

Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

Covering the period April 1, 2021 TO March 31, 2022: 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. Chief Development Officer	CDP	2	*CDP – 1 wvia.org – 1
2. IT Technologist	Jobtarget.com	4	indeed.com – 1 *jobtarget.com - 3
3. News Director	Referral	8	*Referral – 1 wvia.org – 6 indeed.com – 1
4. Multimedia Producer	wvia.org	4	wvia.org – 2 indeed.com - 2
5. Multimedia Reporter (3 roles)	wvia.org	13	*wvia.org – 8 indeed.com – 4 ziprecruiter.com - 1
6. Director of Finance & Accounting (Chief Financial Officer and General Counsel)	Referral	1	*Referral – 1
7. Manager of Grants	wvia.org	3	*wvia.org – 3
8. Corporate Development Representative	NONE	Not filled	N/A

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: 9

Total Number of Persons Interviewed During Applicable Period: 35

Appendix 2: Annual EEO Public File Report Form

Covering the Period from April 1, 2021 TO March 31, 2022

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	8	ALL
wvia.org/career center	20	ALL
current.org	0	ALL
jobtarget.com	3	ALL
CDP	1	#1
Internal Referral	2	#3 and #8
Accounting & Financial Women's Alliance	0	#6
Association of Fundraising Professionals	0	#7
Association of Media & Publishing	0	#5
linkedin.com	0	ALL
Instagram.com	0	ALL
twitter.com	0	ALL
facebook.com	0	ALL
journalismjobs.com	0	#5
diversityjobs.com	0	ALL
publicmediajobs.org	0	ALL
ziprecruiter.com	1	ALL
nexxt.com	0	#6
salesheads.com	0	#8
diversityworking.com	0	#6
National Association of Black Journalists	0	#5
National Hispanic Media Coalition	0	#5
Upwork.com	0	#7

See below for recruitment source contact information.

Covering the Period April 2021- March 2022

Station Outreach Initiatives: For much of the year ending March 31, 2022 the WVIA studios were closed to most public visitors and gatherings and most staff worked from home. Despite the COVID-19 pandemic restrictions, WVIA nevertheless undertook several initiatives to support our EEO program.

Hosting Job Fair: Northeast Broadcast Employment Fair: This annual event co-sponsored by WVIA Public Media (WVIA-FM/TV) and Bold Gold Media WBS, LP Licensee/Operator of WWRR WICK WYCK WTRW WCDL, normally held at WVIA Public Media studios in Pittston, PA, had to be canceled due to the pandemic and company policy restricting in-person gatherings. Plans are to resume this annual event in March 2023.

Internship Program: WVIA maintains an active internship program, offering career prep training to students from many regional colleges in a variety of departments. These are structured internship educational experiences, but we have transitioned from unpaid internships for college academic credit to paid compensation for students. Although most regional colleges restricted in-person instruction during the pandemic, WVIA supervised two (2) internships this year.

- Fall and Spring Semester (August 2021- April 2022) Intern-Pete Brier. Responsibilities are: Radio production, Chiaroscuro Records administration, audio recording assistant, supervised by George Graham, Senior Host/Producer
- Spring Semester (February – April 2022) Intern: Molly Tuthill. Responsibilities are: Radio production and promotion internship, supervised by Fiona Powell, Central Susquehanna Valley Correspondent at WVIA's Lewisburg studio.

Events with educational institutions related to careers in broadcasting: WVIA normally conducts numerous station tours for middle and high school students and college media majors interested in broadcasting careers. Pandemic restrictions barred many field trips this year. However, WVIA did partake in the following during the reporting period:

- WVIA continued to offer a 26-minute **virtual tour** featuring the WVIA Senior Vice President, Chief Technology Officer, Chief Content Officer, and Creative Director of Marketing and Branding demonstrating studio equipment and explaining various job functions.

<https://www.youtube.com/watch?v=e76CUeTVjtE>

- Additionally, a group of 7 students from Abington Heights High School along with their instructor Allison Rogalewicz recorded an interview with their new Superintendent Dr. Chris Shaffer at the WVIA Studios on March 1, 2022. The WVIA production Team provided the student instructions on how to operate broadcast

television equipment. WVIA News Director Julie Sidoni also explained the nuances of conducting an interview. During their 5 hours in the WVIA studios (8:30AM - 1:30 PM) these students gained valuable experience in operating cameras, an audio mixing console, video production switcher, and video editing

- **Bucknell University Activities Unlimited Fair.** Saturday, August 28, 2021 WVIA Sr. VP of Community Engagement Chris Norton participated in this 4:30-7:30 PM event at Bucknell University with the goal of recruiting students interested in a radio internship to be offered on campus during the spring semester. He talked with 12 students who signed up to receive additional information. Two eventually applied and one was selected for the internship position.

Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

- WVIA enacted significant improvements during the reporting period, to our own recruitment outreach. In June of 2021, Human Resources instituted a new Job Board coordination effort. As part of the ATS, all jobs were automatically pushed to Indeed.com and ZipRecruiter.com, in an effort to broadcast jobs to a large number of applicants.
- Additionally, starting in May of 2021, WVIA began using more advanced recruitment technology in the form of an AI-driven job aggregator called JobTarget to reach a broad and diverse population of job seekers. The job aggregator is built right into the WVIA applicant tracking system. For each job posting listed on the previous pages, JobTarget pushed job posts out to diverse and niche sites, that otherwise would not receive the job listing.

Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

- In April of 2021, WVIA began using social media channels (Facebook, Instagram, Twitter, and LinkedIn) to broadcast open roles. As a result, all open positions listed on this report were posted by the WVIA Social Media Coordinator for the reporting period indicated above.

Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions.

- In March of 2022, the Human Resources department created a customized Management Development workshop series for employees to learn new management skills. This is a series of 6 in-house workshops for employees on topics ranging from: equal opportunity in hiring, respect in the workplace, performance management, conflict resolution, and effective communication.

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

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

Contributor Development Partnership (CDP)

10 Guest Street
Boston, MA 02135
(617) 300 2526
www.cdpcommunity.org

Accounting & Financial Women's Alliance

2365 Harrodsburg Rd, Ste A325
Lexington, KY 40504
p: 800.326.2163 -OR- 859.219.3532
e: afwanational@afwa.org

Association of Fundraising Professionals

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

Association of Media & Publishing

1090 Vermont Ave. NW, 6th floor
Washington, DC 20005
<https://www.facebook.com/AssociationMediaandPublishing/>

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

Journalism Jobs

Berkely, CA 94702
Phone: (510) 653-1521
Email: info@journalismjobs.com

Diversity Jobs

info@diversityjobs.com
(800) 984-3775

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

Nexxt

676 E. Swedesford Rd, Suite 300
Wayne, PA 19087
www.nexxt.com

SalesHeads

676 E. Swedesford Rd, Suite 300
Wayne, PA 19087
www.salesheads.com

Diversity Working

(949)388-8220
www.diversityworking.com

National Association of Black Journalists

1100 Knight Hall, Suite 3100
College Park, Maryland 20742
www.nabj.org

National Hispanic Media Coalition

150 South Arroyo Pkwy., Ste. 101
Pasadena, California, 91105
www.nhmc.org

Upwork

475 Brannan St., Suite 430
San Francisco
CA 94107
Phone: (650) 316-7500
www.upwork.com