

Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

Covering the period April 1, 2013 TO March 31, 2014

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	CAREERLINK	0
	WEBSITE WVIA.ORG	* 3
	REFERAL	1
	THIRD PARTY WEBSITE	4
	WILLIAMSPORT SUN GAZETTE	2
BROADCAST ENGINEER	CAREERLINK	0
	WEBSITE WVIA.ORG	5
	REFERAL	* 1
	THIRD PARTY WEBSITE	7

Source for Hire Indicated with *

Total Number of Persons Interviewed During Applicable Period -- 23

Appendix 2

Annual EEO Public File Report Form

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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	0 0	UNDERWRITING REP BROADCAST ENGINEER
WEBSITE—WVIA.ORG 100 WVIA WAY PITTSBURGH, PA 15201	3* 5	UNDERWRITING REP 1 BROADCAST ENGINEER
EMPLOYEE REFERRAL	1 1*	UNDERWRITING REP BROADCAST ENGINEER
THIRD PARTY WEBSITE	4 7	UNDERWRITING REP BROADCAST ENGINEER
WILLIAMSPORT SUN GAZETTE 252 W. FOURTH STREET	2	UNDERWRITING REP

*Indicates sources that have requested notification of job openings.

Station Outreach Initiatives

During the period ending March 31, 2014 WVIA undertook many initiatives to support our EEO program.

1. Hosting Job Fair: Northeast Broadcast Employment Fair

Sponsored by Public Broadcasting WVIA-FM/TV and

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

Bold Gold Media WBS LP, and Public Broadcasting 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 24, 2014 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.

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, 2014 and drew up the outline for the career fair based on a successful promotion held in 2013. 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.

In January 2014 the sponsor representatives selected the WVIA studio location on Old Boston Road in Pittston Township, PA as the site of the event. WVIA agreed to provide the room. The sponsor representatives confirmed that other broadcasters would be invited to attend at no cost to them. The WVIA studio location is centrally located in the Scranton/Wilkes Barre area. The WVIA main TV Studio would offer sufficient space for the expected turnout. WVIA selected the date of March 24, 2014.. The sponsors would schedule the time of the event so it ran beyond normal business hours so that individuals who were presently employed, but interested in

opportunities in broadcasting, would be able to attend. The sponsors selected 4:00 p.m. to 6:00 p.m. as the time for the event. Invitations were extended to:

WVIA FM/TV, Pittston

Bold Gold Media, Scranton

Times-Shamrock Communications

Cumulus Communications

Entercom Wilkes Barre-Scranton

WNEP-TV

WBRE-WYOU

WOLF-TV

Geos Communications

Columbia Broadcasting Co.

WSBG-WVPO Nassau Broadcasting

WRGN

WVIA and WWRR/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 24, 2014.

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 24, 2014 the sponsors conducted the career fair. 9 broadcasters: Times-Shamrock Communications, WOLF/WSWB/WQMY-TV, ION Media, WNEP-TV, Geos Communications, Nassau Broadcasting, Entercom Broadcasting and the sponsors Bold Gold Media and WVIA-FM/TV reserved space to greet persons interested in broadcasting careers. The participating employers sent 15 total staff members to conduct the event. 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. The central registration list was provided to all broadcasters. A review of the central registration showed that 48 individuals signed in for the event. 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.

2. "Looking Forward" Career Planning Event for Students.

WVIA participated in and took a lead role in promoting this free all-day career and academic planning event for high school students and their parents. WVIA president and CEO Bill Kelly delivered the keynote address, interviewing college students about their career preparation, and WVIA management representatives Doug Cook and Chris Norton hosted the breakout session for students interested in media careers. "Looking Forward" is coordinated by Intermediate Unit 18 held February 22, 2013 at Luzerne County Community College in Nanticoke, PA. 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 7 specialized programs in television production, radio production, news, 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.

Other Activities Disseminating Employment Information

4. WVIA's Education Services department offers a "**job shadowing**" program for high schools, in which students are given tours of the station, spending additional time observing the daily work routine of various employees. WVIA Director of Education Andrea O'Neill hosted Wyoming Area High School students for a Career Research Day in January, 2013.

5. **Tours for educational groups** are frequent occurrences at WVIA. For example, Sr. Vice President Chris Norton hosted a Marywood University Media Management graduate class at WVIA in November 28, and a separate undergraduate class in March, 2014 touring the studio facilities and observing operations while learning how public broadcasting differs from commercial broadcasting. Membership representative Deb Konnick hosted 15 students from Northhampton Community College, majoring in communications and broadcasting, April 12, 2013.