

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period of March 22, 2014 to March 21, 2015.

Pittsburgh Community Broadcasting Corporation (WYEP) is the parent company of wholly-owned subsidiary Essential Public Media, Inc. (WESA), and manages the recruiting for both stations.

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

EEO Contact Information:

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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>
WYEP:		
1. Director of Marketing (supports both WYEP and WESA)	NonprofitTalent	20
2. Development Database Coord. (supports both WYEP and WESA)	NonprofitTalent	7
WESA:		
3. LJC Keystone Crossroads Reporter	CPB job site	3
4. Director of Major Gifts	Word-of-mouth	5

Recruitment Source Information:

<u>Recruitment Source</u>	<u>Positions for which Utilized</u>	<u>Interviewee Referrals</u>
WYEP website	1,2,4	
WESA website	all	12
NonprofitTalent website	1,2,4	3
CPB website	all	1
Pennsylvania State jobsite	1,2,4	
New Pittsburgh Courier (print, website)	1,2,4	
Association for Fundraising Prof SWPa website	4	
Current.org (print, website)	3	
JournalismJobs.com	3	
MediaBistro	3	
NABJ-National Assoc of Black Journalists	3	
NAHJ-National Assoc of Hispanic Journalists	3	
Indirect – Indeed.com	all (picks up from CPB, etc)	10
Indirect – Word-of-mouth	all	10

Additional Non-vacancy Specific Recruitment Activities

Job Fairs, Career Days, Community Outreach

WYEP:

July 21-25, 2014: *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!

August 28, 2014: *Carnegie University – Heinz College Volunteer and Internship Fair*

September 11, 2014: *University of Pittsburgh – Volunteer Fair*

September 29, 2014: *Duquesne University* – WYEP's General Manager spoke to a class of graduate students who are studying media communications, and discussed careers in media and how to move toward a leadership track.

September 30, 2014: *Women's Mentorship Symposium* – WYEP's General Manager was a guest mentor at the Women's Mentorship Symposium, which is an event sponsored by the PA Commission for Women. The event took place at the Westin Convention Center and there were about 600 people in attendance. WYEP's GM met with 7 different women and discussed a wide array of topics from careers in media to getting involved with local nonprofits. The attendees were from all across the state.

January 14, 2015: *University of Pittsburgh – Volunteer Fair*

February 10, 2015: *Point Park University Sports, Arts and Entertainment Management Career/Internship Fair*

WESA:

In an effort to generate interest among potential future broadcast journalists and communicators, WESA regularly reaches out to colleges/universities in the Pittsburgh region 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 and journalism majors
- announcements via Twitter
- Facebook postings
- conversations with many journalism and communications professors and internship coordinators about learning opportunities at WESA
- internship fairs

March 29, 2014: 90.5 WESA hosted an **Internship/Fellowship Fair at the Community Broadcast Center** from 8:30 am to 1:30 pm. 20 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, Marketing Assistant, 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 about WESA as well as seeking advice about careers in public broadcasting specifically and radio and television in general. Interviews were also conducted with two applicants who were unable to attend the March 29 event.

As a result of the various outreach efforts including the WESA Internship fair, 8 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 20, 2014: WESA's General Manager hosted and participated in **Community Leadership for Veteran's project** kick-off, which met four times with five veterans who were trained on producing radio. The project, *Veteran Stories: Project 412*, culminated with several on-air interviews and a web page aggregating the broadcast stories and additional web only stories. The Director of Internships & Training and Director of Programming also participated in the project.

January 9, 2015: WESA's General Manager was one of three women on a panel for the **Women's Entrepreneurial Center** discussing how to get stories told in the media. The panel addressed about 50 participants.

January 9-March 18, 2015: 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, Investigative Reporting and Multiplatform Reporting.

February 11 2015: WESA's Director of Internships was represented 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 28.

March 17, 2015: WESA's Director of Internships & Training attended a three-hour **Journalism and Multimedia Arts Fair at Duquesne University** to speak with young journalism students about the internship/fellowship opportunities at 90.5

Other Outreach (April 2014 - March 2015):

- 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 Jeffrie Mallory, Director of the Office of Multicultural Affairs at Duquesne University to share information about opportunities at WESA and the Internship Fair with minority students.
- Communicated with Tory Parrish, reporter for the Pittsburgh Tribune-Review and President of the Pittsburgh Black Media Federation as well as Mercedes Howze and LaMont Jones, officers with the PBMF 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.
- Additional Social Media: The Director of Internships tweeted multiple times about the March 28 Internship Fair with links describing how to apply. The WESA Marketing Department posted announcements about the Fellowship Program and Internship Fair on the station's Facebook page. Current WESA fellows tweeted and posted on Facebook about their great experiences at 90.5 and encouraged other students to apply
- On October 29, 2014, WESA publically recognized a couple of dozen community people involved in various activities benefitting people in need. The Mayor of Pittsburgh addressed the group of more than 100 community members.
- On December 11, 2014 WESA's General Manager was recognized as a Woman of Excellence by the Pittsburgh Courier. More than 400 people attended the luncheon.

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, Robert Morris University's Bayer Center for Nonprofit Management and many others. In the period covered by this report WYEP and WESA staff attended the following conferences and training events:

Shared staff:

Sales Director:	PMDMC, Denver, CO, July 2014
Sales Staff Member:	PMDMC, Denver, CO, July 2014
Development Director:	PMDMC, Denver, CO, July 2014

Development Director: RMU/Bayer Center for Nonprofit Management, Sept 2014 – Leadership Skills Training
Development Director: Greater Public Leadership for Philanthropy, March 2014 – March 2015
Membership Manager: WHYY, Philadelphia, PA, June 2014 – digital fundraising and promotion training
Membership Manager: PMDMC, Denver, CO, July 2014
Development Assistant: PMDMC, Denver, CO, July 2014

WYEP:

General Manager: NON-COMMvention, Philadelphia, May 2014
General Manager: PMDMC, Denver, CO, July 2014
General Manager: Leadership Pittsburgh, September 2014 – March 2015
General Manager: Greater Public Leadership for Philanthropy, March 2014 – March 2015

WESA:

General Manager: PMDMC, Denver, CO, July 2014
General Manager: Leadership Pittsburgh, September 2014 – March 2015
Director of Content: WHYY Local Journalism Project, Harrisburg, PA, May 2014 – regional reporter training
Director of Content: PRPD, Portland, OR, Sept 2014
Director of Content: APM/BBC, London, UK, Sept 2014 – learn about BBC operations
Director of Content: RMU/Bayer Center for Nonprofit Management, Oct 2014 – Digital Mktg and Mgmt
Reporter: NPR, Washington, DC, January 2015 – education reporting training
Reporter: North Country Public Radio, Canton, NY, August 2014 – reporting on crime and imprisonment
Reporter: WHYY Local Journalism Project, Harrisburg, PA, May 2014 – regional reporter training
On-air Host: Third Coast Audio Conference, Chicago, IL, November 2014
Asst. Producer, EP: PAPBA, State College, PA, May 2014 – reporting and news gathering training
Senior News Editor: WHYY Local Journalism Project, Harrisburg, PA, May 2014 – regional reporter training
Senior News Editor: PRNDI conference, Washington, DC, June 2014
Senior Digital Content Editor: WHYY, Philadelphia, PA, June 2014 – digital fundraising and promotion training

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 ProTools and Adobe. 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.