

EEO Public Inspection File Report
March 31, 2019

Period: This report covers the period from April 1, 2018 through March 31, 2019.

Station: The station included in the Employment Unit covered by this Report is WICU-TV, Erie, PA.

Vacancy-Specific Recruitment Information:

During the period covered by this report, the Employment Unit had three vacancies for full-time positions at the station. The following table presents information on those vacancies and the recruitment sources used to fill those vacancies. The alphabetical references in the table regarding recruitment sources refer to the lettered Recruitment Source List attached as Exhibit A to this report.

Job Vacancies and Recruitment Information

<u>Job Title</u>	<u>Recruitment Sources Utilized</u>	<u>Recruitment Sources of Interviewees # of Interviewees</u>	<u>Recruitment Source of Hire</u>
Director of Digital Sales	d,i,k	i - 1, k -4, d -1	k,d
Multimedia Journalist	B,b,d,e,k,l	d - 9, b - 2, l - 3, e - 4	e,d
W/E Meteorologist	d,l,o	o - 1	o
Technical Director	d,k,l	d - 3, k - 1	d,k
Human Resources	d,k	k - 2	k
Graphic Artist	d	d -1	d
Producer	b,d,k,l	l - 1, d - 1	d

The following table summarizes the total number of job interviews during the reporting period and the referral sources for those interviewees.

Interview Source	Number of Interviewees referred
www.erienewsnow.com	15
www.Indeed.com	7
www.TvJobs.com	2
www.Linkedin.com	4
www.facebook.com	1
Employee Referrals	4
Career Fairs	1

Total Interviews: 35

Employment Unit Outreach Efforts

The Employment Unit completed the following outreach activities during the reporting period covered by this report:

1. Event Sponsored by Educational Institution.

On-air personalities made 7 appearances to read to children at several different elementary schools as part of the Read Across America program, which took place in different schools mostly in the Erie School District. The event honors the anniversary of the birthday of Dr. Seuss.

Matt Knoedler moderated Hi-Q competition at Penncrest School District

One Anchor was a guest reader at the Achievement Center. The Achievement Center is designed to meet the unique needs of children and adolescents who are experiencing emotional, physical, or behavioral challenges.

Sports Reporter, John Lydic spoke and taught at a Media Workshop at Waynesburg University.

2. Internship Program.

We had three interns in our News Department. Two worked with reports, anchors and producers learning the daily duties of an MMJ. One was a student at Penn State University and another from St. Vincent College. The other worked with our sports department and was a student at University of Toledo.

We had one intern in our Accounting Department, he worked with our Business Manager and Controller. He was learning various accounting and banking functions. He was a student at Gannon University.

We also had three externs in our Sales Department working with the Account Executives, learning how to go on sales calls and make sales packages.

During this time we had four students job shadow the News Department. They were attendees at the following schools:

- Erie High School
- Harborcreek High School
- Girard High School

3. Event Designed to Disseminate Information about Broadcast Careers.

Five employees from the news, weather and sales department spoke at Meadville Middle School Career Days about careers in TV.

Brianna Carle attended the Career Fair at Zem Zem Shrine Club

Brianna Carle and John Lydic attended Career Day at R.B. Wiley School

Kara Coleman is on the board and attends meetings for Hooked on Books for Kids.

Meteorologist David Wolter spoke at Grandview Elementary School. He discussed basic weather terms, weather safety, and what it takes to become a television Meteorologist.

Mike Ruzzi hosted Journalism day at Edinboro University.

Two employees from our Sales Department spoke at the Erie Downtown Partnership which is a non-profit to improve and develop business in Erie

Lori Frauenknecht spoke at Pennsylvania Business Week, Youngsville HS

Group tours were also conducted during the reporting period. These groups included students from the following schools and groups:

- Group of three elementary school children and two adults (walk-ins)
- Fort LeBoeuf HS 15 students/12 adults (grades 10-12)
- Collegiate Academy 10 students/3 adults (grades 10-12)
- Erie Bank 5 adults

Group of two elementary school children and one adult (walk-ins)

For these group members it is a chance to see a working news operation and learn more about the careers that exist at a television station.

Several employees in the sales, business, and news department attended the Career Fair at Penn State Behrend.

Exhibit A
Employment Unit Recruitment Sources

- A. Erie Times News, 205 West 12 Street, Erie, PA 16354
- B. Frank Magid Associates, One Research Center, Marion, Iowa 52302
- C. Blaine Butler, butler@emerson.edu – Butler College
- D. Booker T Washington Center – wjeffress@btwcenter.org
- E. Duquesne University – careerservices@duq.edu
- F. Erie Branch NAACP – dsmith-frazier@phcse.org
- G. Erie County Technical School – eshaffer@ects.org
- H. Gannon University – cdes@gannon.edu
- I. Grove City College – career@gcc.edu
- J. Hispanic American Council – aldiorg@hotmail.com
- K. Indiana University of PA (IUP) – career-services@iup.edu
- L. John Carroll University – cmarco@jcu.edu
- M. Juniata College - info@juniata.edu
- N. Kristine Doppelheuer – doppelheuer@calu.edu
- O. Slippery Rock University – lisa.theodorson@sru.edu
- P. Mercyhurst College – bsheridan@mercyhurst.edu
- Q. Penn State Erie – recruitbehrend@psu.edu
- R. Penn State New Kensington – xjs8@psu.edu
- S. Pittsburgh Technical Institute – careerservices@pti.edu
- T. Robert Morris University – broman@rmu.edu
- U. Saint Francis University – atercek@francis.edu
- V. Saint Vincent College – careers@email.stvincent.edu
- W. St. John Fisher College – mcardin@sjfc.edu
- X. Tri-State Business Institute – tsbiamissions@tsbi.edu
- Y. Edinboro University – CareerDevelopment@edinboro.edu
- Z. University of Pittsburgh @ Johnstown – jcareers@pitt.edu
- a. Washington & Jefferson College – rcross@washjeff.edu

- b. TVJobs – www.tvjobs.com
- c. Medialine – www.medialine.com
- d. WICU website - www.erienewsnow.com
- e. Employee referrals
- f. Walk-in applicants
- i. Career Fair
- j. www.monster.com
- k. www.indeed.com
- l. www.linkedin.com
- m. The Jamestown Post-Journal
- n. The Times Observer
- o. www.facebook.com

Note: None of these sources are entitled to vacancy notifications.