

Station Outreach Initiatives

During the year April 2023-March 2024, WVIA undertook several outreach initiatives to support our EEO program.

1. Co-sponsor and host of Northeast Pennsylvania Broadcast Employment Fair.

After a post-COVID hiatus of several years, WVIA resumed hosting this free event in our studios **September 21, 2023, 4:00 to 6:00 PM.** With co-sponsor Bold Gold Radio Group, WVIA chose a date and time when job-seekers were most likely to attend, invited more than a dozen area TV and radio broadcasters to participate, and promoted the opportunity on-air for several weeks. Six broadcast groups participated. WVIA, Bold Gold Media, WNEP TV Tegna, WBRE/WYOU TV Nexstar, WOLF/WSWB, WQMY Sinclair, and Times-Shamrock Radio. WVIA Sr. VP Community Engagement Chris Norton spoke with many attendees then distributed their resumes to appropriate department heads and to Director of Human Relations Melanie Andreoli. Photos: <https://flic.kr/s/aHBqjAVK2g>

2. Events with educational institutions related to careers in broadcasting

- a. May 10, 2023 - Students from the Carbondale Area High School came to the studio for a tour and learned about production, engineering, and broadcasting jobs at WVIA.
- b. May 25- Students from the Greater Nanticoke Area School District came to the studio for a tour and learned about production, engineering, and broadcasting jobs at WVIA.
- c. May 26th - Homestead School primary students had a station tour and worked with Education and Production to learn about jobs at WVIA.
- d. August 7th - Wyoming Seminary primary students had a station tour and worked with Education and Production to learn about jobs at WVIA.
- e. August 22, 2023, WVIA hosted a tour for 12 developmentally disabled teens from Goodwill Industries as part of a camp helping individuals with disabilities find employment in their communities and transition to the working world. In addition to touring our studios, Maintenance Engineer Bob Haduch spoke to the students at length about engineering jobs within the television and radio industry, Production Manager Ron Andruscavage showed the students how to use a green screen and how to work a television camera, and Director of Education Alissa Swarts
- f. Students from Commonwealth Charter Academy toured the studio November 7, 2023 from 9:15 until 11 am. WVIA Director of Education Alissa Swarts and other staff spoke about their career interests including engineering, media production, and journalism.

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

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

Diverse Candidate Recruitment: We now use targeted keyword searches to improve our reach with diverse candidate pools. Through an application called JobTarget, algorithms do most of the work for all of our job posts. This means that Optimized placements on a variety of websites, including more diverse and niche sites, allow us to run our recruitment efforts more efficiently. By using deep historical analytics, the algorithms automatically optimize our job campaigns/ads to allow us to post on the most relevant job sites to deliver quality and diverse applicants.