

# EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period of March 22, 2015 to March 21, 2016.

Pittsburgh Community Broadcasting Corporation (WYEP) is the parent company of wholly-owned subsidiary Essential Public Media, Inc. (WESA), which merged into the parent company on December 31, 2015. Effective January 1, 2016, Pittsburgh Community Broadcasting Corporation (PCBC) does business as 91.3 WYEP, 90.5 WESA, and The Allegheny Front (TAF). PCBC has always managed the recruiting for both stations and TAF.

**Employment Location & Names:** Pittsburgh, Pennsylvania: Pittsburgh Community Broadcasting Corporation and Essential Public Media, Inc.

**Call signs and community of license:** WYEP-FM, Pittsburgh, PA; WESA-FM, Pittsburgh, PA

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**Full-time job vacancies filled in time period covered by report:**

<u>Job Title</u>	<u>Recruitment Source Referring Hire</u>	<u># Interviewees</u>
1. Digital Editor/General Assignments Reporter (WESA)	wesa.fm website	4
2. Environmental Reporter (Allegheny Front)	current.org	6
3. Marketing Coordinator (PCBC)	word-of-mouth	8
4. Development Director (PCBC)	CPB website	10
5. Digital Editor/Producer (WESA)	wesa.fm website	4
6. Digital Director (WYEP)	NextPittsburgh website	8
7. Essential Pittsburgh Asst. Producer (WESA)	internal candidate	3
8. General Assignments Multimedia Reporter (WESA)	wesa.fm website	5
9. General Assignments Multimedia Reporter (WESA)	CPB website	5
10. Morning Edition Producer (WESA)	CPB website	5

**Recruitment Source Information:**

<u>Recruitment Source</u>	<u>Positions for which Utilized</u>	<u>Interviewee Referrals</u>
WYEP website or e-blast	2,3,4,5,6,7,8,9,10	5
WESA website or e-blast	all	10
Allegheny Front website	2	
CPB website	all	8
NonprofitTalent website	3,4,6	6
Pennsylvania State jobsite	1,4	
New Pittsburgh Courier	3	
Current.org (print, website)	1,2,3,4,5,6,7,8,9	2
JournalismJobs.com	2,5,8,9,10	1
Association for Fundraising Prof SWPa website	4	1
Greater Public website	3,4	
NextPittsburgh website	3,4,5,6,10	2
Internal candidate	2,7,8,9	3
Indirect – Indeed.com, other	all (picks up from CPB, etc)	9
Indirect – Word-of-mouth	all	6

## **Additional Non-vacancy Specific Recruitment Activities**

### **Job Fairs, Career Days, Community Outreach**

#### **WYEP:**

July 20-24, 2015: *Rock Radio Camp*, a one-week day camp designed for the aspiring DJ. Rock Radio Camp immerses middle school aged students in music, marketing, and technology. Students learn to speak into a microphone, select music for a DJ set, promote their show, interview guests and more!

September 3, 2015: *Carnegie University – Heinz College Volunteer and Internship Fair*

September 16, 2015: *University of Pittsburgh – Volunteer Fair*

September 29, 2015: *Point Park University – Internship Fair*

January 13, 2016: *University of Pittsburgh – Volunteer Fair*

February 9, 2016: *Point Park University Sports, Arts and Entertainment Management Career/Internship Fair*

#### **WESA:**

In an effort to generate interest among aspiring broadcast and multimedia journalists and communicators, WESA regularly reaches out to colleges/universities in the Pittsburgh region as well as across the county to spread the word about the learning opportunities 90.5 offers through internships and fellowships. WESA invites current students, undergraduate and graduate, as well as recent graduates to apply for internships and fellowships through multiple avenues including:

- Email blasts to communications, journalism and marketing majors
- announcements via Twitter
- Facebook postings
- In-person and email conversations with many journalism and communications professors and internship coordinators about learning opportunities at WESA
- internship fairs

March 28, 2015: 90.5 WESA hosted an **Internship/Fellowship Fair at the Community Broadcast Center** from 8:30 am to 1:30 pm. 22 young men and women seeking learning opportunities at WESA attended the event that began with a talk from General Manager DeAnne Hamilton about the program and the station's mission to train the next generation of broadcast journalists and communicators. Department supervisors also provided brief presentations about the specific learning opportunities for career development via the internships in each department. The students also received tours of the station from current fellows and interns and most importantly took part in one-on-one interviews (depending on the department(s) in which they had an interest) with the Senior News Editor, Director of Content, Senior Digital Editor, Operations Manager, Director of Marketing, the Producer and Assistant Producer of *Essential Pittsburgh* and WESA's host for *Morning Edition*. While awaiting their interviews, many of the applicants spoke individually with General Manager DeAnne Hamilton and the Executive Producer for Special News Project Kevin Gavin about WESA as well as seeking advice about careers in public broadcasting specifically and radio and television in general. An interview was also conducted with an applicant who was unable to attend the March 28 event.

As a result of the various outreach efforts including the WESA Internship fair, 13 aspiring broadcasters/communicators were selected for summer and fall internships and fellowships with news, programming, digital content, operations/production, marketing, *Essential Pittsburgh* and *Morning Edition*.

May 26, 2015: WESA's Executive Producer for Special News Projects hosted and participated in the kick-off of Leadership Pittsburgh's second **Community Leadership Course for Veterans**. WESA was a partner in the first of its kind in the nation Community Leadership Course for Veterans which is now being replicated in other cities.

January 2016: WESA's Director of Internships and Training was represented at the **University of Pittsburgh Volunteer Fair** by Matthew Spangler, Director of Education and Community Engagement for sister station WYEP. Descriptions of internship opportunities at WESA were distributed to interested students.

January 11-February 26, 2016: WESA's Director of Internships & Training conducted a **series of visits to college classrooms** to explain to journalism and communications majors the learning opportunities as interns and fellows in different WESA departments under the direct supervision of award-winning broadcast veterans, and afterwards spoke to and took questions from several dozen students in classes including Radio Newswriting/Production, Sports Reporting, New Media, and Multiplatform Reporting.

February 2016: WESA's Director of Internships was represented by Matthew Spangler, Director of Education and Community Engagement for sister station WYEP, at **Point Park University's Career Fair** at which materials were distributed outlining the Internship Program at WESA as well as how to apply to participate in the Internship Fair on March 19.

March 19, 2016: 90.5 WESA hosted an **Internship/Fellowship Fair at the Community Broadcast Center** from 8:30 am to 1:00 pm. 21 young men and women from Duquesne University, the University of Pittsburgh, Point Park University, Northwestern University, Syracuse University, Geneva College, Kenyon College, Denison College and Youngstown State University seeking learning opportunities at WESA attended the event. The Internship Fair began with a talk from the Director of Internships and Training about the program and the station's mission to train the next generation of broadcast journalists and communicators. Department supervisors also provided brief presentations about the specific learning opportunities for career development via the internships in each department. The students also received tours of the station from current fellows and interns and most importantly took part in one-on-one interviews (depending on the department(s) in which they had an interest) with the Acting News Director, Operations Manager, Director of Marketing, the Producer and Assistant Producer of *Essential Pittsburgh* and one of WESA's Digital Editors. While awaiting their interviews, many of the applicants spoke individually with the Executive Producer for Special News Project Kevin Gavin about WESA. In addition, there was a demonstration of field recording equipment and proper miking and interviewing techniques. Interviews were also conducted with two applicants who were unable to attend the March 19 event.

#### **Other Outreach (March 2015 - March 2016):**

- At the request of the Director of Internships & Training, the Chairman of Duquesne's Journalism and Multimedia Arts (JMA) Department posted on JMA's website and Facebook page a full list of internship and fellowship opportunities at WESA with links on how to apply and how to participate in the annual Internship fair.
- Point Park University's Department of Journalism Internship Coordinator sent a blast email to all journalism majors about internships at WESA with a link to how to apply and information about registering for WESA's Internship Fair.
- Invited Tom McWhorter, Director of Internships at the University of Pittsburgh to spread the word among writing and other related majors about the internship opportunities at WESA and successes of past WESA interns from the University of Pittsburgh.
- Communicated with Tory Parrish, reporter for the Pittsburgh Tribune-Review and President of the Pittsburgh Black Media Federation about the organization's work with student journalists and help in spreading the word about internship opportunities at WESA with students already in touch with the PBMF.

#### **Training Management Personnel**

WYEP and WESA have an established staff development program designed to enable station personnel to acquire and maintain skills that can qualify them for higher level positions. Funding and encouragement are provided for station employees to attend conferences and training events hosted by entities such as National Public Radio, Greater Public, Public Radio Program Directors Association, the Pennsylvania Association of Broadcasters, and many others. In the period covered by this report WYEP and WESA staff attended the following conferences and training events:

#### **Conferences**

**NON-COMMvention – Triple A Radio**  
WYEP General Manager, Program Director, Music Director

May 2015 Philadelphia, PA

<b>PAPBA PA News Media Assn Press Conference</b> WESA News Director	May 2015	Gettysburg, PA
<b>NPR Podcast Upfront</b> WESA Program Director	April 2015	Washington, DC
<b>Marketron User Symposium</b> Traffic Coordinator	June 2015	Orlando, FL
<b>PRNDI (Public Radio News Directors Inc)</b> WESA Assistant News Director	June 2015	Salt Lake City, UT
<b>PMDMC (Public Media Development &amp; Marketing Conference)</b> WESA and WYEP General Managers, and five members of our fundraising and marketing staff.	July 2015	Washington, DC
<b>Podcast Movement 2015 – National Podcasting Conference</b> WESA Program Director	July 2015	Fort Worth, TX
<b>NABJ (National Association of Black Journalists) Convention</b> WESA <i>Essential Pittsburgh</i> Producer	Aug 2015	Minneapolis, MN
<b>Excellence in Journalism SPJ (Society of Professional Journalists)</b> WESA Reporter	Sept 2015	Orlando, FL
<b>PRPD (Public Radio Program Directors)</b> Held in Pittsburgh in 2015 allowed the Program Directors for each station as well as many other staff members to attend various conference sessions.	Sept 2015	Pittsburgh, PA
<b>Super Regional Conference</b> WYEP General Manager	Nov 2015	SanAntonio, TX
<b>WITF/WHYY Keystone Crossroads Conference</b> WESA General Manager, Director of Corporate Support, and five members of our news staff.	Jan 2016	Harrisburg, PA

## Training Programs

### Leadership Pittsburgh

From September through June, the once-a-month Leadership Pittsburgh sessions provides 60 participants with the exposure, experiences and connections that prepare them to tackle the challenges of senior leadership in our community. During the time covered by this report, the General Managers of both WYEP and WESA continued their work in this program, and the WESA Producer of Special News Projects/Director of Internships Training began participation in the program.

### Leadership Development Initiative

The Leadership Development Initiative (LDI) program is an investment in the future leader. LDI is a 9 month long program for high-potential young professionals. During the time covered by this report, the WYEP Director of Education and Community Engagement was accepted into and began his work in the program.

### Leadership for Philanthropy - Greater Public

Customized major giving training and coaching for CEOs and Station Managers. During the time covered by this report, the WYEP General Manager continued her work in this program.

## Classes, Webinars and Workshops

**Basic Proposals** – WESA producer

**Google Analytics** – WESA Program Director

**Tableau training** – WESA reporter

**Digging Into Program Data** – Membership Manager

**Fundraising Messaging** - Membership Manager

**FASB Update** – Finance staff

### **WYEP Internship Program**

WYEP offers an ongoing internship training program to all area colleges, universities and select high school students in SW Pennsylvania. All interns are given a professional mentor at the station to work with over the course of a semester. Interns are expected to train for at least 4 hours a week though the average trainee spends between 10 and 20 hours a week during the standard school year and 20 to 40 hours a week during summer session. Interns are trained in studio production: recording audio, editing, writing, storage and play back. They are trained in audio editing programs like Adobe Audition. They also learn the basics of ENCO audio storage and playback systems. Interns learn to operate audio consoles and to produce short feature segments as well as on-air announcing skills and hosting full-length music programs. WYEP also trains interns in administrative and marketing responsibilities. Typical training includes learning to write press releases, managing information booths at events, gathering information for WYEP's web site and public service announcements for broadcast.

### **WESA Fellowship and Internship Program**

90.5 WESA recognizes the need to continually expand our talent to meet the demand for quality news programming. That is why 90.5 WESA nurtures an ongoing comprehensive broadcast journalism and media management fellowship/internship program with colleges and universities. To date, the program has helped to develop the skills of many up-and-coming journalists, reporters, managers and media managers who are now working around the country.

Individuals with a strong interest in public media and a desire to help meet the information needs of our community are invited to apply for a fellowship/internship with 90.5 WESA. Opportunities are available in our award-winning news department; with the daily news magazine/talk show Essential Pittsburgh; in operations and production; in marketing; in developing web content; working closely with the Director of Content and Programming as a producer; and in fundraising and communications.