

EEO Public File Report
WHTM-TV, Harrisburg, PA
April 1, 2014 - March 31, 2015*
Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Interviewee Source	Number Interviewed	Source of Hire
1	Account Executive	3/18/2014	6/2/2014	abc27 Website	3	
				Employee Referral	1	
				Colleague Referral	1	1
2	Reporter/Producer	5/1/2014	7/7/2014	abc27 Website	3	1
3	Photojournalist	6/12/2014	9/2/2014	abc27 Website	2	
				Employee Referral	2	1
				TVJobs.com	2	
4	Account Executive (2)	9/12/2014	10/20/2014 2/16/2015	abc27 Website	3	1
				Internal Candidate	1	
				Employee Referral	1	1
				Word of Mouth	1	
				LinkedIn	1	
6	Executive Producer	10/1/2014	1/5/2015	abc27 Website	3	
				Internal Candidate	3	
				Employee Referral	1	
				TVJobs.com	1	1
7	Producer	9/11/2014	1/12/2015	abc27 Website	3	1
				Internal Candidate	1	
				TVJobs.com	1	
8	Graphic Artist	12/17/2014	1/12/2015	Employee Referral	3	1
9	Assistant News Director	11/25/2014	3/9/2015	abc27 Website	2	1
				Internal Candidate	3	
				Employee Referral	1	
				TVJobs.com	1	
10	Promotions Photographer/Producer	1/30/2015	3/9/2015	abc27 Website	2	1
				Internal Candidate	1	
Total Interviewed				47		
Total Hired				10		

(*) WHTM-TV was acquired by Media General, Inc. on September 2, 2014.

Recruitment Source List

Station: WHTM-TV

Year: April 1, 2014 - March 31, 2015

Unless otherwise noted, each source listed below received notice of all full-time vacancies.

Sources for Vacancies							
No.	Recruitment Source	Address	Contact Person	Phone/Fax	Email Address or Website	Total Interviewed by Source	Requested Notification
1	abc27 Website	3235 Hoffman St. Harrisburg, PA 17110	Patti Jarvis	Ph: 717-236-2727 Fx: 717-745-3997	pjarvis@abc27.com	21	N
2	PA Career Link	100 N. Cameron St. Harrisburg, PA 17101	Commonwealth Workforce Development System	Ph: 717-783-3270	www.cwds.state.pa.us	0	N
3	Pennsylvania Association of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	Gail Ponti	Ph: 717-482-4820 Fx: 717-482-1111	gponti@pab.org	0	N
4	National Press Photographers Association	3200 Croasdaile Dr., Suite 306 Durham, NC 27705	Thomas Kenniff	Ph: 919-383-7246 Fx: 919-383-7261	info@nppa.org	0	N
5	TVJOBS.com	P.O. Box 4116 Oceanside, CA 92052	Mark C. Holloway Broadcast Employment Services	Ph: 800-374-0119 Ph: 760-754-8177 Fx: 760-754-2115	jobs@tvjobs.com	5	N
6	MediaLine	P.O. Box 51909 Pacific Grove, CA 93950	Mark Shilstone	Ph: 800-237-8073 Fx: 831-648-5204	medialine@medialine.com	0	N
7	National Assoc of Hispanic Journalists Region 3	Pittsburgh, PA	Chris Ramirez NAHJ Region 3 Director	Ph: 850-459-5064 Ph: 412-380-5682	chrisram46@yahoo.com	0	N
8	AARP Senior Community Service Employment Program	Bldg 3-100, 2101 North Front Street Harrisburg, PA 17110-4000	Shawn Willuski Project Director	Ph: 717-234-5961 Fx: 717-234-3518	swilluski@aarp.org www.aarpworksearch.org	0	Y
9	Pennsylvania State University Office of Internships & Career Placement The College of Communications	208-D Carnegie Building University Park, PA 16802-5101	Bob Martin Assistant Dean	Ph: 814-863-4674 Fx: 814-863-8044	Rpm163@psu.edu	0	Y
10	Robert Morris University The PPG Industries Career and Leadership Development Center	6001 University Boulevard Moon Township, PA 15108	Marla Burgess	Ph: 412-397-3200 Fx: 412-397-2207	careers@rmu.edu	0	Y
11	Susquehanna University	514 University Avenue Selinsgrove, PA 17870	Craig Stark	Ph: 570-372-4146	stark@susqu.edu	0	N

Recruitment Source List

12	Bowie State University*	J. Alexander Wiseman Centre, Rm. 126 14000 Jericho Park Rd. Bowie, MD 20715	Career, Co-op & Int'l Student Services	Ph: 301-860-3825/3828 Fx: 301-860-3824	http://bowiestate-csm.symplicity.com	0	N
13	Slippery Rock University*	124 Bailey Library 1 Morrow Way Slippery Rock, PA 16057	Career Services	Ph: 724-738-2028 Fx: 724-738-7402	https://srup-csm.symplicity.com	0	Y
14	Delaware State University*	Marlin Luther King, Jr. Student Center, Ste. 333 1200 N. DuPont Highway Dover, DE 19901	Career Services	Ph: 302-857-6120 Fx: 302-857-6123	http://desu-csm.symplicity.com	0	N
15	Cheyney University*	324 Burleigh Hall 1837 University Circle P.O. Box 200 Cheyney, PA 19319	Center for Career & Professional Development	Ph: 610-399-2033 Fx: 610-399-2126	https://cheyney-csm.symplicity.com	0	N
16	York College of Pennsylvania*	Campbell Hall, Room 200 441 Country Club Road York, PA 17403-3651	Career Development Center	Ph: 717-846-7788	http://ycp-csm.symplicity.com/employers	0	N
17	Howard University*	C.B. Powell Building, Room 206 525 Bryant Street, NW Washington, DC 20059	Center for Career Education, Development and Resources	Ph: 202-806-7513 Fx: 202-462-4267	http://howard-csm.symplicity.com/	0	N
18	Totton-Peters Communications, Inc.	4611 Clarendon Street Harrisburg, PA 17109	Joan Peters	Ph: 717-540-1820 Fx: 717-540-1820	tpcincorg@hotmail.com	0	N
19	Collective Talent	1721 Richardson Place Tampa, FL 33606	Michael Bille	Ph: 813-254-9695	bille@michaelsmedia.com	0	N
20	K.I. Recruiting	2500 N. 3rd Street Harrisburg, PA 17110	Rebecca Doctrow	Ph: 717-215-2892	welcometoharrisburg@gmail.com	0	Y
21	Rick Gevers & Associates**	355 E. Ohio St., #303 Indianapolis, IN 46204	Rick Gevers	Ph: 317-635-7912 Fx: 317-635-7919	rick@rickgevers.com	0	N
22	Internal Candidate	3235 Hoffman St. Harrisburg, PA 17110	Patti Jarvis	Ph: 717-236-2727 Fx: 717-745-3997	pjarvis@abc27.com	9	N
23	Employee Referral	3235 Hoffman St. Harrisburg, PA 17110	Patti Jarvis	Ph: 717-236-2727 Fx: 717-745-3997	pjarvis@abc27.com	9	N
24	Colleague Referral		Name Unknown			1	N
25	Word of Mouth		Name Unknown			1	N

Recruitment Source List

26	LinkedIn.com		Name Unknown		www.linkedin.com	1	N
Total Number of persons interviewed for full-time vacancies						47	

*Due to administrative oversight, these sources were not contacted for the Graphic Artist position.

**Used for Executive Producer and Assistant News Director positions only.

Supplemental Outreach Initiatives

Station: WHTM-TV

Year: April 1, 2014 - March 31, 2015

	Initiative	Description	Date	Personnel Involved By Title	Scope of Station Participation
1	News Department College Intern Program	Ten students from seven institutions of higher education participated in our News Intern Program. The students honed their interviewing skills, prepared packages, learned how to operate equipment, and how to produce a newscast. While their work could not be used on-air, the interns applied the skills they learned through their internship in a student-led, mock broadcast that was taped to provide them a resume reel to seek future employment.	4/1/14 - 3/31/15	Amanda Peterson, Social Media Producer and Internship Coordinator	Students shadowed Producers and Editors in the Newsroom as well as Reporters and Photojournalists in the field.
2	Sports Department College Intern Program	Nine students from four institutions of higher education participated in our Sports Intern Program. The students gained experience in covering sporting events for sports broadcasts. Students logged games for highlight purposes. They learned how to edit video and write stories.	4/1/14 - 3/31/15	Gregg Mace, Anchor/Reporter Josh Reed, Anchor/Reporter	Students shadowed Photojournalists in the field and worked with the lead Sports Anchor/Reporter to gain practice writing scripts.
3	Production Department College Intern Program	Six students from six different institutions of higher education participated in our Production Intern Program. Working alongside Production staff, the interns learned about all aspects of producing live news including operating studio cameras and audio equipment and directing a show.	4/1/14 - 3/31/15	Amanda Peterson, Social Media Producer and Internship Coordinator	Students shadowed Directors in the control room and Production Assistants in the studio.
4	Job Shadowing	Staff hosted ten high school and college students who wanted to shadow to learn more about various careers in the broadcasting field.	4/1/14 - 3/31/15	Joe Camut, Chief Photog/Oper Mgr Flora Posteraro, Anchor/Reporter Valerie Pritchett, Anchor/Reporter Karissa Shatzer, Reporter Dave Marcheskie, Reporter	Students learned about various careers as they shadowed News staff in the Studio.
5	Station Tours	Approximately thirty informational station tours were conducted for students from Middle and High School groups, Home School Groups and community groups including Boy Scout and Girl Scout Troops. The focus of the tours was on the educational requirements for working in television, the variety of jobs available at a TV station as well as an explanation of the news gathering process.	4/1/14 - 3/31/15	Betty Bryan Fish, Director of Promotions and Community Service	The focus of the tours was on the educational requirements for working in television, the variety of jobs available at a TV station as well as an explanation of the news gathering process.
6	Messiah College Career & Graduate School Expo	Attended university sponsored job fair.	10/27/2014	Keith Blaisdell, Director of Broadcast Operations	Representatives spoke to prospective interns and job applicants and reviewed resumes for open positions

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7	York College Career Expo Job & Internship Fair	Attended university sponsored job fair.	3/18/2015	Rob Saylor, General Sales Manager Patti Jarvis, Human Resource Manager	Representatives spoke to prospective interns and job applicants and reviewed resumes for open positions.
8	JobExpo.Comm Pennsylvania State University Communications Department Job Fair	Attended university sponsored job fair.	3/20/2015	Dave Jones, News Director Patti Jarvis, Human Resource Manager	Representatives spoke to prospective interns and job applicants and reviewed resumes for open positions.
9	Trinity High School Career Day	Attended high school career day.	4/10/2014	Gregg Mace, Anchor/Reporter	The representative spoke with Sophomores and Juniors about the academics and practical experience necessary to work in broadcasting. He also reviewed the various media careers available.
10	Cumberland Valley High School Career Fair	Attended high school career fair.	4/15/2014	Betty Bryan Fish, Director of Promotions and Community Service Flora Posteraro, Anchor/Reporter	Representatives spoke with students in all four grade levels about careers in broadcasting and the educational and personal skills necessary to be successful in the field.
11	Middletown Area High School Career Expo	Attended high school career fair.	3/26/2015	Patti Jarvis, Human Resource Manager Eric Heisler, Senior Photojournalist	The representatives spoke with Sophomore, Junior and Senior students who were interested in careers in journalism, sports broadcasting and graphic design. The representative also spoke with Freshmen students to help them understand careers available in the broadcast industry. Photojournalism and editing equipment were
12	College Career Presentations	Staff spoke with approximately forty students in the Communications Practicum Class at Shippensburg University.	4/23/2014	Kendra Nichols, Reporter	The representative spoke with students pursuing a degree in Communications about News careers and the necessary educational background.
13	Grade School and Pre-School Career Presentations	On several occasions, staff spoke to grade school and pre-school youth regarding careers in television.	5/9/14 5/13/14 5/21/14 11/21/14	Valerie Pritchett, Anchor/Reporter Kyle Gamble, Photojournalist Mike Kruleski, Photojournalist Karissa Shatzer, Reporter	Representatives spoke about various careers in the broadcast industry and the educational background necessary to for these roles.
14	Storm Tracker School Visits	Station Meteorologist traveled to twenty-one pre-school, middle and charter schools with WHTM's mobile weather vehicle and connected with more than two thousand students. The Storm Tracker also attended several community events and reached thousands of individuals in the general	4/1/14 - 3/31/15	Eric Finkenbinder, Meteorologist Brett Thackara, Meteorologist Ryan Coyle, Meteorologist Dan Tomaso, Meteorologist	Students got a behind the scenes look at what a Meteorologist does on the job through a virtual tour of the Station's weather department and hands-on experience reading weather instruments. Staff shared the curriculum necessary to become a Meteorologist and their day-to-day responsibilities.
15	Weather Forums	Conducted presentations in the community on weather forecasting for broadcast television. Well over a thousand individuals attended these four events.	4/8/14 4/15/14 10/29/14 11/12/14	Eric Finkenbinder, Meteorologist Brett Thackara, Meteorologist Ryan Coyle, Meteorologist Dan Tomaso, Meteorologist	Staff presented information on various weather-related topics of interest to the community. Attendees gained a good understanding of a meteorologist career at a broadcast television station.
16	Touch-a-Truck Event	Participated in a community event designed to engage the public by allowing exposure to vehicles used in various occupations.	4/26/2014	Deryk Thompson, Photojournalist/SAT Truck Driver	Representative demonstrated the use of satellite equipment essential in news gathering and broadcasting.
17	Penn State College of Communications Alumni Society Panel Discussion	WHTM News Director was panelist for discussion entitled "A New Age for Old Media"	1/7/2015	Dave Jones, News Director	As a member of a panel, the representative spoke about the changes in the broadcasting industry, the move toward multi-platform delivery and the changes necessary to candidates skills to compete in this new age.
18	Job Banks	Participated in broad outreach efforts through the use of job banks and internet programs.	4/1/14 - 3/31/15	Patti Jarvis, Human Resource Manager	WHTM utilizes a number of web-based job banks which are advertised through various organizations and companies whose membership are believed to include substantial participation of women and minorities.

Supplemental Outreach Initiatives

19	Recruiting Outreach Spots	Community Outreach to improve recruiting efforts and expand referral sources.	4/1/14 - 3/31/15	Patti Jarvis, Human Resource Manager	WHTM-TV/abc27 aired a 30-second spot weekly on our Station aimed at enhancing our recruiting efforts to reach organizations, particularly those that service women and minorities, who can refer candidates for job opportunities.
20	Community Outreach to Organizations	Staff participated in community events focused on women, minority and youth such as the Women's Business Forum, Women's Leadership Network, Young Women's Leadership Conference, Junior Achievement and various scholarship fundraisers.	4/1/14 - 3/31/15	Valerie Pritchett, Anchor/Reporter Flora Posteraro, Anchor/Reporter	Staff made presentations about their careers with a goal of disseminating employment information to communities that might not otherwise be aware.