



**Annual EEO Public File Report
WLVT
April 1, 2019 – March 31, 2020**

This report contains the following information:

1. A list of all full-time vacancies filled by the station.
2. For each such vacancy, the 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.
3. The recruitment source that referred the hiree for each full-time vacancy.
4. Data reflecting the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the licensee's recruitment initiatives.

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



**Appendix 1 to
Annual EEO Public File Report Form**
Covering the Period from April 1, 2019 to March 31, 2020
Station WLVT-TV

Section 1: Vacancy Information

EEOC Matrix April 1, 2019 – March 31, 2020				
Job # and Job Title	Recruitment Sources Used	Total Number of Interviewees from All Sources	Total Number of Interviewees from Each Source	Source of Hire
1. Ass. Production Engineer	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; FIA NYC	3	wlvt.org - 2 Indeed - 1	Wlvt.org
2. Master Control Operator - PT	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; FIA NYC	2	Indeed- 1 FIA NYC - 1	FIA NYC
3. Facilities Manager - PT	wlvt.org.; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; Association of Fundraising Professionals	2	wlvt.org - 1 Indeed - 1	wlvt.org
4. Director HR	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; FIA NYC; NAHJ Career Center;	2	wlvt.org - 1 Indeed - 1	wlvt.org - 1
5. Multimedia Reporter	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; FIA NYC; NAHJ Career Center; Asian American Journalists	3	wlvt.org - 2 Indeed - 1	wlvt.org



	Association; Online News Association Career Center			
6. Sr. Audio Engineer	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	2	wlvt.org - 2	wlvt.org
7. Production Engineer	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	3	wlvt.org - 2 indeed - 1	wlvt.org
8. Program Coordinator LVR	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	3	wlvt.org - 2 indeed - 1	Indeed
9. Education Program Coordinator PT (Changed to FT, now one position instead of two))	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; FIA NYC	1	Indeed- 1	Indeed
10. Editor/Director	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	3	wlvt.org - 2 indeed - 1	Wlvt.org
11. Director, Radio Operations	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; CPB, Greater Public, NAHJ Career Center; Asian American Journalists Association; Native American Journalists Association; Radio/TV News Dir Assoc; Public Media Journalists Association; National Association of Black Journalists, Current.org	3	Internal 1, website 2	Internal



12. News Radio Director	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; FIA NYC, NAHJ Career Center; Asian American Journalists Association; Native American Journalists Association; Radio/TV News Dir Assoc; Public Media Journalists Association; National Association of Black Journalists; Current.org	3	Indeed 2, referral	referral
13. Radio Anchor/Reporter NPR News	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; NAHJ Career Center; Asian American Journalists Association; Native American Journalists Association; Radio/TV News Dir Assoc; Public Media Journalists Association; National Association of Black Journalists; Current.org, Temple U	F2F-1 Phone - 3	Indeed 2, referral 1	referral
14. Chief Revenue Officer	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	3	3- Referral	Referral
15. Producer/Editor	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	1	Internal	internal
16. Production Assistant	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	4	Indeed 1, website 2, referral 1	referral



17. Digital Content Producer – Radio (Part-time)	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown;	3	Indeed 1, referral 1, website 1	website
18. Traffic and Continuity Manager	WLVT.org- no other postings, offered to candidate for Dir. Radio Ops.	1	Interviewed for another position but came through website	Interviewed for another position but came through website
19. Public Relations and Marketing Manager	wlvt.org, Indeed	4	Indeed 1, referral 1, website 2	referral
20. Local PM Anchor/Reporter Radio News	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown, Current.org, Greater Public	4	Columbia website 2	Columbia website
21. Membership Project Coordinator	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown	5	Indeed 3, website 2	Indeed
22. Director Major Gifts	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; Current.org, Greater Public	3	referral 2, website, 1	referral
23. Facilities Technician - PT	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown	3	Indeed 2, volunteer 1	volunteer
24. Sponsorship Sales Account Executive	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; Current.org, Greater Public	2	Website and member 1, interviewed previously 1	interviewed previously



25. Membership Events Coordinator	wlvt.org.; indeed.com; Hispanic Center of Lehigh Valley; Promise Neighborhoods of Lehigh Valley; NAACP Bethlehem/Allentown; Current.org , Greater Public	2	Website and referral	website
26. Traffic and Continuity Manager	wlvt.org; Indeed;	3	previous employee 1, website 1, indeed 1	Indeed
32 positions became available from 7/1/19 to 2/28/19- 19 new hires, 5 convert contractor, 7 internal promos, 2 open, 4 replacements				



**Appendix 2 to
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Station WLVT-TV

Section 2: Recruitment Source Information

Source	Total Number of Interviewees from Source	Source used for Job #
wlvt.org 839 Sesame St. Bethlehem, PA 18015 610-867-4677 Laura Hamel	33	1-26
FIA NYC 164 East Elm St Allentown, PA 18109 866-519-4446 Lindsay Watson	1	1,2,4,5,9
Hispanic Center of Lehigh Valley 520 E 4th St Bethlehem, PA 18015 (610) 868-7800 Lorna Valazquez	0	1-17, 20-25
Promise Neighborhoods of the Lehigh Valley 1101 Hamilton Street, Suite 345-346 Allentown, PA 18101 (610) 351-4288 Yamil Sanchez	0	1-17, 20-25
NAACP Bethlehem/Allentown Bethnaacp.org 610-866-2078 Esther M. Lee	0	1-17, 20-25
National Association of Hispanic Journalists http://nahj.org/ PO Box 117 Windsor, CA 95492 info@nahjcareers.org 626-792-3846	0	4,5,11,12,13
ASIAN AMERICAN JOURNALISTS ASSOCIATION https://www.aaja.org/ 5 Third St. Suite 1108 San Francisco, CA 94103 national@aaja.org 415-346-2051	0	4,5,11,12,13
Online News Association https://journalists.org/ 1111 North Capitol Street NE, Second Floor Washington, DC 20002 irving@journalists.org 202-503-9222	0	5



Indeed.com	23	1-17, 19-26
Current.org 4400 Massachusetts Avenue, NW Suite LL05 Washington, DC 20016-8122	0	12-14, 24, 27, 30-31
Public Media Journalist Association P.O. Box 838 Sturgis, SD 57785 605-490-3033 Email Terry Gildea: terry@pmja.org	0	11,12,13
CPB.org https://www.cpb.org/jobline	0	11
Radio/TV News Director Association The National Press Building 529 14th Street, NW, Suite 1240 Washington, D.C. 20045 https://www.rtdna.org/	0	11,12,13
Asian American Journalists Association 5 Third St. Suite 1108 San Francisco, CA 94103 Phone: 415-346-2051 Fax: 415-346-6343 national@aaaja.org	0	11,12,13
Native American Journalists Association https://najanewsroom.com/contact/	0	11,12,13
National Association of Black Journalists 1100 Knight Hall, Suite 3101 College Park, Maryland 20742 Phone: (301) 405-0248	0	11,12,13
Greater Public (800) 454-2314 401 North 3rd Street, Suite 601 Minneapolis, MN 55401 https://www.greaterpublic.org/contact-us/	0	11,22,24,25



**Appendix 3 to
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WLVT

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WLVT-TV

1. Internship Program:

- In 2019-2020, we continued to offer Spring, Summer and Fall internships for credit and paid internships in production, marketing, and content.
- Interns were from local and regional colleges and universities, including: DeSales University, Gettysburg College, Lehigh University, Muhlenberg College, and Seton Hall University.
- Interns were also from other colleges including: Savannah College of Art & Design and Pittsburgh Technical College.
- We also had 2 Temple University Occupational Therapy Fellows - July and August evaluate sensory friendly options for in person programs.
- During the reporting period, 12 students were trained through our internship program

2. Other Programs designed to promote outreach generally.

WLVT-TV has had approximately 80 members in its volunteer program during the reporting year. Volunteers are from all-around the Greater Lehigh Valley and Philadelphia. Some volunteers are from local schools such as Northampton Community College and Lehigh University. Many interns choose to continue service to PBS39 by serving as volunteers once their internship session is over.

Volunteer opportunities are open to anyone in the community who would like to be involved. Young adults under the age of 18 are also welcome to volunteer with adult supervision. We promote outreach through:

- Community Partners
 - American Red Cross
 - Senior Corps RSVP of Lehigh, Northampton, and Carbon Counties
 - Society of Volunteer Administrators of the Lehigh Valley
 - United Way of the Lehigh Valley
- Local companies *such as*:
 - Capital Blue Cross
 - Crayola
 - PPL
- School newsletters and websites *such as*:
 - Bethlehem Area School District
 - Lehigh Carbon Community College
- Volunteer Fairs and School Events *such as*:
 - 4/26/2019 at the Annual Spring Senior Fair sponsored by State Rep. Jeanne McNeill and State Sen. Lisa Boscola
 - 4/27/2019 at the Red Cross Sound the Alarm Day
 - 5/17/2019 at the Spring Senior Fair sponsored by Rep. Schlossberg and Rep. Schweyer



- 9/28/2019 Arthur's World at Reading Public Museum
- Volunteer Websites *such as*:
 - Volunteer Center of the Lehigh Valley
 - Volunteer Match
 - PBS39 website

One event that exemplifies our volunteer breadth was “TedXLehighRiver,” held on March 10, 2020 here in our studios. We welcomed 3 student volunteers (*Bethlehem Area School District, New Jersey City University*), 1 corporate volunteer (*PPL*), and 2 community volunteers. These volunteers supplemented the need for extra hands at this event alongside PBS39 staff and existing volunteers.

We participated in a volunteer focus group with The Volunteer Center on March 10, 2020 to examine trends and needs. While events are on hold beginning March 16, 2020, we are finalizing a volunteer survey for current volunteers, compiling opportunities to distribute to email contacts and partner organizations, and exploring continued recruitment opportunities in FY21. Volunteer applications, clearance instructions, volunteer opportunities, and information about corporate volunteering are listed on our website www.wlvt.org/volunteer.

3. **Events with Educational Institutions Relating to Broadcasting Careers.**

Management and production staff participated in providing classroom teaching and field experience about careers in broadcasting/media to approximately 140 high school and college students in programs such as:

- Career Awareness days in schools
 - January 24-28 2020 - Holy infancy 5-8th grade production and broad cast outreach 52 students
 - Central Elementary March 2, 2020 journalist presentation 27 students
 - The Iacocca Global Entrepreneurship Intensive at Lehigh University- 7 international students worked for 6 weeks on understanding public media and challenges specific to PBS39.
- Our outreach tabling involves engaging the public with the work done by WLVT including broadcasting and community education. We share station resources like our multimedia education assets, and forge connections with our community.
 - Donegan Elementary. September 5th, 2019. 100 participants.
 - Holy Infancy Elementary. September 11th, 2019. 50 participants.
 - Explore Kindergarten Day- Capital Blue Cross Partnered for September 28 -56 participants
 - Allentown Diocesan Convention. October 14th, 2019. 125 participants.
 - Family Learning Engagement-Lucy Hart Paulson October 13th 22 Families engaged in family learning.
 - LCCC Literacy Night. October 24th, 2019. 65 families.
 - Literacy Day. November 22nd, 2019. 106 participants.

4. **Community Events to educate members of the public as to broadcasting opportunities.**

- July 1, 2019, more than 100 Lehigh University International Global Village students including Mandela Fellows from Africa studying at Lehigh University came for a tour of the station and discussion about public media led by Yoni Greenbaum, Chief Content Officer, PBS39.



- *Good News @ PBS39* field trips from Freedom and Liberty High Schools, Salisbury Middle School, Donegan Elementary, and CAI, Moravian Academy visited us giving 287 students the opportunity to participate in the production experience.

5. **Training Programs for station personnel to acquire skills.**

Approximately 60 employees received ongoing training to increase their leadership, project management skills, anti-harassment training, and financial wellness through off-site programs and on-site Lunch and Learn opportunities. Two specific programs were the:

- Bank of America/Merrill Lynch, presented a “Financial Fundamentals” workshop with Derrick Barkley, Financial Wellness Specialist, to 15 station team members.
- In August 2019, all station team members, participated in an Anti-Harassment training provided by the CPB.
- January 26th through January 29th, 202, National Educational Telecommunications Association Conference: All Education Staff attended the annual NETA Conference to network with other educational telecommunications professionals to share best practices and exchange novel strategies to enhance public broadcasting and education.
- Ready to Learn Training- September 18-20, 2019, Boston MA for RTL Education Program Coordinator training for newest PBS RTL Program release for Family and Community Learning Engagements NETA. January 26th through January 29th, 2020.