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**Annual EEO Public File Report  
Station WLVT  
April 1, 2023 – March 31, 2024**

This report contains the following information:

- Section 1:
  - Full-time Vacancy Information:
    - Job Number
    - Job Title
    - Total Interviewed
    - Interviewed Source
    - Hired Source
    - D.O.H.
    - Total Hired for Reporting Period
    - Total Interviewed for Reporting Period
- Section 2:
  - Recruitment Source Contact Information:
    - Recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080{c}(1)(ii) of the FCC's rules, which are separately identified), identified by name, address, contact person and telephone number.
- Section 3:
  - Long-term Recruitment Initiatives Information:
    - A list and brief description of the longer-term recruitment initiatives.

*For the purposes of this Report, a vacancy was deemed "filled" when the hire accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone, or by e-mail. WLVT*

## Section 1:

Job Number	Job Title	Sources & Contacts	Total Interviewed	Interviewed Source	Hired Source	D.O.H.
1	Social Media Specialist	See Source Contacts	5	LinkedIn (1) Indeed (3) Employee Referral (1)	Referral	06.19.23
2	Assistant News Editor	See Source Contacts	4	LinkedIn (1) Indeed (1) LV News (2)	Indeed	08.16.23
3	Events Associate	See Source Contacts	3	Google (1) Referral (1) Indeed (1)	Indeed	04.10.23
4	Reporter	See Source Contacts	7	LinkedIn (1) Journalismjobs.com (1) Referral (1) Indeed (4)	Referral	04.10.23
5	Partnership Development (3)	See Source Contacts	13	Indeed (4) LinkedIn (4) MP Recruiter (1) Referral (2) Zip Recruiter (1) LV News.com (1)	LinkedIn (1) MP Recruiter (1) Referral (1)	10.02.23 09.11.23 12.29.23
6	Development Coordinator	See Source Contacts	5	Indeed (3) LinkedIn (1) Referral (1)	Indeed	09.25.23
7	Grants Administrator	See Source Contacts	9	Indeed (4) LinkedIn (4) Careerbuilder (1)	LinkedIn	09.26.23
8	Education Program Cd.	See Source Contacts	4	Indeed (2) LinkedIn (1) Referral (1)	Referral	10.30.23
9	Early Childhood Education Specialist	See Source Contacts	3	Indeed (1) LinkedIn (1) MP Recruiter (1)	MP Recruiter	10.30.23
10	HR Generalist	See Source Contacts	3	LinkedIn (1) Indeed (1) Google (1)	LinkedIn	11.27.23
11	Digital News Content Producer	See Source Contacts	1	Indeed (1)	Indeed	10.30.23
12	Director, Human Resources	See Source Contacts	8	Indeed (8)	Indeed	01.22.24
13	Director, Marketing	See Source Contacts	5	Indeed (3) Referral (2)	Indeed	01.16.24
14	VP Digital Sales	See Source Contacts	1	Rice Cohen Int. (1)	Rice Cohen Int.	11.30.23
15	Digital News Content Producer (2)	See Source Contacts	5	Indeed (2) Zip Recruiter (1) Journalism Jobs (1) LinkedIn (1)	Indeed (1) Zip Recruiter (1)	03.11.24 03.11.24

Total number of individuals hired during the applicable reporting period – **18**.

Total number of individuals interviewed during the applicable reporting period - **76**.

## Section 2:

Job Numbers	Source	Address	Contact	Telephone	Notification Required
7	Association for Fundraising Professionals	4200 Wilson Blvd. #480 Arlington, VA 22203	Electronic	703.684.0410	No
1,2,4,5,11,13	Corporation for Public Broadcasting	401 9th Street, NW Washington, DC 20004-2129	Electronic	202.879.9600	No
1,3,4,5,6,8,13	Referrals	839 Sesame Street Bethlehem, PA 18015	Stephen Budihas	610.867.4677	No
1,2,4	FIA Now Employment Solutions	164 E Elm Street Allentown, PA 18109	Lindsay Watson	866.519.4446	No
13	Greater Public	P. O. Box 303279 Austin, TX 78703-0055	Electronic	800.454.2314	No
1,2,3,4,5,6,7,8,9, 10, 11,12,13,14,15	i-Solved Applicant Tracking System	500 Cummings Center Ste 4900 Beverly, MA 01915	Ashley Pfaltzgraff	978.488.0794	No
2,4,11,15	Journalismjobs.com	Tigerlabs 252, Nassau Street Princeton, NJ 08542	Electronic	510.508.7386	No
1,2,4,11,15	Lehigh Valley News.com (website)	839 Sesame Street Bethlehem, PA 18015	Stephen Budihas	610.867.4677	No
2,3,4,5,6,7,8,9, 10, 11,12,13,15	MP Recruiters	500 Cummings Center Ste 4900 Beverly, MA 01915	Ashley Pfaltzgraff	978.488.0794	No
1,2,4,11	National Association Black Journalists	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	Electronic	301.405.0248	No
1,2,4,11	National Assoc. of Hispanic Journalists	1050 Connecticut Ave, NW 5th Floor Washington, DC 20036	Electronic	866.624.5674	No
1 through 15	WLVT.org (website)	839 Sesame Street Bethlehem, PA 18015	Stephen Budihas	610.867.4677	No
14	Rice Cohen International	301 Oxford Valley Road Suite 1506A Yardley, PA 19067		215.321.4100	No
12	SHRM Lehigh Valley Website	P.O. Box 270 Coopersburg, PA 18036	Anelis Kelley	610.437.3266	No

### i-SOLVED WEBSITES (23)

Adzuna, AppCast, CareerCentric Organic (US Only), CareerJet, Indeed, Indeed Organic (including Glassdoor), Job Inventory, JobBoost, Jobbydoo, JobCase, JobisJob, Jooble, LinkedIn Organic, LinkUp, Monster Controlled (USA Only), MyJobHelper, Oodle.com, Recruit.net, SimplyHired, Talent.com, Trovit, Upward.net, ZipRecruiter Organic

**All job posting are distributed to these websites through i-Solved**

### Section3:

#### Internship Program

- WLVT has an established **internship program** designed to assist members of the community to acquire skills needed for broadcast employment.
- In 2023-2024, WLVT continued to offer Spring, Summer, and Fall internships that assist members of the community to acquire skills needed for broadcast employment in production, news, marketing, and philanthropy. We had eight (8) interns from Spring 2023 to Spring 2024.

Intern	Semester	Department	Source	Staff Advisor
Julia Marx	Spring 2023	Marketing Communications	Lehigh University	Ron Ticho
Sarah Bunday	Spring 2023	Marketing Communications	Lehigh University	Ron Ticho
Ella Morrissey	Spring 2023	Marketing Communications	Lehigh University	Ron Ticho
James Zipprodt	Spring 2023	TV/Video Production	Kutztown University	Javi Diaz
Grace Long	Spring 2023	TV/Video Production	Kutztown University	Javi Diaz
Isabella Insingo	Spring 2024	Digital Journalism	Lehigh University	Jim Deegan
Ella Fino	Spring 2024	Radio Journalism	Lehigh University	Brad Klein
Cindy Ritter	Spring 2024	Education	Lehigh Carbon Community College	Cate Reifsnyder

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## General Recruitment Outreach Efforts

- Think.Public.Media
  - Participation in Think.Public.Media's 2024 Public Media Village. This supports 30+ Public Media Organizations that come together under one unifying banner at various minority journalist conferences such as the National Association of Black Journalists and the National Association of Hispanic Journalist. Rachel Knoblach, HR Generalist managed WLVT's use of the Think.Public.Media database which provided access to all conference attendee resumes.
- LINC
  - WLVT-TV continues an alliance with LINC, a non-profit organization that works to advance diversity, equity, and inclusion (DEI) in the workplace through its DEI Community (membership) and its connections to resources and practitioners that have furthered DEI efforts in the community. LINC uses these resources to assure their client companies seeking to attract and employ people of color are successful by helping candidates and newly hired employees build community connections and make a new home in the Lehigh Valley.

## Community Partners

We promote community partnership outreach through the following partners. WLVT-TV leverages these partners and a group of approximately thirty (30) members in its volunteer program to further WLVT's community outreach.

- Community Partners
  - American Red Cross
  - Society of Volunteer Administrators of the Lehigh Valley
  - United Way of the Lehigh Valley
- Local companies *such as*:
  - Capital Blue Cross
  - Crayola
  - PPL
  - Shift4
  - Uninvest Bank and Trust Co.
  - BSI Corporate Benefits
- School newsletters and websites *such as*:
  - Bethlehem Area School District
  - Lehigh Carbon Community College
  - Lafayette College student relations
  - DeSales University
  - Lehigh University
  - Cedar Crest College
- Volunteer Websites *such as*:
  - Volunteer Center of the Lehigh Valley
  - Volunteer Match
  - PBS39 website

- Social media *such as*
  - PBS39 Facebook and Instagram pages
  - LinkedIn
  - PBS39 and LehighValleyNews.com email newsletters.

For the period **April 1, 2023, to March 31, 2024**, WLVT participated in the following events in the community to inform and educate members of the public about WLVT.

- Juneteenth Festival
  - At SteelStacks campus on June 17, 2023, providing mascot appearances with TeleBear and Corey the Apple, story readings, free resources, and materials. Six (6) volunteers from Junior League and PBS39 community volunteers.
    - Dates: 06/17/2023
    - WLVT Staff: Lucia Gajda, Director Events
- Art in the Park
  - Participated by having a tabling opportunity in Allentown PA, providing free materials and program information about WLVT. Three (3) community volunteers participated.
    - Dates: 09/13/2023
    - WLVT Staff: Lily Dearworth, Development Project Coordinator
- Hispanic Heritage Night
  - Sponsored by the Bethlehem Area School District, providing bilingual resources for parents and district-wide middle-school students. Two (2) community volunteers, one (1) volunteer from DeSales University.
    - Dates: 09/28/2023
    - WLVT Staff: Lucia Gajda, Director Events
- Community Family Day
  - Sponsored by Zoellner Arts Center, providing educational activities and program materials with free resources. Five (5) community volunteers participated.
    - Dates: 10/14/2023
    - WLVT Staff: Deja Frazier, Events Associate
- Be My Neighbor Day
  - Volunteers will aid in checking in guests, ensuring safe photo opportunities with Daniel Tiger, help children complete crafts, and other duties over the four (4) hour event. Ten (10) volunteers from groups including Easton Kiwanis Club, PPL, Junior League, DeSales University, and community members sourced from our network helped disseminate information about WLVT programs and what we do as an organization.
    - Dates: 03/23/2024
    - WLVT Staff: Lucia Gajda, Director Events

## Educational Programs

- PBS39 2023 Summer Series
  - Comprised of nine (9) free public events each Tuesday and Thursday June 27<sup>th</sup> through July 27<sup>th</sup> providing popular STEM activities and music/movement for young families. We hosted sessions each Tuesday and Thursday at 11AM.
    - Dates: 06/27,29/2023; 07/6,11,13,18,20,25,27/2023
    - WLVT Staff: Cate Reifsnyder, Director Education  
Carla Kohler, Manager Education
- PBS39 Scholastic Scrimmage
  - Held in person competitions for the 49<sup>th</sup> season! There were thirty-two (32) games in total taped on sixteen (16) taping dates. This was possible with the invaluable services of six (6) volunteer judges (educators) and one (1) community volunteer to help at each game. WLVT hosted a total of twenty-eight (28) high schools, their coaches, and their teams (196 students) from seventeen (17) area districts.
    - Dates: 10/10,11,12,24,25,26/2023; 11/01,15,16,29,30/2023;  
12/06,07,14/2023; 01/11/2024; 03/26/2024
    - WLVT Staff: Cate Reifsnyder, Director, Education  
Carla Kohler, Manager, Education  
Alana Andreyko, Educational Outreach Specialist  
Theresa Lessey, Education Outreach Specialist  
Javier Diaz, Director, Production

## Broadcast Career Educational Programs

### Good News@PBS39

A comprehensive program offering students a pathway to exposure, education, and hands-on experiences in the many careers related to media production/news.

- PBS39 Mobile Production Unit School Visit
  - These visits offer hands-on experience with production professionals demonstrating equipment used in the field, offering students the opportunity to work behind the scenes and in front of the camera to record student written interviews with teachers, school announcements, or current events. Eight (8) classes grades 5<sup>th</sup> through 8<sup>th</sup> totaling one hundred fifty (150) students. These engagements included presentations and Q&A with journalists from Lehigh Valley News.com.
    - Dates: 3/05/2024
    - WLVT Staff: Javier Diaz, Director Production
- PBS39 Good News Tour
  - Classes tour our studio and production rooms. We held discussions about various career opportunities hosted by representatives from those departments followed by a Q&A session. Students have a green screen experience; they may record school announcements in our studio and/or record a PBS39 Station break for broadcast. Students can work in front of and behind the camera. Students receive a media kit

to promote digital storytelling. We have hosted seven (7) classes from Northern Lehigh (11/01/23), William Allen (11/01/23), 21st Century Learning (06/16/23), Charter Arts (02/22&24/24), Northeast (04/22/23), totaling one hundred and three (103) students.

- Dates: See above.
- WLVT Staff: Cate Reifsnyder, Director, Education  
Carla Kohler, Manager, Education  
Alana Andreyko, Educational Outreach Specialist  
Theresa Lessey, Education Outreach Specialist  
Javier Diaz, Director, Production

### **Career Opportunities**

- World of Work Learning Series
  - The program was offered in partnership with Cops n Kids to one hundred thirty-five (135) giving young learners aged 2-8 yrs. an opportunity to explore various careers with hands on learning. Four (4) sessions each from 11AM-1PM featuring various careers and experts in the field (i.e. candy makers, fashion designers, engineers, farmers, broadcasting).
  - Dates: 04/12/2023, 05/10/2023, 02/14/2024, 03/20/2024
  - WLVT Staff: Cate Reifsnyder, Director, Education  
Carla Kohler, Manager, Education  
Alana Andreyko, Education Outreach Specialist  
Theresa Lessey, Education Outreach Specialist

### **Equal Employment Opportunity Training Program**

- CPB Harassment and Bias Prevention Training
  - Approximately sixty-five (65) employees received training covering methods to ensure equal employment opportunities and prevent discrimination.
  - Dates: January 2023 through September 2023
  - WLVT Staff: Laura Hamel, HR Director