

Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

Covering the period April 1, 2023 TO March 31, 2024: Stations Comprising Station Employment
Unit: WVIA TV-FM

Section 1: Vacancy information

Full Time Position	Recruitment Source of Hire	Total Number of Interviewees from All Sources	Total Number of Interviewees from Each Source
1. Part Time Intern (2 positions total)	University of Scranton Career Center wvia.org	2	*University of Scranton Career Center-1 *wvia.org-1
2. Broadcast Traffic Coordinator	Ziprecruiter.com	7	indeed.com – 1 *ziprecruiter.com-2 Internal candidate-3 wvia.org -1
3. Marketing and Communications Manager	Indeed.com	6	*Indeed.com-2 Internal candidate-1 Referral-1 Ziprecruiter.com-1 Jobtarget.com-1
4. Report for America (RFA)Reporter	RFA	5	*RFA-5 (Note, RFA is a federally funded national service program that places journalists in local newsrooms to report on under-covered issues and communities. RFA uses a proprietary process to source candidates with matching news organizations. We received a grant from the RFA to fund one full-time Reporter. As a result, RFA pays one half of the Reporter's annual salary)
5. Multimedia Reporter (4 positions total)	wvia.org (the source of 3 hires)	7	*wvia.org – 4 indeed.com – 1 ziprecruiter.com-1 *Internal candidate-1

	internal candidate (the source of 1 hire)		
6. Director of Membership	Referral	2	*referral-1 wvia.org-1
7. Lycoming County Reporter	Indeed.com	4	wvia.org-2 *indeed.com-2
8. Multimedia Producer	wvia.org	2	*wvia.org-1 referral-1
9. Part-Time Production Assistant	indeed.com	2	wvia.org-1 *indeed.com-1
10. News Editor	Referral	3	*referral-1 wvia.org-2
11. Full Time Intern	Referral	1	*referral-1

Source for Hire Indicated with *

See Section 2 for full list of sources used for each position.

Total number of persons hired for reporting period: 15

Total Number of Persons Interviewed During Applicable Period: 41

Appendix 2: Annual EEO Public File Report Form

Covering the Period from April 1, 2023 TO March 31, 2024

Section 2: Recruitment Source Information

Source and name, address, telephone and contact	Total Number of Interviewees from Source	Full Time Positions for which this source was utilized
Indeed.com	4	ALL
wvia.org/career center	8	ALL
jobtarget.com	2	ALL
linkedin.com	0	ALL
Instagram.com	0	ALL
twitter.com	0	ALL
facebook.com	0	ALL
ziprecruiter.com	2	ALL
Referral	1	##3, #6, #8, #11
Internal candidate	2	#2, #3, #5
Association of Fundraising Professionals	0	#6
Fundraisingjobs.com	0	#6
diversityjobs.com (diversitypost)	0	#8, #2
publicmediajobs.org	0	ALL
current.org	0	ALL
militaryhire.com	0	#2
Report for America	5	#4
PR News Online	0	#3
marketingjobs.com	0	#3
African American Marketing Association	0	#3
Talent.com	0	#8
mediabistro.com	0	#8
PA Association of Broadcasters	0	#5, #10
National Alliance of Broadcasters	0	#10
National Association of Black Journalists	0	#10
University of Scranton	1	#1
Nexxt.com	0	#6

Station Outreach Initiatives

During the year April 2023-March 2024, WVIA undertook several outreach initiatives to support our EEO program.

1. Co-sponsor and host of Northeast Pennsylvania Broadcast Employment Fair

- After a post-COVID hiatus of several years, WVIA resumed hosting this free event in our studios **September 21, 2023, 4:00 to 6:00 PM**. With co-sponsor Bold Gold Radio Group, WVIA chose a date and time when job-seekers were most likely to attend, invited more than a dozen area TV and radio broadcasters to participate, and promoted the opportunity on-air for several weeks. Six broadcast groups participated. WVIA, Bold Gold Media, WNEP TV Tegna, WBRE/WYOU TV Nexstar, WOLF/WSWB, WQMY Sinclair, and Times-Shamrock Radio. WVIA Sr. VP Community Engagement Chris Norton spoke with many attendees then distributed their resumes to appropriate department heads and to Director of Human Resources Melanie Andreoli. Photos: <https://flic.kr/s/aHBqjAVK2g>

2. Events with educational institutions related to careers in broadcasting

- a. May 10, 2023 - Students from the Carbondale Area High School came to the studio for a tour and learned about production, engineering, and broadcasting jobs at WVIA.
- b. May 25- Students from the Greater Nanticoke Area School District came to the studio for a tour and learned about production, engineering, and broadcasting jobs at WVIA.
- c. May 26th - Homestead School primary students had a station tour and worked with Education and Production to learn about jobs at WVIA.
- d. August 7th - Wyoming Seminary primary students had a station tour and worked with Education and Production to learn about jobs at WVIA.
- e. August 22, 2023, WVIA hosted a tour for 12 developmentally disabled teens from Goodwill Industries as part of a camp helping individuals with disabilities find employment in their communities and transition to the working world. In addition to touring our studios, Maintenance Engineer Bob Haduch spoke to the students at length about engineering jobs within the television and radio industry, Production Manager Ron Andruscavage showed the students how to use a green screen and how to work a television camera, and Director of Education Alissa Swarts
- f. Students from Commonwealth Charter Academy toured the studio November 7, 2023 from 9:15 until 11 am. WVIA Director of Education Alissa Swarts and other staff spoke about their career interests including engineering, media production, and journalism.

3. Participation in other activities to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might

otherwise be unaware of such opportunities (WVIA employment recruiting improvements)

- WVIA enacted significant improvements this year to our own recruitment outreach. Similar to the previous reporting year, we use targeted keyword searches to improve our reach with diverse candidate pools. Through an application called JobTarget, algorithms do most of the work for all of our job posts. This means that Optimized placements on a variety of websites, including more diverse and niche sites, allow us to run our recruitment efforts more efficiently. By using deep historical analytics, the algorithms automatically optimize our job campaigns/ads to allow us to post on the most relevant job sites to deliver quality and diverse applicants.

Recruitment Contacts

WEBSITES

Indeed

177 Broad Street, 6th Floor
Stamford, CT 0601
Phone: 1-800-462-5848
<http://ads.indeed.com>

www.wvia.org (career center)

100 WVIA Way
Pittston, PA 18640
570-602-1126

Current.org

6930 Carroll Avenue, Suite 350
Takoma Park, MD 20912
www.current.org

Jobtarget.com

www.jobtarget.com
1-860-544-265
Thomas Ide: Account Executive

Association of Fundraising Professionals

4520 City Ave.
Philadelphia, PA 19131
www.afpgpc.com

Militaryhire.com

17 South Main Street,
Suite 201,
Akron, Ohio 44308
1-800-585-3690
www.militaryhire.com

LinkedIn

2009 Stierlin Court
Mountainview, CA 94042
<http://www.linkedin.com>

Twitter

795 Folsom Street, Ste. 600
San Francisco, CA 94103
www.twitter.com

Instagram

Menlo Park, CA 94025
www.instagram.com

Facebook

Menlo Park, CA 94025
www.facebook.com

Diversity Jobs/diversitypost

info@diversityjobs.com
(800) 984-3775

Fundraisingjobs.com

2336 SE Ocean Blvd.,
Unit 380
Stuart, FL 34996
(561) 630-5201
www.fundraisingjobs.com

Public Media Jobs

4400 Massachusetts NW,
Washington, Dist. Columbia 20016
www.publicmediajobs.org

Zip Recruiter

604 Arizona Ave
Santa Monica, CA 90401
www.ziprecruiter.com

Report for America (RFA)

404 W. 5th Avenue, 6th floor
New York, NY 10018

University of Scranton Career Center

Loyola Science Center (LSC) 235.
Scranton, PA 18510

PR News Online

9211 Corporate Blvd., 4th floor
Rockville, MD 20850

Marketingjobs.com

860-437-5700
www.marketingjobs.com

African American Marketing Association

5401 Rampart St Apt 511
Houston, Texas, 77081

Talent.com

5800 Saint Denis St
Montreal, Canada
www.talent.com

Mediabistro.com

825 8th Ave Fl 29
New York, New York 10019

PA Association of Broadcasters

208 N 3rd St
Harrisburg, PA 17101

National Alliance of Broadcasters

1 M Street SE
Washington DC 20003

National Association of Black Journalists

1100 Knight Hall, Suite 3101
College Park, Maryland 20742

Nexxt.com

676 E Swedesford Rd Ste 300
Wayne, PA 19087-1631

www.nexxt.com