

**WHTM-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2016 - March 28, 2017**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
General Manager	1-4, 6, 9, 13-14, 16-17, 19-20, 24, 26-28, 30-32, 34-35, 37-38	13
All Platform Journalist / Producer	1-4, 6-10, 13-14, 16-17, 19-20, 24, 26-32, 34-35, 37-38	29
All Platform Journalist / Producer	1-4, 6-10, 13-14, 16-17, 19-20, 24, 26-32, 34-35, 37-38	16
Account Executive	1-4, 6-9, 14-17, 19-20, 22-24, 26-32, 34-35, 37-38	7
Account Executive	1-4, 6-9, 14-17, 19-20, 22-24, 26-32, 34-35, 37-38	29
All-Platform Journalist	1-4, 6, 8-9, 13-14, 16-17, 19-20, 22-24, 26-28, 30-32, 34-35, 37-38	13
Local Sales Manager	1-6, 8-11, 14, 16-17, 19-20, 22-35, 37-38	10
Promotion Digital Producer	1-6, 8-9, 11, 14, 16-20, 22-28, 30-32, 34-35, 37-38	35
Reporter (Part-Time)	1-6, 8-9, 11, 14, 16-17, 19-20, 22-28, 30-31, 34-35, 37-38	8
Multimedia Journalist	1-6, 9, 11, 14, 16-17, 19-20, 22-31, 34-38	16
Production Technician	1-6, 8-9, 11, 13-14, 16-20, 22-28, 30-31, 34-35, 37-38	13
Photojournalist	1-6, 8-9, 11, 14, 16-20, 22-28, 30-31, 34-35, 37-38	8
Assignment Editor (Part-Time)	1-6, 8-9, 11, 13-14, 16-20, 22-28, 30-31, 34-35, 37-38	13
Digital Account Executive	1-6, 8-11, 14, 16-20, 22-28, 30-31, 34-38	16
Digital Account Executive	1-6, 8-11, 14, 16-20, 22-28, 30-31, 34-38	8
Digital Assignment Editor	1-6, 8-11, 14, 16-20, 22-28, 30-31, 34-35, 37-38	8
Administrative Coordinator	1-6, 8-11, 14, 16-20, 22-28, 30-31, 34-35, 37-38	8
Production Technician (Part-Time)	1-6, 8-9, 11, 13-14, 16-20, 22-31, 34-35, 37-38	13
Digital Sales Manager	1-6, 9-12, 14, 16-20, 22-28, 30-31, 34-38	12
Account Executive	1-7, 9-11, 14-28, 30-31, 34-38	15
Production Technician PT	1-6, 8-11, 14, 16-20, 22-28, 30-32, 34-38	8

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Graphic Designer	1-6, 9-11, 13-14, 16-20, 22-28, 30-32, 34-35, 37-38	13
Director	2-6, 9-11, 13-14, 16-20, 22-28, 30-32, 34-35, 37-38	13
Production Technician	2-6, 9-11, 13-14, 16-20, 22-28, 30-32, 34-35, 37-38	13

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	AARP Senior Community Service Employment Program Bldg 3-100, 2101 North Front Street Harrisburg, Pennsylvania 17110 Phone : 717-234-5961 Url : <a href="http://www.aarpworksearch.org">http://www.aarpworksearch.org</a> Email : <a href="mailto:swilluski@aarp.org">swilluski@aarp.org</a> Shawn Willuski  Prong 2 Ended Date: 2/3/2017	N	0
2	Bowie State University J.Alexander Wiseman Centre, Rm. 126 14000 Jericho Park Rd. Bowie, Maryland 20715 Phone : 301-860-3825 Url : <a href="http://www.bowiestate.edu">http://www.bowiestate.edu</a> Job Listings Manual Posting	N	0
3	Cheyney University 324 Burleigh Hall, 1837 University Circle P. O. Box 200 Cheyney, Pennsylvania 19319 Phone : 610-399-2033 Url : <a href="http://www.cheyney.edu">http://www.cheyney.edu</a> Job Listings Manual Posting	N	0
4	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	Y	0
5	County of York Veterans Affairs 100 West Market Street York, Pennsylvania 17401 Phone : 717-771-9218 Email : <a href="mailto:tgendron@yorkcountypa.gov">tgendron@yorkcountypa.gov</a> Fax : 1-717-771-4617 Terry Gendron	N	0

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6	Delaware State University Martin Luther King, Jr. Student Center, Suite 333 1200 N. DuPont Highway Dover, Delaware 19901 Phone : 302-857-6120 Url : <a href="http://www.desu.edu">http://www.desu.edu</a> Job Listings Manual Posting	N	0
7	Did not indicate (Source Unknown)	N	3
8	Employee Referral	N	19
9	Howard University C.B. Powell Building, Room 206 525 Bryant Street, NW Washington, District of Columbia 20059 Phone : 202-806-7513 Url : <a href="http://www.howard.edu">http://www.howard.edu</a> Job Listings Manual Posting	N	0
10	Indeed.com - Not Directly Contacted by SEU	N	17
11	Interactive Government 7432 Alban Station Blvd B248 Springfield, Virginia 22150 Phone : 717-861-2547 Email : <a href="mailto:Rebecca.m.kuleba.ctr@mail.mil">Rebecca.m.kuleba.ctr@mail.mil</a> Rebecca Kuleba	N	0
12	Internal Candidate	N	1
13	Internal Transfer/Promotion	N	14
14	K.I. Recruiting 2500 N. 3rd Street Harrisburg, Pennsylvania 17110 Phone : 717-215-2892 Url : <a href="http://www.welcometoharrisburg.com">http://www.welcometoharrisburg.com</a> Email : <a href="mailto:welcometoharrisburg@gmail.com">welcometoharrisburg@gmail.com</a> Rebecca Doctrow	Y	0
15	LinkedIn / Word of Mouth	N	2

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16	Media General Operations 333 E. Franklin Street Richmond, Virginia 23219 Phone : 717-236-2727 Url : <a href="http://www.mediageneral.com/careers">www.mediageneral.com/careers</a> Patti Jarvis Manual Posting	N	9
17	MediaLine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Mark Shilstone	N	0
18	Messiah College 1 College Ave Mechanicsburg, Pennsylvania 17055 Phone : 717-691-6016 Url : <a href="http://www.messiah.edu">www.messiah.edu</a> Carol Hall Manual Posting	N	0
19	National Association of Hispanic Journalist, Region 3 503 Martindale St. Suite 300 Pittsburgh, Pennsylvania 15212 Phone : 850-459-5064 Url : <a href="http://www.nahj12.com">http://www.nahj12.com</a> Email : <a href="mailto:chrisram46@yahoo.com">chrisram46@yahoo.com</a> Chris Ramirez	N	0
20	National Press Photographers Association 3200 Croasdaile Dr. Suite 306 Durham, North Carolina 27705 Phone : 919-383-7246 Url : <a href="http://www.nppa.org">http://www.nppa.org</a> Email : <a href="mailto:tkenniff@nppa.org">tkenniff@nppa.org</a> Thomas Kenniff	N	0
21	Non-Employee Referral	N	1

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22	Office of Vocational Rehabilitation (Harrisburg Office) 555 Walnut St., 8th Floor Harrisburg, Pennsylvania 17101-9977 Phone : 717-346-2788 Url : <a href="http://www.dli.state.pa.us">www.dli.state.pa.us</a> Email : <a href="mailto:ronadavis@pa.gov">ronadavis@pa.gov</a> Fax : 1-717-783-7245 Ron Davis	Y	0
23	Office of Vocational Rehabilitation (York District Office) 2550 Kingston Road, Suite 101 York, Pennsylvania 17402 Phone : 717.771.4407 ext 234 Url : <a href="http://www.dli.state.pa.us">www.dli.state.pa.us</a> Email : <a href="mailto:cmento@pa.gov">cmento@pa.gov</a> Fax : 1-717-771-4421 Caitlin Mento	Y	0
24	PA State University College of Communications Office of Internships & Career Placement 208_D Carnegie Building University Park, Pennsylvania 16802 Phone : 814-863-4674 Url : <a href="http://www.psu.edu">http://www.psu.edu</a> Email : <a href="mailto:rpm163@psu.edu">rpm163@psu.edu</a> Bob Martin	Y	0
25	Pennsylvania Army National Guard Department of Military & Veterans Affairs Building 7-10 FTIG Annville, Pennsylvania 17003-5002 Phone : 717-861-2640 Email : <a href="mailto:jon.m.skipper.mil@mail.mil">jon.m.skipper.mil@mail.mil</a> Fax : 1-717-861-9399 Sergeant Jon Skipper	N	0
26	Pennsylvania Association of Broadcasters 8501 Paxton Street Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Url : <a href="http://www.pab.org">http://www.pab.org</a> Gail Ponti Manual Posting	N	0

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27	Pennsylvania Career Link 100 N. Cameron St. Harrisburg, Pennsylvania 17101 Phone : 717-783-3270 Url : <a href="http://www.cwds.state.pa.us">http://www.cwds.state.pa.us</a> Job Listings Manual Posting	N	0
28	Robert Morris University The PPG Industries Career and Leadership Development Center 6001 University Boulevard Moon Township, Pennsylvania 15108 Phone : 412-397-3200 Url : <a href="http://www.rmu.edu">http://www.rmu.edu</a> Email : <a href="mailto:careers@rmu.edu">careers@rmu.edu</a> Marla Burgess	Y	0
29	Self Referral	N	6
30	Slippery Rock University 124 Bailey Library 1 Morrow Way Slippery Rock, Pennsylvania 16057 Phone : 724-738-2028 Url : <a href="http://www.sru.edu">http://www.sru.edu</a> Job Listings Manual Posting	Y	0
31	Susquehanna University 514 University Avenue Selinsgrove, Pennsylvania 17870 Phone : 570-372-4300 Url : <a href="http://www.susqu.edu">http://www.susqu.edu</a> Email : <a href="mailto:lawtona@susqu.edu">lawtona@susqu.edu</a> Aisulu Lawton	N	0
32	Totton-Peters Communications, Inc. 4611 Clarendon Street Harrisburg, Pennsylvania 17109 Phone : 717-736-0222 Email : <a href="mailto:jmariepeters@yahoo.com">jmariepeters@yahoo.com</a> Joan Peters	Y	0
33	Trade Website	N	2

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34	TVJOBS.com P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> Mark Holloway	N	0
35	WHTM-TV 3235 Hoffman St. Harrisburg, Pennsylvania 17110 Phone : 717-236-2727 Url : <a href="http://www.abc27.com">http://www.abc27.com</a> Patricia Jarvis Manual Posting	N	4
36	Word of Mouth Referral	N	5
37	York College of Pennsylvania Campbell Hall, Room 200 441 Country Club Road York, Pennsylvania 17403 Phone : 717-846-7788 Url : <a href="http://www.ycp.edu">http://www.ycp.edu</a> Job Listings Manual Posting	N	0
38	York PA Productions, LLC 758 West King St. 2nd Floor - Side York, Pennsylvania 17401-3627 Phone : 800-339-0770 Email : <a href="mailto:christopher.simonton@yahoo.com">christopher.simonton@yahoo.com</a> Christopher Simonton	Y	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>83</b>



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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	4/1/2016	Participation in events sponsored by community groups	Several WHTM staff participated in a variety of events throughout the year designed to promote the importance of education and encourage young students to excel in school. A few examples of these community outreach activities include: On September 30, 2016, Valerie Pritchett, Anchor/Reporter, read to 30 students at Londonderry School and on October 17, 2016 to 50 students at Bosler Library, Carlisle, PA. Ms. Pritchett also was a guest reader for Read Across America with 90 students at Highland Elementary School in Camp Hill. James Crummel, Reporter/Anchor, and Kyrie George, Photojournalist, both participated in a 500 Men Reading event in Harrisburg, PA. Mr. Crummel also read to members of the Boys and Girls Club in Harrisburg, participated in a literacy event at Susquehanna Township Middle School and spoke with students at a Writers and Illustrators Summer Camp at Harrisburg Area Community College along with Valerie Pritchett. Eric Finkenbinder, Meteorologist, was a guest reader at Rossmoyne Elementary School on March 10, 2017.	3	Anchor/Reporter Reporter/Anchor Meteorologist Photojournalist
2	4/1/2016	Participation in job banks, internet programs and other programs designed to promote outreach	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. These include Media Line, NPPA, NAHJ Region 3, Pennsylvania Broadcasters Association, TVJobs.com, Collective Talent, K.I. Recruiting and the Pennsylvania Career Link.	1	

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3	4/1/2016	Participation in other activities designed by the station employment unit	Throughout this reporting period, WHTM-TV aired a 30-second spot on our Station that promoted our employment opportunities and general outreach efforts. The spot is aimed at enhancing our recruiting efforts to reach organizations, particularly those that service women and minorities, who can refer candidates for job opportunities at WHTM-TV.	1	Human Resource Specialist
4	4/1/2016	Participation in other activities designed by the station employment unit	WHTM continued the program launched last reporting period called abc27's StormTrack Center Live! WHTM staff members designed a 2-hour presentation for students that focused on the job duties of various News staff when our area experiences extreme weather. The program begins with a 25-minute assembly with two of our meteorologists conducting weather experiments on stage along with a projected presentation and student involvement in demonstrations regarding weather impact on our lives. During the second part of the presentation, students rotate through 8 stations, manned by WHTM staff, to learn the role of each job in covering severe weather. Stations include the following staff and topics: Meteorologists explaining forecasting and the use of the Chroma Key; the Satellite Truck operator demonstrating broadcasting from the field; a Reporter demonstrating live shots; and an Anchor providing a virtual tour of the studio and demonstrating a teleprompter. These events were held at thirteen (13) different elementary and middle schools in our market and reached almost four thousand (4000) students!	5	Meteorologist Meteorologist Anchor Chief Photographer/Operations Manager

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5	4/1/2016	Participation in other activities designed by the station employment unit	WHTM hosted seventeen (17) high school and college age students during this report period who were interested in learning more about various careers in the broadcasting field. These students shadowed employees in News, Digital News, Production, Weather and Sports.	9	
6	4/1/2016	Establishment of an intern program designed to assist members of the community	Sixteen (16) students from nine (9) institutions of higher education participated in our News, Sports and Production 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.	13	
7	4/1/2016	Participation in other activities designed by the station employment unit	Three informational station tours were conducted for approximately thirty-five (35) students and individuals from community groups during this report year. 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.	2	Anchor/Reporter Anchor/Reporter
8	4/6/2016	Participation in Job Fairs	WHTM-TV was the Media Sponsor for the Veterans' Expo and Job Fair, held in York, Pennsylvania on April 6, 2016. In addition to providing wide publicity for the event, station personnel met with prospective employment candidates interested in positions in the broadcast industry. Information about opportunities at the Station was also shared with a number of agencies who can refer candidates to WHTM.	2	Promotions Director Human Resource Specialist

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9	4/6/2016	Participation in events or programs sponsored by educational institutions	On April 6, 2016, Gregory Mace, WHTM-TV's Sports Director, spoke with students in the Communications class at Shippensburg University. Mr. Mace shared with students the best ways to find a job after graduation, what attributes employers look for in a potential employee and what the students can do now to make themselves more employable.	1	Sports Director
10	4/14/2016	Participation in events or programs sponsored by educational institutions	Four staff members participated in the Cumberland Valley High School Careerpalooza: Choice for the Future. Flora Posteraro, Anchor/Reporter, Amanda Peterson, Traffic Reporter and Digital Content Producer, Daniel Tomaso, Meteorologist and Patricia Jarvis, Human Resource Specialist interacted with students and spoke about the academics and practical experience necessary to work in broadcasting. They also reviewed the various media careers available.	4	Anchor/Reporter Traffic Reporter/Digital Content Producer Meteorologist Human Resource Specialist
11	4/27/2016	Provision of training to management	Patti Jarvis, Human Resource Specialist at WHTM-TV, participated in a webinar training provided by Media General's Associate General Counsel Henry Gola that provided an overview and explanation of the FCC's Equal Employment Opportunity rules and policies. The training included methods of ensuring equal employment opportunity and preventing discrimination. This information was applied to the Station's recruiting efforts throughout the year and was used to guide managers through non-discriminatory recruiting practices.	1	Human Resource Specialist

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12	5/6/2016	Listing of each upper-level category opening in a job bank or newsletter	During this reporting period, WHTM recruited for two senior level management positions: Local Sales Manager and Digital Sales Manager. WHTM utilized 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.	1	
13	7/12/2016	Participation in other activities designed by the station employment unit	For three days in July (July 12, 13 and 14, 2016), two educators from Dallastown School District spent the day with WHTM-TV's News Director and other staff observing and learning about careers in the broadcast television industry and what skills are necessary for an individual to acquire a position and be successful. The educators then took what they learned and used the information to update teaching curriculum in their school district.	1	News Director
14	10/3/2016	Participation in events or programs sponsored by educational institutions	Alison Lanyon, WHTM-TV Anchor/Reporter spoke with 20 students in a Journalism class at West Perry High School. Ms. Lanyon shared with the group the daily rigors of being a journalist, the education necessary to pursue a career in broadcast journalism, the importance of internships to prepare for a career and some of the most memorable stories during her own career.	1	Anchor/Reporter

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15	10/26/2016	Participation in Job Fairs	WHTM-TV/abc27 joined representatives from area employers and graduate schools at the job fair held at Messiah College on October 26, 2016. WHTM-TV/abc27 was represented by Director of Broadcast Operations Keith Blaisdell and Human Resource Specialist Patti Jarvis both of whom are managers who have substantial responsibility for hiring decisions. Messiah College offers several majors leading to a career in broadcasting including Broadcasting with concentrations in Broadcast Production and Media Studies; Communications with concentrations in Communications Studies and Film & Digital Media; a new Digital Media degree with a Digital Video and Story concentration; and Journalism. The WHTM-TV/abc27 managers in attendance were able to interact with interested students and promote internship and career opportunities at the Station.	2	Director of Broadcast Engineering Human Resource Specialist
16	11/2/2016	Participation in other activities designed by the station employment unit	WHTM Meteorologists conducted two presentations in the community on weather forecasting for broadcast television. These Weather Forums were held at Big Spring High School on November 2, 2016 and at Camp Curtin Academy on November 9, 2016. 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.	4	Meteorologist Meteorologist Meteorologist Meteorologist
17	11/3/2016	Participation in events or programs sponsored by educational institutions	Gregory Mace, WHTM-TV's Sports Director, spoke with the Communications Class at Harrisburg Area Community College on two different occasions during this report period, on November 3, 2016 and again on March 30, 2017. Mr. Mace covered topics related to careers in the broadcast industry and sports broadcasting.	1	Sports Director

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18	11/15/2016	Participation in Job Fairs	WHTM-TV/abc27 was the Media Sponsor for the Veterans' Expo and Job Fair, held in Lancaster, Pennsylvania on November 15, 2016. The Station provided wide publicity for the event and station personnel met with prospective employment candidates interested in positions in the broadcast industry. Information about opportunities at the Station was also shared with a number of agencies who can refer candidates to WHTM.	2	Human Resource Specialist Promotions Producer
19	2/22/2017	Participation in events or programs sponsored by educational institutions	Daniel Tomaso, Meteorologist, participated in science nights at Red Mill Elementary School on February 22, 2017 and Hillside Elementary School on March 9. Approximately four hundred (400) students at the two schools observed weather experiments designed to demonstrate weather forecasting and to ignite in students an interest in meteorology as a career.	1	Meteorologist
20	3/1/2017	Participation in events or programs sponsored by educational institutions	As an alumni of Messiah College, Keith Blaisdell, WHTM-TV's Director of Broadcast Operations, was asked to speak at their Pizza with Professionals event. These events which are popular with students bring in alumni business leaders to share experiences with the students. This particular event set a record for the best attendance ever - forty-two (42) students came out for the hour-long session. Mr. Blaisdell spoke about WHTM, television as an industry, his own career path, changes in the industry, what recruiters look for in candidates, and skills necessary to be successful. The event can be judged a success since within one day, six students had followed up expressing interest in career or internship opportunities.	1	Director of Broadcast Operations

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21	3/22/2017	Participation in Job Fairs	WHTM-TV/abc27 again participated in the Career Expo Job & Internship Fair at York College of Pennsylvania. The event provides a forum for York College students and alumni to meet employers looking to fill full-time, part-time and internship opportunities. In addition, the Career Expo was opened to students and alumni from the Central Pennsylvania Employment Consortium, a career-focused regional consortia representing sixteen additional colleges and universities. The event, held on March 22, 2017 was attended by Patrick Duggan, Local Sales Manager and Patti Jarvis, Human Resource Specialist who both have substantial responsibility for hiring decisions at WHTM-TV/abc27.	2	Local Sales Manager Human Resource Specialist
22	3/24/2017	Participation in Job Fairs	The eighteenth annual JobExpo.Comm Career/Internship Fair, held this year on March 24, 2017, is a premier event in Central Pennsylvania. Focused exclusively on students and soon-to-be graduates in Penn State's College of Communications, the career expo brings together students in the field of journalism, media studies, film/video, advertising and public relations with recruiters from the Northeast's most highly respected broadcast and cable organizations. Dave Jones, WHTM-TV's News Director and Patti Jarvis, the Stations's Human Resource Specialist, both of whom have substantial responsibility for hiring decisions, attended this event again this year which was held in the Hetzel Union Building's Alumni Hall. The Expo attracted over five hundred seventy-five (575) students with practical relevant experience looking for full-time positions and internship opportunities. This event is always one of the most successful career and internship fairs that we attend.	2	News Director Human Resource Specialist



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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
23	3/27/2017	Participation in events or programs sponsored by educational institutions	Hundreds of students from across WHTM-TV's viewing area participate annually in the Capital Area Science and Engineering Fair (CASEF). This year was the 60th anniversary of the event in which students submit science projects that are judged for scholarship prizes. WHTM-TV Meteorologist Brett Thackara opened the awards ceremony speaking to the group about careers in science and broadcasting and then presented the award from the American Meteorological Society for outstanding project in Atmospheric Sciences.	1	Meteorologist