,

This is Elizabeth from the Education Writers Association.

I have seen your writing on the K-12 ed beat and was impressed with your coverage of difficult issues such as school discipline at WESA. We are holding a conference on Feb 15 and 16 in New Orleans focused on covering education for character and citizenship, and given the work you've been doing, we would like to offer you a scholarship to attend. We can pay your registration fee, travel, and hotel.

By the way, it is free for journalists to join EWA and we offer many useful services. Members of our journalists-only listserv, for example, often get advance notice of events and exclusive embargoed access to reports. We also hold reporting workshops and seminars across the country on pressing issues in education. If you fill out this scholarship application, I'll make sure it gets positive attention.

I hope you can join us in New Orleans!

Best,  
Elizabeth Thorne

--  
Elizabeth Thorne  
Education Writers Association  
[EWA.org](http://EWA.org)  
202-452-9830

\*\*\*

**Nation's Education Reporters Confident They're Making a Difference.**

First-ever survey also reveals gender pay gap, concerns about clicks and time pressures. [Read the Full Report.](#)

\*\*\*

## Courtnae Turko

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**From:** Sarah Schneider  
**Sent:** Thursday, March 28, 2019 1:26 PM  
**To:** Courtnae Turko  
**Subject:** FW: Sarah Schneider - reimbursement - Beyond Academics Seminar

Here's another one. This is all I have for that specific seminar.

**From:** Tracee Eason [mailto:teason@ewa.org]  
**Sent:** Monday, March 05, 2018 3:36 PM  
**To:** Sarah Schneider <sschneider@wesa.fm>  
**Subject:** Re: Sarah Schneider - reimbursement - Beyond Academics Seminar

Hi Sarah,

Thank you for attending our seminar. I have received your expenses and will process for payment. It should be on its way soon. Be on the lookout for an envelope from our check processor Anybill.

Again, thank you for attending and we hope to see you at future EWA events!

Sincerely,  
Tracee

--

**Tracee Eason**  
**Administrative Coordinator and Events Assistant**

Education Writers Association  
3516 Connecticut Avenue, NW  
Washington, DC 20008  
(202) 452-9830  
@EdWriters

On Thu, Mar 1, 2018 at 11:09 AM, Sarah Schneider <sschneider@wesa.fm> wrote:

Hello,

I have attached the receipts and form for the Educating for Character and Citizenship seminar I attended.



Let me know if you have any questions.

Thanks!

Sarah Schneider

Sarah Schneider

90.5 WESA Education Reporter

cell: 217-246-2755

work: 412-930-8002

@sarahschni

Register now for the 71st EWA National Seminar May 16-18, 2018 in Los Angeles - "Room for All? Diversity in Education & the Media."

**Subject:** Fw: From Poynter: You're in!/Poynter Summit for Reporters and Editors in Multi-platform Newsrooms

**Date:** Tuesday, April 10, 2018 at 1:45:38 PM Eastern Daylight Time

**From:** Katie Blackley

**To:** Patrick Doyle



Great!

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**From:** Andrew DeLong <adelong@poynter.org>

**Sent:** Tuesday, April 10, 2018 1:43 PM

**To:** Katie Blackley

**Subject:** From Poynter: You're in!/Poynter Summit for Reporters and Editors in Multi-platform Newsrooms

April 10, 2018

Good Afternoon, Katie,

**Congratulations! You've been selected as a participant in the Poynter Summit for Reporters and Editors in Multi-platform Newsrooms to be held May 6-11 at The Poynter Institute in St. Petersburg, Florida.** The group we've assembled promises to be exceptional, and we know you'll have a terrific time of both learning and reflection. You'll also have a lot of fun.

Please read over this info very carefully.

Before you get here, we have a few important housekeeping matters...

\* The seminar starts at 4:00 p.m. on Sunday, May 6 and ends no later than 2:30 p.m. on Friday, May 11. When you arrange your travel, please make sure your flight out of Tampa does not depart before 5:00 p.m.

**Here's what to do next...** please read carefully...

**1. Confirm your participation:**

Please confirm your participation **no later than three days from this message** by contacting our coordinator Andrew DeLong at [adelong@poynter.org](mailto:adelong@poynter.org) or at (727) 553-4704.

**\* What track will you be in?**

As you know, there are two tracks in the seminar: one is **reporting** and the other is **editing**. When you applied, you made a track selection and that is what we will follow.

## 2. Submit your tuition:

- As you know, the cost of the seminar is \$1,395. **Please note payment is due within 3 days of this message.** If that's a problem, let us know. And if your company or organization is paying, let us know that, too. (We know that sometimes payment from companies can take a bit longer.) If your company is paying via check and requires an invoice, please request one when you confirm. Seminar lunches are not included (more details below).
- If you are attending with another colleague, please contact Andrew for your discounted price information.

### How to pay:

- The easiest and fastest way for you to complete your enrollment is to pay electronically. We accept Visa, MasterCard, Discover and American Express. Go to this [PayPal payment link](#) and click the "Continue" button near the bottom of the page. You can sign in with a PayPal account or click on "Pay with Debit or Credit Card" to pay as a guest and bypass account sign-in. (To check the program title and amount, you can click on the down arrow (v) near the price amount to the right of the PayPal logo at the top.)
- Before you pay, please note: The cost of the seminar is \$1395, but we have added in the cost of your seminar lunches.  
Seminar lunches are not included in the cost of the seminar and have been added to the total you will pay on PayPal, \$1447.00. Poynter is providing the farewell lunch on Friday, but you'll be responsible for covering the cost of the meals Monday through Thursday at a cost of \$13 per lunch and a grand total of \$52. Meals include a main course, salad, sides and dessert. For convenience, your lunch cost will be added into the grand total on PayPal. We order catering from the outside.
- You should receive a confirmation message when you're finished. (If someone from your accounting department is paying for you, please let us know so that we can match the payment with your application. Or have them make a note of your name on the order.)

### Here's our cancellation policy:

- If you've received this message more than three weeks before the seminar, you're probably wondering whether to buy your plane ticket right away. If you decide to buy your ticket, we urge you to book a refundable fare, and/or purchase travel insurance because occasionally we cancel or postpone a seminar due to severe weather (i.e., hurricanes), low enrollment or other unforeseen circumstances. If that happens, we'll issue a full refund. And if it's postponed, you can either take the full refund or enroll in the rescheduled seminar.
- Sometimes unexpected events – sudden illness, a death in the family – prevent participants from attending a seminar. In cases like those, Poynter will issue a full refund. But, in general, participants who withdraw from a seminar within 21 days of the course won't be eligible for a

refund. (Instead of losing your payment, you may choose to enroll in another course.)

### 3. Reserve your hotel room ASAP.

\* The tuition doesn't cover your hotel stay and you should book your hotel room right away.

**Poynter has arranged a block of rooms at the:  
Courtyard by Marriott in Downtown St. Petersburg**  
300 Fourth Street N.  
St. Petersburg, FL 33701  
(727) 450-6200

**Cost: \$127/night plus 13% tax**, including breakfast and transportation between the hotel and Poynter.  
**To reserve:** To get this special hotel rate, **reserve at this link or call (727) 450-6200 by April 16** and mention the “**Poynter Summit on Reporting and Editing**” room block.

- You'll have to provide a valid credit card **to hold** the room and again when you **check-in** to the hotel. If you can't do this, notify the hotel in advance, as the hotel may ask you to pre-pay. If the credit card you are **holding the room with** will be the **payment card for the room** and it happens to be the accounting department or your manager's card, **please alert the hotel if the card will not be in your possession in St. Pete**. They will have you fax in a credit authorization form in advance.
- Also, if you need days outside of the block dates or simply can't get the dates you need, let Andrew know. There are plenty of rooms available for all of you for the travel dates you'll need.
- Please notify Andrew if you decide to stay elsewhere. We like to make sure that everyone has accommodations before they come.

### 4. Please note the information about logistics at the end of this letter.

Whew. That's a lot of housekeeping. If you've got questions, feel free to call us at 727-553-4704, and we'll happily clarify anything here. Congratulations again, and we look forward to seeing you in St. Petersburg!

Sincerely,

Andrew DeLong  
Teaching & Event Services Director  
The Poynter Institute  
801 Third St. S.  
St. Petersburg, FL 33701  
(727) 553-4704  
[adelong@poynter.org](mailto:adelong@poynter.org)  
[www.poynter.org](http://www.poynter.org)

### Travel/General Information for Participants:

We look forward to your visit to The Poynter Institute.



### **Seminar Location:**

The Poynter Institute

801 Third Street South, St. Petersburg FL 33701

Tel. (727) 821-9494 / Toll-free 888-POYNTER / Fax (727) 553-4682

Website: [www.poynter.org](http://www.poynter.org)

- **Seminar schedule** ~ The seminar starts at 4 p.m. on Sunday, May 6 and ends at 2:30 p.m. on Friday, May 11. When you arrange your travel, please make sure your flight out of Tampa doesn't depart before 5 p.m.
- A detailed schedule will be sent to you before the seminar.

### **IMPORTANT TRAVEL INFORMATION**

- **Travel Information** ~ The most convenient airport is Tampa International Airport, 22 miles/45 minutes from the Courtyard by Marriott in downtown St. Petersburg. When booking your flight to Tampa International Airport, you should allow an hour for transportation to and two hours from St. Petersburg.
- **Transportation from the airport to the Courtyard by Marriott** is provided by the SuperShuttle van service, which should cost you about \$27 one-way, with a slight discount if you book both ways. Walk-ups are accepted from the airport at the airport kiosk. If you are short on time on your arrival, taxis are available at a cost of about \$50/plus any tip. Lyft and Uber services are also available. These services can be found outside the baggage claim area. **If departing using the shuttle, you should allow two hours lead-time to connect with your flight** (remember, class ends at 2:30 p.m. on Friday). Please do not plan to leave until after the seminar ends.

### **INFORMATION ABOUT THE SEMINAR HOTEL**

- **Hotel Reservation** ~ Please see above important info about reserving your room.
- **Hotel Services** ~ Includes deluxe complimentary breakfast buffet, daily transportation to Poynter in the a.m. & p.m., rooms equipped with mini refrigerator and microwave, cable modem in room (bring your laptop connector with you; free access), major newspapers available in lobby, cable TV, free local calls, heated pool and fitness center, and valet parking for a \$12 charge per day. A complimentary shuttle is available to transport you to/from the Institute as well. Please plan your time appropriately since the van can only hold up to six people at one time. If you prefer to walk to the Institute, it takes about 20 leisurely minutes, weather permitting.

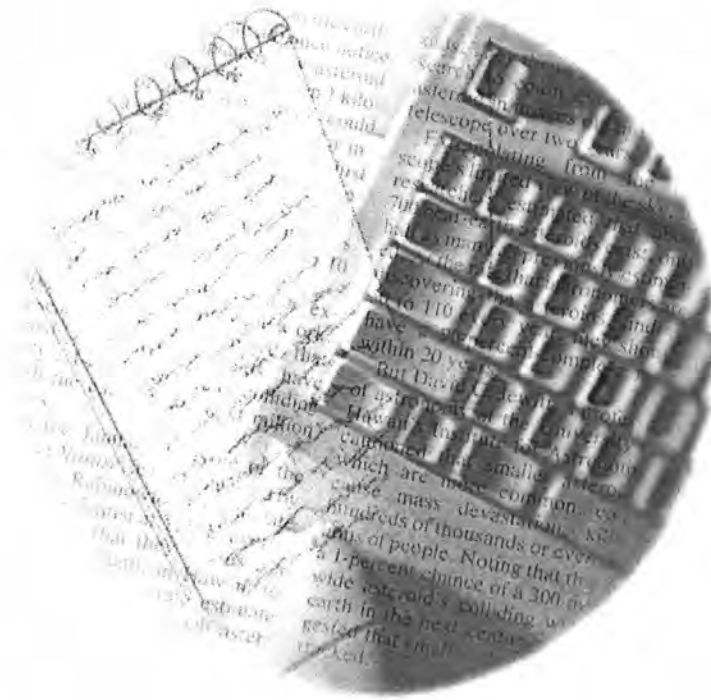
### **THINGS TO KNOW WHILE YOU ARE AT THE POYNTER INSTITUTE**

- **Dress** is casual; feel free to wear jeans or shorts, be comfortable. You may want a sweater or long-sleeved shirt for sitting in the air-conditioned classroom. However, it will be warm outside during your stay. An umbrella that fits into your suitcase might come in handy. The days are usually in the mid/high 80s in May; evenings in the low 70s.
- **Meals** ~ **We will eat dinner together, as a group on Sunday evening**; you are responsible for the cost of that meal and all of your other meals. Poynter will bring lunch in for you every day you are at the Institute. (You will need to pay \$13 for each Monday-Thursday lunch, see above for payment instructions). Friday's lunch will be on Poynter. The hotel will provide breakfast every morning, and there are various restaurants within walking distance from the hotel and the Institute for your evening meals. You will receive a restaurant guide and additional information when you arrive. Coffee, tea, and water will be provided during breaks throughout the day and snack/soda/vending machines are also available.
- **The Institute** is open from 8 a.m. to 5 p.m. daily or 30 minutes before and after the seminar. You will receive an ID badge, which will be given to you on your arrival. Please wear the ID badge at all times when at the Institute and to gain entry to the building. Smoking is not permitted in the

building, but is permitted in the outside gardens and pool terrace areas where ashtrays are provided for your convenience.

- **Parking** ~ If you are driving, visitor parking is available in the parking lot off of Third Street South in the non-covered spaces marked "Visitors." As a precaution, cars should **always** be locked and valuables placed in the trunk.
- **Messages/Faxes/Packages** will be held for you and displayed at the front desk, or you may direct them to my attention. Check with me if you are expecting anything. See address and phone/fax numbers above.
- **Internet Access** ~ There is free wireless access throughout the building.





## Summit for Reporters and Editors in Multi-Platform Newsrooms

May 6-11, 2018

# Poynter.

The Poynter Institute • *Experience Poynter Everywhere*

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[www.poynter.org](http://www.poynter.org)



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The Poynter Institute

# Summit for Reporters and Editors in Multi-Platform Newsrooms

May 6-11, 2018

## SCHEDULE

(All sessions will take place in the Naughton Pavilion unless otherwise noted.)

### SUNDAY, May 6

- 4:00-4:30 p.m. *Orientation, the "Real Me," the Week's Goals, and Personal Action Plans*  
- **Tom Huang, Jacqui Banaszynski**
- 4:30-6:15 p.m. Large Group
- *Introductions to the Writing Process* - **Jacqui**
  - *The Idea is the Story* - **Jacqui**
    - Blow up events and break down topics to discover those why-didn't-I-think-of-that story ideas for everything from the daily turn to the big project.
- 7:00 p.m. Group Dinner on Your Own Dime at 400 Beach Drive Seafood & Taphouse,  
400 Beach Drive NE, St. Petersburg, 33701, (727) 896-2400

### MONDAY, May 7

- 9:00-9:05 a.m. Reminders
- Reminder about personal action plans (over the weeeek, you will develop 3-5 steps you'll take to improve your performance when you return to work)
  - Reminder about having a drafft of a story or story proposal for Wednesday and Thursday's workshops
- 9:05-10:35 a.m. Large Group
- *Finding the Humanity Inside News Stories* - **Tom and Kathleen McGrory**
    - How to find in-depth story ideas that will lead to something that makes a difference — and that readers cannot resist
    - Case study: Pulse shooting survivor story  
[www.tampabay.com/projects/2016/features/pulse-shooting-survivor-angel-santiago-recovery/](http://www.tampabay.com/projects/2016/features/pulse-shooting-survivor-angel-santiago-recovery/)
- 10:35-10:45 a.m. Group Photo in Great Hall
- 10:45-12:15 p.m. Large Group
- *Enterprising Stories from Institutions and Everyday Life* - **Jacqui**
    - Strategies for uncovering fresh, creative approaches to civic, complex and commonplace events
    - Using the Story/Reader Wheel and Seven Paths
    - Redefining coverage for the digital age
- 12:15-1:15 p.m. Lunch in the Great Hall
- 1:15-2:45 p.m. Large Group
- *How to Make Boring Stories Deeply Connect with Readers and Viewers*  
- **Al Tompkins**
    - Al will deconstruct several examples of video storytelling to identify what creates emotional resonance
- 2:45-3:00 p.m. Break

3:00-5:00 p.m.

Breakout Sessions (Naughton and Room 220)

- **Reporting Track**
  - *Beat Maps and Source Rings* - **Jacqui and Justine Griffin**
    - Simple tools can lead to places and people that expand your thinking, deepen your coverage and develop stories of most value to readers
    - Understanding power dynamics, boundaries and terms for ethical, productive source relationships
- **Editing Track**
  - *Coaching for Story* - **Maria Carrillo, Tom and Kathleen**
    - The importance of front-end conversations between editor and reporter
    - Good coaching questions
    - At what points does the editor engage during the reporting and writing process
    - What reporters need from their editors

**TUESDAY, May 8**

9:00-10:30 a.m.

Large Group

- *Literary Forensics: Improving Writing from the Inside Out* - **Jacqui**
  - A simple, foolproof technique to cut clutter, explain jargon, simplify acronyms and titles, and power up your copy. *Plus:* fact-checking on deadline
  - *Note:* Reporters bring hard-copy printouts of your original writing; Editors bring the writing of reporters you work with frequently

10:30-10:45 a.m.

Break

10:45-12:00 p.m.

Large Group

- *Focus: Finding the Heart of the Story* - **Tom**
  - Five questions that will help you discover the theme of your story

12:00-1:00 p.m.

Lunch in the Great Hall

1:00-2:30 p.m.

Large Group

- *Story Blueprints* - **Jacqui**
  - Structural approaches to help organize information and produce clear, complex and creative stories

2:30-2:45 p.m.

Break

2:45-4:45 p.m.

Large Group

- *Questions that Work* - **Jacqui, Justine and Lisa Gartner**
  - The Sawatsky Method of Simple, Open, Neutral holds officials accountable and gains more authentic information
  - Banaszynski Storyteller Questions yield better quotes, anecdotes, reconstruction and details
  - Approaches to adversarial interviews: How do you script out an interview to back your source into a corner of admission? How do you frame accusatory questions?

## WEDNESDAY, May 9

- 9:00-10:30 a.m. Large Group
- *Investigative Reporting with Data and Documents* - **Lisa**
    - How to wade into the data and emerge with a powerhouse project
    - A deep-dive into the Pulitzer Prize-winning "Failure Factories" and the lessons that can be applied to any data-based investigation
    - [www.tampabay.com/projects/2015/investigations/pinellas-failure-factories/](http://www.tampabay.com/projects/2015/investigations/pinellas-failure-factories/)
- 10:30-10:45 a.m. Break
- 10:45-12:00 p.m. Large Group
- *Digital Tools to Improve Your Newsroom (for Free!)* - **Ren LaForme**
    - There are hundreds, if not thousands, of digital tools available that can augment journalists' skills and enable them to tell stories, engage with audiences and communicate with each other in new and more effective ways
    - In this session, we'll run through free, easy-to-implement tools that you can start using right away
    - We'll also touch on how to make them stick in your newsroom
- 12:00-1:00 p.m. Lunch in the Great Hall
- 1:00-2:30 p.m. Large Group
- *How to Be A Social Media Ninja* - **Al**
- 2:30-2:45 p.m. Break
- 2:45-4:45 p.m. Small Groups (Rooms: Naughton, Great Hall, Library, Haiman Amphitheater and the Marion Poynter Conference Room)
- *Story Workshop*
    - Work in small groups on the story draft or story pitch/proposal you brought with you, getting feedback from your fellow participants and your coach
    - Each small group has 4-5 participants plus one coach

## THURSDAY, May 10

- 9:00-10:30 a.m. Large Group
- *Writing and Editing for Emphasis and Clarity* - **Roy Peter Clark**
- 10:30-10:45 a.m. Break
- 10:45-12:15 p.m. Large Group
- *Community-focused Sourcing and Storytelling* - **Joy Mayer**
    - How do our journalism routines and storytelling devices get in the way of whose voices we include? Whose perspectives in your community do you wish you were reflecting, and what could you be doing to enable those people's participation? Learn how journalists can move beyond traditional interviews and story formats to make room for more diverse sources. Here's a piece Joy wrote for Poynter: [www.poynter.org/news/5-ways-bring-different-voices-your-stories](http://www.poynter.org/news/5-ways-bring-different-voices-your-stories). (Examples in the post are from her newsroom, but there are tons of others.)
- 12:15-1:15 p.m. Lunch in the Great Hall
- 1:15-2:45 p.m. Large Group
- *Instilling a Culture for Success* - **Maria**
- 2:45-3:00 p.m. Break

- 3:00-5:00 p.m. Small Groups (Rooms: Naughton, Great Hall, Library, Haiman Amphitheater and the Marion Poynter Conference Room)
- *Story Workshop*
    - Work in small groups on the story draft or story pitch/proposal you brought with you, getting feedback from your fellow participants and your coach.
    - Each small group has 4-5 participants plus one coach.

**FRIDAY, May 11**

- 9:00-10:30 a.m. Large Group
- Participants Present Their Personal Action Plans
- 10:30-10:45 a.m. Break
- 10:45-12:00 p.m. Large Group
- *Ethics for Every Platform* - **Indira Lakshmanan**
- 12:00-1:00 p.m. Lunch in the Dining Room - Poynter's Treat (Complete your evaluations)
- 1:00-2:00 p.m. Large Group
- Closing Session - **Jacqui, Maria**
- 2:00-2:30 p.m. Graduation and Farewells - **Tom and Jacqui**



# Summit for Reporters and Editors in Multi-Platform Newsrooms

May 6-11, 2018

## FACULTY BIOGRAPHIES

Award-winning journalist **Jacqui Banaszynski** worked as a newspaper reporter and editor for more than 30 years, most recently as associate managing editor of The Seattle Times, and before that as a senior editor at The Oregonian. While a reporter at the St. Paul Pioneer Press, her series "AIDS in the Heartland," which chronicled the lives and deaths of a gay farm couple, won the 1988 Pulitzer Prize in feature writing. She was a finalist for the 1986 Pulitzer in international reporting for coverage of the Ethiopian famine and won the nation's top deadline reporting award for coverage of the 1988 Olympics. Banaszynski has edited several award-winning projects, including projects that won ASNE Best Writing, Ernie Pyle Human Interest Writing and national business and investigative prizes. In 2008, she was named to the Feature Writers Hall of Fame. Banaszynski is now Knight Chair professor at the Missouri School of Journalism and an editing fellow at the Poynter Institute, and teaches student and professional journalists around the world.

**Maria Carrillo** is assistant managing editor/enterprise for the Tampa Bay Times. She was previously enterprise editor at the Houston Chronicle, and before that, she was managing editor at The Virginian-Pilot for nine years. She helped The Pilot cultivate a national reputation for narrative journalism. She also has worked at The Free Lance-Star in Fredericksburg, Va., The Richmond Times-Dispatch and the St. Paul Pioneer Press. Carrillo has been a visiting faculty member for the Poynter Institute, the Nieman Foundation, API and others, and has been a Pulitzer Prize juror four times.

**Roy Peter Clark** has taught writing at Poynter to students of all ages since 1979. He has served the Institute as its first full-time faculty member, dean, vice-president, and senior scholar. He contributes regularly to Poynter.org on topics such as writing, reporting, editing, coaching writers, reading, language and politics, American culture, ethics, and the standards and practices of journalism. He is the author or editor of eighteen books. His most recent include "Writing Tools," "The Glamour of Grammar," "Help! For Writers," "How to Write Short," and "The Art of X-ray Reading."

**Lisa Gartner** is a writer on the Tampa Bay Times enterprise team. In 2016, she won the Pulitzer Prize for Local Reporting, Livingston Award for Young Journalists and Polk Award for Education Reporting, among other honors, for a series on the local school system's many failures with black students. She graduated in 2010 from Northwestern University, where she studied journalism and psychology. Lisa lives in St. Petersburg.

**Justine Griffin** is the health and medicine reporter for the Tampa Bay Times. She is the immediate past vice president of the Journalism & Women Symposium, where served on the board of directors for more than three years. Griffin has covered a wide range of beats, from retail and tourism to transportation and real estate, at the Times. She has covered business news at daily newspapers across Florida. Prior to joining the Times, Griffin was the assistant projects editor at the Sarasota Herald-Tribune, where she used her admirable digital and social media skills to engage readers with the paper's most ambitious projects. There Griffin also lead efforts to launch a digital magazine aimed at young professionals. She gained national attention when she wrote a first-person narrative about her experience as an egg donor. The story won many local, regional and national journalism awards. Griffin is an avid equestrian and a regular contributor to international equestrian publications.



**Tom Huang** is assistant managing editor for features and community engagement at The Dallas Morning News and ethics and diversity fellow at The Poynter Institute. In 2008, he taught ethics, diversity and leadership issues at Poynter. He is co-editor of Poynter's Best Newspaper Writing book for 2008-2009. He has worked at The Dallas Morning News since 1993, first as a feature writer, then as features editor, and now as the Sunday Page One editor. During Huang's time as features editor, the newspaper's features coverage was named one of the nation's best by the Missouri Lifestyle Journalism Awards and by the American Association of Sunday and Feature Editors. His reporting has taken him from Bosnia and Vietnam and the Athens Olympics to the aftermath of the Oklahoma City bombing and the 9/11 attacks in New York. Before moving to Dallas, he worked at The Virginian-Pilot in Norfolk, where he covered courts, city hall, demographics and general assignments. He is past president of the American Association of Sunday and Feature Editors and serves on the national advisory board of the Asian American Journalists Association. He is a 1988 graduate of the Massachusetts Institute of Technology, with bachelor's and master's degrees in computer science and engineering.

**Ren LaForme** is the digital tools reporter for Poynter.org. He runs Try This! — Tools for Journalism, which is an effort to find, share and provide training around the best digital tools for journalists. He also frequently uses his vanity title, Executive Director of Awesome. LaForme is one-half of the duo responsible for 40 Better Hours, a project to improve the workweek. He is also the cofounder of ONA's Tampa Bay chapter and cofounder of Tampa Bay Media & Digital, a meetup group for locals who work in news media or on the internet.

**Indira Lakshmanan**, the Newmark chair in journalism ethics at Poynter and a Boston Globe columnist, has covered coups, campaigns and revolutions, reporting from the US and 80 countries for the Globe, Bloomberg, the International New York Times, NPR, PBS and Politico Magazine. She traveled for seven years with Secretaries of State Hillary Clinton and John Kerry, and interviewed Clinton more than a dozen times for radio and TV. Indira wrote a "Letter from Washington" column for the international edition of The New York Times and Bloomberg. She has guest-hosted national public radio shows including "1A," "The Diane Rehm Show," "Here and Now," "Weekend Edition" and "The Takeaway," and is a frequent TV contributor. At Poynter, Lakshmanan is spurring thought leadership on restoring trust in media across the political spectrum through transparency and accountability. She commissioned the first Poynter Media Trust Survey, and has convened leading national political editors, journalists and media critics in Washington to discuss the importance of free, fair, nonpartisan media in truth-telling to hold officials accountable and sustain democracy. Before reporting from Washington, Lakshmanan spent a dozen years as a foreign correspondent, covering the Bosnian War and the fall of the Taliban in Afghanistan and interviewing and profiling leaders including Benazir Bhutto, Fidel Castro and Hugo Chavez. She embedded with sea pirates in the Philippines, Maoist rebels in Nepal, and Khmer Rouge holdouts in Cambodia. Her reporting exposed child labor in Bolivia, illegal logging in Brazil, corruption in China, and helped end the incarceration of innocent children in Nepal. Lakshmanan graduated from Harvard University and did graduate studies at Oxford University. Her awards include a Nieman journalism fellowship.

**Joy Mayer** is the director of the Trusting News project, which studies news consumers and helps journalists earn trust and demonstrate credibility. She is an adjunct faculty member at The Poynter Institute and the University of Florida and is a community engagement strategist based Sarasota, Fla. She spent 12 years teaching at the Missouri School of Journalism, where she created an engagement curriculum and a community outreach team in the newsroom of the Columbia Missourian and also taught web design and print design.

**Kathleen McGrory** is a reporter on the Tampa Bay Times investigations team. She was previously the newspaper's health and medicine reporter. Before joining the Times in 2015, Kathleen spent seven years as a metro reporter for the Miami Herald and two years as a state government reporter in the Tampa Bay Times/Miami Herald Tallahassee Bureau. She speaks Spanish and holds degrees from the Columbia University Graduate School of Journalism and Hamilton College in Clinton, N.Y. She was recently a finalist for the ASNE Dori J. Maynard Award for Justice in Journalism.

**Al Tompkins** is The Poynter Institute's senior faculty for broadcasting and online. He has taught thousands of journalists, journalism students and educators in newsrooms around the world. His teaching focuses on writing, reporting, storytelling, ethics, critical thinking, photojournalism, social media and online journalism. Tompkins has taught television news producers, reporters, photojournalists and managers in his workshops in 49 states, Canada, Egypt, Ecuador, Denmark, Cayman, Iceland and South Africa. He has taught and coached print newsrooms in the U.S. and abroad how to build interactive news websites, how to use video more effectively online and how to manage ethical issues that arise online. Tompkins is an FAA licensed drone pilot and has organized and lead drone journalism workshops around America that produced more than 325 graduates. He co-authored the drone ethics guide. Tompkins is the author of the book "Aim for The Heart: Write, Shoot, Report, Produce for TV and Online," which is being used by more than 125 universities as their main broadcast writing, reporting and ethics textbook. He co-authored four editions of the Radio and Television News Directors Foundation's "Newsroom Ethics" workbook. In 1998, Tompkins joined Poynter's faculty from his job as news director at WSMV-TV in Nashville, Tenn. For 24 years, he worked as a photojournalist, reporter, producer, anchor, assistant news director, special projects/investigations director, documentary producer and news director. During his two and a half decades as a journalist, and nearly two decades as a teacher at Poynter, Tompkins has been awarded many of journalism's highest honors. Tompkins won the National Emmy, the Peabody Award (group award), the Japan Prize, the American Bar Association's Silver Gavel for Court Reporting, seven National Headliner Awards, two Iris Awards and the Robert F. Kennedy Award. He was inducted into the Kentucky Journalism Hall of Fame and in 2008 was awarded The Governor's Award, the highest honor given by the National Academy of Television Arts and Sciences. He has also been honored by the National Press Photographers Association and the Radio and Television News Foundation for contributions to journalism and journalism education. Tompkins is a juror for the Scripps Howard National Journalism Awards and served as a final juror on the duPont-Columbia Awards, and the Investigative Reporter and Editor awards. He earned a Master's Degree in Digital Journalism and Design from the University of South Florida and a B.A. degree in journalism from Western Kentucky University.

## **TEACHING & EVENT SERVICES**

**Andrew DeLong** serves as the teaching & event services director at Poynter where he is responsible for the administrative and logistical support for internal and external seminars and special events. His passion for journalism first brought him to the Institute as a participant in the High School Journalism Program and then again as a member of the Poynter Fellowship for College Journalists. Prior to joining Poynter in 2012 as a program coordinator, DeLong worked for the Tampa Bay Times as both a writer and editorial assistant. He also freelanced for several local magazines and community publications. He is a native Floridian and enjoys volunteering in his community. He earned his bachelor's degree from the University of South Florida where he majored in mass communications and minored in leadership studies.

# Summit for Reporters and Editors in Multi-Platform Newsrooms

May 6-11, 2018

## PARTICIPANT BIOGRAPHIES

**Damià S. Bonmatí** is a multimedia reporter for Univision Noticias, Digital, covering major breaking news, immigration, economics, and labor, with a focus on Hispanic workers. He produces text, video and social media stories, increasingly in an explainer format. He recently covered hurricane Harvey in Texas and Irma in Florida, mass shootings in Parkland and Sutherland Springs, and the March for Our Lives in Washington, D.C. Some of his works were about Central American immigrants crossing the US-Mexico border, maquila workers in Ciudad Juarez, and crew members in the cruise ship industry. Bonmatí graduated in 2015 from Columbia University, with a master's in business journalism. At Univision, some of the projects he has worked on have won the Robert Kennedy Human Rights Award, Ortega y Gasset Award, SDN Award of Excellence, The Webby Award, and The Sunshine Award. In the past, Bonmatí has produced for Agencia EFE, Televisión Española, La Vanguardia, Diari Ara, and some local outlets in Spain.

**Katie Blackley** is a multimedia storyteller who loves Pittsburgh and journalism.

**Ben Brasch** is a third-generation native of Saint Petersburg and a University of Florida alumnus who has found himself living in the land of peaches and Bulldogs. He covers Cobb County, a suburban area of metro Atlanta known as the homeland of Newt Gingrich and a 56-foot-tall animatronic chicken (no relation).

**Cliff Brunt** has been responsible for the Associated Press' (AP) sports coverage in Oklahoma since 2014. He covers the Oklahoma City Thunder, University of Oklahoma, and Oklahoma State University. Previously, he covered the NBA, NFL, colleges and auto racing in Indianapolis as an AP sports writer beginning in 2005. His 20-year journalism career has included the Suburban Journals in St. Louis, MO and the Omaha World-Herald. He has covered many major sporting events including most recently the 2016 Rio de Janeiro Olympics at which he served as an AP online editor. He is the founder of "Indy Sports Legends," a sports journalism blog through which his interest in multi-platform journalism was piqued. He earned a B.A. in Journalism from Creighton University and is a native of Omaha, NE. Cliff currently resides in Oklahoma City, OK with his wife of 15 years and three children.

**Darcy Costello** joined the Courier Journal in Louisville after a stint with the Associated Press in Indianapolis and internships in Sacramento, Baltimore and other Maryland suburbs. She graduated from the University of Maryland in 2016 and is a huge Terps basketball fan. Costello covers breaking news, which can range from sexual harassment scandals to homicides to dead cows.

**Lisa Creamer** is a digital news editor for WBUR, NPR's news station in Boston.

**Mayra Fernandes** has been an international broadcaster with Voice of America's Portuguese Service since November 2013. She concentrates on using various social media tools, such as Facebook and WhatsApp, to engage audiences and boost content for Portuguese speaking African countries. She writes news stories for all platforms, manages the Service's social media pages, hosts the weekly TV entertainment show "Red Carpet," and



writes and co-hosts daily Facebook live programs focused on hard news. Being multimedia and mobile savvy, Fernandes has been training stringers and media outlets overseas on online journalism and social media interaction, as well as how to shoot and edit using mobile devices. Prior to VOA, Fernandes served as an editorial coordinator for PT Comunicações Sucursal in Angola. Born in Angola, she grew up in Portugal, where she graduated with honors from the University of Beira Interior with a Bachelor of Science degree in Communication Sciences, majoring in Online Journalism. Her post-graduate studies were in Strategic Management of Public Relations, from the Higher School of Communication and Media Studies, in Lisbon, Portugal.

**Meg Donahue** has been the editorial assistant at the Center for Collaborative Journalism for the past six years. She is a former freelance magazine writer who now heads up the CCJ Newsdesk, a student-produced, hyperlocal website.

**Amy Gorel** is the digital editor for the arts vertical at WBUR, Boston's NPR station. She spends a lot of her time working to integrate the station's radio reporters and print-focused writers into a multimedia team covering arts and culture. Gorel graduated from Boston University with a dual-degree in international relations and journalism.

**Sarah Gustavus** is a public media producer in Albuquerque, where she leads production of the statewide news program New Mexico In Focus. She has extensive experience reporting on issues in both rural and Native American/Alaska Native communities. In 2017, she edited and co-reported a radio and television series on health and wellness issues in Native American communities in New Mexico, Arizona and California. Gustavus also previously worked for the Native American-owned media company Koahnic Broadcast Corporation, where she led production of the nationally-syndicated radio programs Native America Calling, National Native News and Earthsongs. She has reported for national radio programs like All Things Considered, Latino USA, Weekend America, Making Contact, Tell Me More, the NPR newscast and various documentary specials.

**Desiree Hicks** is a senior supervising editor for NPR. She manages a team of writers and editors who create content for NPR's digital platforms. She is also the lead digital editor for NPR's Cover Stories project. Prior to joining NPR, Hicks was a manager at AOL, where she established and directed AOL.com's Editorial Standards and Practices team. She began her career in newspapers, reporting for the Miami Herald, Cleveland Plain Dealer and Akron Beacon Journal. Her first journalism job was an internship at her hometown paper, The Philadelphia Inquirer. Hicks holds a bachelor's degree in journalism from Howard University.

**Madalyn Hoerr** is a digital planning editor with the USA TODAY NETWORK - Tennessee, working with the Tennessean and Knoxville News Sentinel. In her role, she works closely with editors, reporters, digital producers and visual journalists to strategize digital roll out of content to reach the maximum audience. She manages home page/mobile front placement, social strategy, dayparting and newsletters. Hoerr reaches peak nerdiness when explaining her meticulously organized, color-coded statewide "Digital Budget," a weekly road map outlining the strongest digital opportunities with instructions on how to get there. In her spare time, she enjoys pretending she can cook, drinking red wine and reminding her cat how adorable he is.

**Angel Jennings** is a reporter for the metro section of the Los Angeles Times. She covers some of the West Coast's most infamous cities - South Central, Inglewood and Compton. Since joining The Times in 2011, Jennings has written for the business section and covered education. She is a native of Washington, D.C., and graduated from the University of Nebraska.

**Eric Kelderman** has worked at The Chronicle of Higher Education since 2008, covering a wide range of topics, including state and federal policy, accreditation and legal affairs. Kelderman's prior work in journalism includes more than 4 years at Stateline.org and before that The Gazette Newspapers in Montgomery County, Md. He has a master's degree in journalism from the University of Maryland.

**Laurie Kellman** is a 20-year veteran of the Associated Press, covering the White House, Congress and elections in the Washington bureau. She specializes in narrative writing and profiles and was a spot news editor during the 2016 presidential election. Kellman lives in Great Falls, Va., with her husband, two teenagers and Scooter, who is a dog - technically. She loves art, history and traveling.

**Thea Modiri** is lead news anchor and international correspondent for Manoto TV, the leading independent satellite TV channel based in London and broadcasting into Iran. She writes, reports, conducts interviews and hosts one of Iran's most watched News programmes. She covered the negotiations that resulted in the Iran nuclear deal in 2015 and most recently, was at the 2017 United Nations General Assembly in NYC. Modiri previously worked for Radio Zamaneh in Amsterdam, funded by the Dutch Foreign Affairs ministry to promote free speech in Iran. The ability to influence "closed" societies through factual and objective news reporting is a passion of hers.

**Negar Mojtahedi** is a multi-platform journalist working at Global BC News. She works as a news producer and also files for online, TV and radio. Mojtahedi reported and produced an investigative piece about a former Vancouver resident who moved to India to open an orphanage and was convicted of killing one of the children she dedicated her life to aiding. She uncovered documents that proved Narges Ashtari was wrongfully convicted. She has since been acquitted and compensated as a victim of crime. Mojtahedi also worked as investigative producer at CBC News. She enjoys working on enterprise pieces and wants to make a difference in people's lives. She also loves writing for online because it gives her a platform to dig deeper into stories. Mojtahedi is also working on an independent documentary and has freelanced for VICE news and blogged for the Huffington Post.

**R. Vincent Moniz Jr.,** a NuuĀtaare tribal member and enrolled citizen of the Three Affiliated Tribes on the Ft. Berthold Indian Reservation, is a 2012 Jerome Foundation Travel and Study Grantee, 2013 Beyond the Pure Fellow, 2014 Verve Fellow, 2015 Loft Literary Center Spoken Word Immersion Fellow, 2016 Minnesota Emerging Writers' Grantee, 2017 Minnesota State Arts Board Artist Initiative Grantee, and The Individual World Poetry Slam's Indigenous Slam Champion. He contains multitudes.

**Susan Montoya Bryan** has worked for The Associated Press for nearly 20 years, starting with the news cooperative as an intern during her junior year in college. She has worked in Dallas and Albuquerque and has had an opportunity to explore all facets of being a newswoman - from reporting and writing to editing and multimedia projects. As part of her current duties, she reports daily and supervises three other staffers, setting the tone for the New Mexico state report and coordinating with regional editors. Outside of work, Montoya Bryan is an avid mountain biker and enjoys riding her vintage motorcycles that she and her father have worked to restore.

**Erin Rubin** is the editorial coordinator at the Nonprofit Quarterly, where she leads the volunteer writer program that connects NPQ with on-the-ground nonprofit practitioners all over the country. Rubin also contributes regular articles focused on the nonprofit sector and its relationship to civil society and public discourse. In addition, she is a co-director of the Creative team at TEDxBeaconStreet, a locally organized TED conference; for the past three years, she has curated talks and published articles focused on how to take the talks from ideas to real-world action.



**Jodi Rave Spotted Bear** lives with her family in Twin Buttes, N.D. where the Northern Great Plains meet the Missouri River Badlands. Prior to moving back to North Dakota, she reported for the daily mainstream press for nearly 15 years, including 11 years as a national reporter covering American Indian issues for Lee Enterprises. Now that she's living back on her ancestral homelands of the Mandan and Hidatsa people, she founded the Indigenous Media Freedom Alliance, a nonprofit media organization where she serves as executive director. The organization is dedicated to strengthening independent media operations and in-depth reporting of Indian Country. The IMFA is building a multimedia platform and publishing on [buffalofire.com](http://buffalofire.com). She is a 2003 Harvard Nieman fellow.

**Danielle Venton** worked as an anchor, host and reporter before becoming a science editor at KQED. She's written for WIRED, Nature and High Country News. She studied science communication at UC Santa Cruz and has a degree in biology from Humboldt State University.

**Benjamin Woodard** is an assistant metro editor at The Seattle Times. He starts his day early with the Times' morning team, covering breaking news while helping to share stories with audiences on their website, social media channels, app and newsletters. He also edits the Times' "New Seattle" beat, focused on the city's explosive growth and what it means for people living there.

**Subject:** Your Signed Receipt - PUBLIC RADIO NEWS DIRECTORS  
**Date:** Tuesday, March 20, 2018 at 3:24:09 PM Eastern Daylight Time  
**From:** noreply@payjunctionmail.com  
**To:** Patrick Doyle

3+4

# PUBLIC RADIO NEWS DIRECTORS

PUBLIC RADIO NEWS DIRECTORS INC

03/20/2018 01:56 PM CDT

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 (605) 490-3033 (Office)  
<http://WWW.PRNDI.ORG>  
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| Conference Regis | Sample product description | 1   | \$1,295.00 | \$1,295.00 |

CUSTOMER NOTES

\$495 for Patrick Doyle (conference) \$400 for Liz Reid (editor training) \$400 for Larkin Page-Jacobs (editor training) Total \$1295.00

**BILLED TO**

Patrick Doyle  
 Pittsburgh Community Broadcasting Corporation  
 412-381-9131  
 pdoyle@wesa.fm  
 67 Bedford Sq  
 15203

**DETAILS**

|          |                  |
|----------|------------------|
| DETAILS  | <b>Approved</b>  |
| TYPE     | Charge - Capture |
| APPROVAL | 03260G           |
| TRANS ID | 7435             |
| MID      | ***8232          |
| TID      | 2765810          |
| TERMINAL | 108089           |



03/20/18 107.1.161.214

Patrick Doyle

|              |                    |
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| ACCOUNT      | MASTERCARD... 6313 |
| Entry Mode   | Manual             |
| AMOUNT       | USD\$1,295.00      |
| <b>TOTAL</b> | <b>\$1,295.00</b>  |

Cardmember acknowledges receipt of goods and/or services in the amount of the total shown hereon and agrees to perform the obligations set forth by the

**Subject:** FW: PMWL Advance Program - "Did I Just Say That? Elevate Your Game With Tricks and Tactics for Communicating Up and Down" Webinar Confirmation  
**Date:** Thursday, February 28, 2019 at 8:45:25 AM Eastern Standard Time  
**From:** Liz Reid  
**To:** Patrick Doyle  
**Attachments:** image001.png

5

**Liz Reid, Editor**  
67 Bedford Square  
Pittsburgh, PA 15203  
412-315-6760 (newsroom)  
412-697-2946 (direct)  
510-282-5004 (cell)  
412-381-9126 (fax)  
Twitter: [@WESALiz](https://twitter.com/WESALiz)

**From:** Public Media Women in Leadership [mailto:no-reply@zoom.us]  
**Sent:** Monday, February 18, 2019 12:36 PM  
**To:** Liz Reid <lreid@wesa.fm>  
**Subject:** PMWL Advance Program - "Did I Just Say That? Elevate Your Game With Tricks and Tactics for Communicating Up and Down" Webinar Confirmation

Hi Liz Reid,

Thank you for registering for "PMWL Advance Program - "Did I Just Say That? Elevate Your Game With Tricks and Tactics for Communicating Up and Down".

Please submit any questions to: [pmwomeninleadership@gmail.com](mailto:pmwomeninleadership@gmail.com)

Date Time: Mar 12, 2019 12:00 PM Pacific Time (US and Canada)

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join. <https://zoom.us/j/363813357?tk=O7Y2sGg-ZhtzR9fTultF5rYOMVMHoRXRC9JznMqESo8.DQEAAAAAFa9Z7RYxcmx5VTQyWFI2SzhKaVdTM3Fml8b73c-SiuGg>

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Or iPhone one-tap :

US: +16699006833,,363813357# or +19294362866,,363813357#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 929 436 2866

Webinar ID: 363 813 357

International numbers available: <https://zoom.us/j/363813357>

You can cancel your registration at any time.

# Exhibit 26

## Outreach Initiatives

Documentation of Participation in Events or Programs Sponsored by Educational Institutions  
Relating to Career Opportunities in Broadcasting



**Subject:** Re: Fw: Thank You Breakfast

**Date:** Monday, August 27, 2018 at 1:00:26 PM Eastern Daylight Time

**From:** Courtnae Turko

**To:** Patrick Doyle, Katie Blackley

I won't be able to attend but thank you for the invite!

CMU internship  
program breakfast

Courtnae Turko, SHRM-CP  
Director, Human Resources & Organizational Development  
Pittsburgh Community Broadcasting Corporation  
67 Bedford Square  
Pittsburgh, PA 15203  
412-315-6771

---

**From:** Patrick Doyle  
**Sent:** Monday, August 27, 2018 12:58 PM  
**To:** Katie Blackley; Courtnae Turko  
**Subject:** Re: Fw: Thank You Breakfast

Thanks, Katie.

I can attend; you're welcome to join me (or Courtnae, if you want to come with, that's fine too).

PD

On Mon, Aug 27, 2018 at 12:44 PM Katie Blackley <kblackley@wesa.fm> wrote:

Hey!

I'm not super interested in attending this unless you think I should/you want to come with me/you want to just go?

Lmk what you think.

---

**From:** Crystal Cory <crystal2@andrew.cmu.edu>  
**Sent:** Monday, August 27, 2018 8:30 AM  
**To:** Katie Blackley  
**Subject:** Thank You Breakfast

Good morning Katie!

As always, I'd like to start out by thanking you for your participation in the first year of the Pittsburgh Summer Internship Program. In order to show our gratitude to all of the participating organizations,

Richard Scheines, Dean of the Dietrich College of Humanities and Social Sciences is hosting a breakfast on Carnegie Mellon's campus on Thursday, September 6<sup>th</sup> at 9:00 am.

In addition to showing our appreciation, we'd also like to use this opportunity to discuss any feedback you'd like to provide us as we prepare for the second iteration of this program. The committee is already starting to plan for next summer, so any information that you can provide us would be greatly appreciated.

Please RSVP by Friday, 8/31 to me at [crystal2@andrew.cmu.edu](mailto:crystal2@andrew.cmu.edu) with the number of people attending the breakfast. We're looking forward to seeing you there!

Best,  
Crystal

## Courtnae Turko

---

**From:** Handshake <handshake@notifications.joinhandshake.com>  
**Sent:** Friday, January 4, 2019 1:11 PM  
**To:** Courtnae Turko  
**Subject:** Career Fair Registration Approved at Carnegie Mellon University - CMU



Your registration has been approved!

Hello Courtnae,

Your registration for [Jumpstart 2019 sponsored by GE](#) has been approved!

You can view more details about [your registration](#) at any time on Handshake.

---

Registration Date: 2019-01-04

Employer: Pittsburgh Community Broadcasting Corporation

Registrant: Courtnae Turko

---

Date Attending:

Jumpstart 2019 Sponsored by GE - Monday, Feb 4 5:00 pm - 7:30 pm EST

---

Please contact the career fair host for any questions:

**Name:** Pati Kravetz

**Email Address:** [pk13@andrew.cmu.edu](mailto:pk13@andrew.cmu.edu)

---

Thank you,  
Carnegie Mellon University - CMU

If you don't want to hear from us at all again you can unsubscribe **from all Handshake notifications**

Handshake Headquarters  
P.O. Box 40770, San Francisco, CA 94140

## Courtnae Turko

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**From:** Handshake <handshake@notifications.joinhandshake.com>  
**Sent:** Wednesday, January 9, 2019 9:06 AM  
**To:** Courtnae Turko  
**Subject:** Invoice for Pittsburgh Community Broadcasting Corporation: Registration for Jumpstart 2019 sponsored by GE at Carnegie Mellon University - CMU



Your invoice has arrived!



Hello Courtnae,

Invoice #2856 for Pittsburgh Community Broadcasting Corporation:

Your invoice has arrived! Carnegie Mellon University - CMU has invoiced you for your 'Jumpstart 2019 sponsored by GE' career fair registration. Your total comes to **\$0.00**.

### [Download Invoice](#)

You can view more details about [your registration](#) at any time on Handshake.

---

Janet Vojtash says:

Thank you for registering for Carnegie Mellon University's Jumpstart 2019 sponsored by GE

5000 Forbes Avenue  
Cohon University Center - Wiegand Gymnasium, 1st Floor  
Pittsburgh, PA 15213

Your registration has been approved and **your invoice has been created**. If you chose to become a Corporate Supporter of the Jumpstart 2019 event, please click on the **Download Invoice** link to view and make your payment. You will receive an email with complete career fair details closer to the event date.

Jumpstart 2019 Corporate Supporter payments are expected within three (3) weeks of your



registration and **MUST** be paid in full prior to the event date.

**Cancellation/Refund Policy:** Cancellations must be emailed to Pati Kravetz at pk13@andrew.cmu.edu on or before January 21, 2019, for a full refund. Cancellation requests after January 21 for Corporate Supporters will not be refunded.

**No-Show Policy:** Career Fair "no-shows" are not entitled to transfers or refunds at any time. No-shows forfeit their entire registration fee and materials and are not eligible to roll the registration package over to another event. To avoid being considered a no-show, please email pk13@andrew.cmu.edu and cancel no later than January 21, 2019.

If you have any questions in the meantime, please contact Pati Kravetz at pk13@andrew.cmu.edu

We look forward to hosting you at our Networking Event!

Carnegie Mellon University  
Career and Professional Development Center

---

Registration Date: 2019-01-04

Employer: Pittsburgh Community Broadcasting Corporation

Registrant: Courtnae Turko

---

Date Attending:

Jumpstart 2019 Sponsored by GE - Monday, Feb 4 5:00 pm - 7:30 pm EST

---

Please contact the career fair host for any questions:

**Name:** Pati Kravetz

**Email Address:** pk13@andrew.cmu.edu

---

You can [Pay Here](#) using a credit card.

Carnegie Mellon University - CMU has indicated they'll be able to take payments manually for this career fair.

Please mail checks to: Carnegie Mellon University / Career Center - CUC LL / Attn: Recruiting Team / 5000 Forbes Avenue / Pittsburgh, PA 15213. ALL PAYMENTS ARE EXPECTED UPON RECEIPT OF THE INITIAL INVOICE AND PRIOR TO THE EVENT DATE. Contact Janet Vojtash at [vojtash@andrew.cmu.edu](mailto:vojtash@andrew.cmu.edu) for payment inquiries.

Thank you,  
Carnegie Mellon University - CMU

If you don't want to hear from us at all again you can unsubscribe [from all Handshake notifications](#)

Handshake Headquarters  
P.O. Box 40770, San Francisco, CA 94140

## Courtnae Turko

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**From:** Handshake <handshake@notifications.joinhandshake.com>  
**Sent:** Monday, January 7, 2019 1:51 PM  
**To:** Courtnae Turko  
**Subject:** Career Fair Registration Approved at Point Park University



Your registration has been approved!

Hello Courtnae,

Your registration for [Spring Internship & Job Fair 2019](#) has been approved!

You can view more details about [your registration](#) at any time on Handshake.

---

Registration Date: 2019-01-07

Employer: Pittsburgh Community Broadcasting Corporation

Registrant: Courtnae Turko

---

Date Attending:

Internship & Job Fair - Thursday, Feb 7 11:00 am - 2:00 pm EST

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Please contact the career fair host for any questions:

**Name:** Cheryl Guyer

**Email Address:** cguyer@pointpark.edu

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Thank you,  
Point Park University

## Courtnae Turko

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**From:** Somerset, Lesli <L.Somerset@Chatham.edu>  
**Sent:** Wednesday, February 20, 2019 9:11 PM  
**To:** Somerset, Lesli  
**Subject:** Re: Chatham University Job and Internship Mixer  
**Attachments:** Mellon Center for mixer.jpg

Hello,

I look forward to seeing you all tomorrow at the Job and Internship Networking Mixer. Please see the email below for any logistics. For any immediate questions that come up, feel free to give me a call.

Additionally, we will have a professional backdrop tomorrow for anyone who is interested in getting a professional headshot taken.

Best,  
Lesli

*Lesli Somerset*

**ChathamUNIVERSITY**

**Assistant Director of Career Development,  
Internship Program and Outreach**

Career Development, Office of Student Affairs  
JKM Library (Basement), Room 085  
Woodland Road, Pittsburgh, PA 15232  
412-365-1593 (p) 412-365-1598 (f)  
[careers.chatham.edu](http://careers.chatham.edu)



"Intelligence plus character — that is the goal of true education" – MLK

### Job and Internship Mixer

Thursday, Feb. 21, 4:30-6:30  
Mellon Board Room, Chatham University

Register today on  
Handshake!

**From:** Somerset, Lesli  
**Sent:** Wednesday, February 13, 2019 4:35 PM  
**To:** Somerset, Lesli <L.Somerset@Chatham.edu>  
**Subject:** Chatham University Job and Internship Mixer

Hello,



Thank you for registering to attend the **Spring Job Internship Networking Mixer next Thursday, February 21<sup>st</sup> from 4:30 to 6:30pm**. We are excited to host you on our campus! I wanted to reach out to you to provide some final details for your visit next week.

#### What to expect:

- The mixer will lean more on the networking side rather than the career fair side with some high tops tables and an open space
  - \*\*\*Gold Sponsors will have an 8ft table per company
- We will have one large resource table to place materials on that you would like to share with students. This allows you to free your hands while networking.
- You do not need to bring anything but business cards are recommended
- Students are required to dress business casual at minimum
- Drink and hors d'oeuvres will be served

#### Parking:

- Please use the link to our campus map below to find parking and make your way to the **Library Lot**
  - **Campus Map:** <https://www.chatham.edu/about/location/directions-map/campus-map.cfm>
- **Parking on campus is free and** can be accessed via Murray Hill Avenue (right off of 5th Avenue or Wilkins Ave)
- Once you have parked, make your way to Mellon Board Room, located on the 1<sup>st</sup> floor of Mellon Center, where the event will be hosted (I have attached a picture of Mellon Center to this email).

#### Consider donating:

- Chatham recently started an Essential Needs Closet for students of need so that they can focus on professional and academic achievement
- I have included a list of items that we are still looking to collect at the bottom on this email- feel free to bring any of these items should your heart desire

Thanks in advance for your time and partnership with Chatham. Please call me at 412-365-1593 or 724-977-2446 if you have any problems with directions or finding parking when you arrive.

If you are no longer able to make it, please let me know as soon as possible as we have a hefty wait list this semester.

If you have any questions or concerns, please feel free to reach out.  
Looking forward to seeing you!

Best Wishes,  
Lesli

*Lesli Somerset*

#### **ChathamUNIVERSITY**

**Assistant Director of Career Development,  
Internship Program and Outreach**

Career Development, Office of Student Affairs

JKM Library (Basement), Room 085

Woodland Road, Pittsburgh, PA 15232

412-365-1593 (p) 412-365-1598 (f)

[careers.chatham.edu](http://careers.chatham.edu)





**Subject:** Panel at CMU on Monday  
**Date:** Tuesday, November 6, 2018 at 4:45:49 PM Eastern Standard Time  
**From:** Colleen Libertz  
**To:** Patrick Doyle, Michael Marra, Mosey, David  
**CC:** Ana Ulloa-Shields  
**Attachments:** image002.jpg

Good afternoon Patrick, Michael, and David,

Thank you all for your willingness to participate in the panel for my Pathways Career Exploration course on Monday, November 12. I wanted to follow up with additional information in preparation:

- My class begins at 3pm, although some of my students come straight from another class so we typically start a few minutes late. Additionally, there's a class that ends right before my class starts, so we can start the panel once we all get settled.
- Our class is located in Gates-Hillman 4211. Here's a map of campus, the building is #9A: [https://www.cmu.edu/assets/pdfs/cmu\\_map\\_8.5x11.pdf](https://www.cmu.edu/assets/pdfs/cmu_map_8.5x11.pdf).
- The closest areas to park are the East Campus Garage (P7 on the map) or on Frew Street towards the back of campus.

If you have any questions at all, please feel free to reply. In case you need help that day, my cell number is 732-814-3417.

Thank you again!

**Colleen Libertz**, Academic Advisor

Phone: (412) 268-2924

[Click here to make an appointment!](#)

## Exhibit 27

### Outreach Initiatives

Documentation of Training to Management Level Personnel on Methods of Ensuring Equal Employment Opportunity and Prevent Discrimination.

CPB Harassment Training  
 -the chart shows 100%  
 completion

Completion Report

Generated By: curo@gonuburgpoornuwp  
 Course: A  
 Group: WPER-FM  
 Start Date: No date selected  
 End Date: No date selected

Kidder Harassment - Nelson Fisher (1/1/84)



| Workshop<br>Assessment 7 | General                  |                         |                        | Totals                   |                         |                        |
|--------------------------|--------------------------|-------------------------|------------------------|--------------------------|-------------------------|------------------------|
|                          | Candidate<br>Count / All | Total Scored<br>to date | Percentage<br>Complete | Candidate<br>Count / All | Total Scored<br>to date | Percentage<br>Complete |
| WPER-FM                  | 61.0                     | 61.0                    | 100.0%                 | 61.0                     | 61.0                    | 100.0%                 |
| <b>Grand Total</b>       | 61.0                     | 61.0                    | 100.0%                 | 61.0                     | 61.0                    | 100.0%                 |