

Appendix 1

**ANNUAL EEO PUBLIC FILE REPORT**

Covering the period April 1, 2014 TO March 31, 2015

Stations Comprising Station Employment Unit: WVIA TV-FM

Section 1: Vacancy information

Full-time Position Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from all Sources for this Position.
UNDERWRITING REP	WEBSITE WVIA.ORG	* 5
	REFERAL	3
	CITIZENS VOICE	1
	TIMES-TRIBUNE	1
ADMINISTRATIVE ASSISTANT/ CORP UNDERWRITING	CAREERLINK	* 1
	WEBSITE WVIA.ORG	7
	THIRD PARTY WEBSITE	2
	CITIZENS VOICE	1
VICE PRESIDENT-STATEGY	WEBSITE	2
	REFERAL	* 1

Source for Hire Indicated with \*

Total Number of Persons Interviewed During Applicable Period -- 24

## Appendix 2

### Annual EEO Public File Report Form

Covering the Period from April 1, 2014 TO March 31, 2015

#### Section 2: Recruitment Source Information

Recruitment Sources (Name, Address, Telephone Number, Contact Person)	Total number of interviewees this source has provided during this period	Full-time positions for which this source was utilized
CAREERLINK COMMONWEALTH WORKFORCE DEVELOPMENT SYSTEM 32 EAST UNION STREET WILKES-BARRE, PA	1	ADMINISTRATIVE ASST
WEBSITE—WVIA.ORG 100 WVIA WAY PITTSTON, PA 18640	5* 7 2	UNDERWRITING REP ADMINISTRATIVE ASST VP-STRATEGY
EMPLOYEE REFERRAL	3 1*	UNDERWRITING REP VP-STRATEGY
THIRD PARTY WEBSITE	2	ADMINISTRATIVE ASST
TIMES-TRIBUNE 149 PENN AVENUE SCRANTON, PA 18503	1	UNDERWRITING REP
CITIZENS VOICE 75 N. WASHINGTON ST WILKES-BARRE, PA 18701	2	UNDERWRITING REP

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

**Station Outreach Initiatives**

During the period ending March 31, 2015 WVIA undertook many initiatives to support our EEO program.

**1. Hosting Job Fair: Northeast Broadcast Employment Fair**

Sponsored by Public Media WVIA-FM/TV and

Bold Gold Media WBS, LP Licensee/Operator of WWRR WICK WYCK WTRW WCDL

Bold Gold Media WBS LP, and Public Media WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the general public to information about career opportunities in the broadcasting field. The event was held at the studios of WVIA-FM/TV, Pittston Township, PA on Monday, March 23, 2015 from 4:00 p.m. to 6:00 p.m. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting in a public forum with a variety of broadcasters present. This event was conducted at no cost to the participating broadcasters and attendees.

The sponsors promoted the event in advance by devoting a significant amount of airtime in the three weeks preceding the event to promote of the Career Fair. Members of the public were invited to learn about career opportunities in the broadcasting field and meet with representatives of regional broadcasters..

The event was developed by Bold Gold Media Special Projects Manager Phillip Bullwinkel and WVIA-FM Senior Vice President Chris Norton. The sponsor representatives consulted in February, 2015 and drew up the outline for the career fair based on successful events held in previous years. The sponsor representatives decided that the event would be held on a weekday afternoon. Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. Bold Gold Media and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors.

WVIA again offered to host the event in its studio location on Old Boston Road in Pittston Township, PA , a central location for the Scranton/Wilkes-Barre area. WVIA selected the date of March 23, 2015. The following broadcaster employers participated:

WVIA FM/TV, Pittston

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

Times-Shamrock Communications: WEZX, WEJL, WBAX, WFUZ

Entercom Communications: WKRZ, WGGY, WILK, WHBS

WNEP-TV

New Age Media: WOLF, WSWB, WQMY-TV

WQPX/ION Media

Columbia Broadcasting WHLM

WVIA and WRRR/WICK/WYCK/WTRW/WCDL scheduled announcements during the three weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA and Bold Gold Media posted the event on their web sites. Promotion of the event was scheduled from March 4 to March 23, 2015.

Posters promoting the event were sent to communications departments of area colleges:

Marywood University

University of Scranton

Keystone College

King's College

Wilkes University

Misericordia University

Luzerne County Community College

On Monday, March 23, 2015 the sponsors conducted the career fair. Attendees were asked to register at a central location at the entrance to the room, but they were free to meet with any broadcasters they desired. Forty-three(43) attendees signed in. The central registration list was provided to all broadcasters for follow-up purposes. Most attendees spoke with multiple broadcasters. The promotion of the event resulted in a high level of interest among those who attended. Many attendees came with resumes in hand and asked about full time and part time employment opportunities. Broadcasters with openings used the event to arrange for follow-up meetings with interested attendees.

The sponsor representatives judged that the event was a success. It drew potential employees, many of whom had no broadcast employment experience. Attendees came from communities throughout the market area. The participation of other broadcasting companies made the event

more valuable to the attendees because it offered a wide variety of potential employers. The companies attending said the career fair was valuable to them and they would be interested in attending a future career fair.

The sponsor representatives judged that the event was a positive means of outreach for employees and that it fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and the sponsor's need to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan.

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## **2. Other programs designed to promote outreach general:**

### **“Looking Forward” Career Planning Event**

WVIA partnered with Luzerne Intermediate Unit 18 to promote and participate in this free all-day career and academic planning event for high school students and their parents, held at Wilkes College, Wilkes-Barre, PA. WVIA Vice-President of TV and Promotions Doug Cook and Senior Vice President Chris hosted the breakout session for students interested in media careers February 28, 2015. “Looking Forward Workshop sessions covered a variety of career clusters and information booths gave students and parents an opportunity to interact with representatives of the educational and business community.

## **3. Internship Program**

WVIA offers an extensive internship program, working with several regional colleges and universities, offering 6 specialized programs in television production, radio production, corporate communications, auction and promotions, media and educational services, accounting, and administration. We offer internship opportunities for spring semester, fall semester, and summer term. This year WVIA has hosted a total of 14 student interns, including 2 during the current term. Many previous interns have become part-time and even full-time employees at WVIA and other area stations

## **4. Events with educational institutions relating to career opportunities in broadcasting:**

**Tours for educational groups** are frequent occurrences at WVIA. For example, Sr. Vice President Chris Norton hosted a Marywood University Media Management graduate class of 16 students at WVIA December 4, 2014 and a separate undergraduate class is scheduled April 16. The classes tour the studio facilities and observing operations while learning how public broadcasting differs from commercial broadcasting. Membership representative Deb Konnick hosted 20 Schuylkill County home-schooled students on December 3, 2014. The students were all interested in radio/TV careers.