

# EEO PUBLIC FILE REPORT

FOR

WTAE-TV

This EEO Public File Report  
Covers the One-Year Period  
Ending on 03/31/22

## **EEO Annual Public File Report**

### **WTAE-TV**

This EEO Public File Report is filed in Station WTAE's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one year time period ending 03/31/22 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- \* The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- \* The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- \* The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Phyllis Ziccarelli at [pziccarelli@hearst.com](mailto:pziccarelli@hearst.com)

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**WTAE-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021 - March 31, 2022**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Executive News Producer Open Date: 1/20/2021 Hire Date: 4/12/2021	1-11, 14-15, 18-22, 24-27, 29, 31-40, 42-53	7
Sales Account Executive Open Date: 1/27/2021 Hire Date: 4/19/2021	2, 4-10, 14-15, 18-22, 24-27, 29, 31-40, 42-53	7
Sales Account Executive Open Date: 1/27/2021 Hire Date: 9/7/2021	2, 4-10, 14-15, 18-22, 24-27, 29, 31-40, 42-53	7
Sales Assistant Open Date: 1/27/2021 Hire Date: 12/13/2021	2, 4-10, 14-15, 18-22, 24-27, 29, 31-40, 42, 44-53	7
Weekend Meteorologist Open Date: 2/1/2021 Hire Date: 4/12/2021	1-10, 14-15, 18-22, 24-27, 29, 31-40, 42-53	7
Operations Technician Open Date: 2/22/2021 Hire Date: 4/12/2021	1-10, 14-15, 17-22, 24-27, 29, 31-40, 42-53	7
Maintenance Technician Open Date: 3/1/2021 Hire Date: 6/14/2021	2-10, 14-15, 18-22, 24-27, 29, 31-40, 42, 44-53	7
Assistant Creative Services Director Open Date: 4/8/2021 Hire Date: 9/20/2021	2-10, 13-15, 18-22, 24-27, 29, 31-40, 42-53	7
Weekend Anchor/Weekday Reporter Open Date: 4/21/2021 Hire Date: 8/16/2021	2-12, 14-15, 18-22, 24-27, 29, 31-40, 42-53	7
Assignment Editor Open Date: 4/29/2021 Hire Date: 7/6/2021	2-10, 14-15, 18-27, 29, 31-40, 42-53	7
News Video Editor Open Date: 5/21/2021 Hire Date: 6/28/2021	2-12, 14-15, 18-22, 24-27, 29, 31-40, 42, 44-53	11
Creative Services Writer Producer Open Date: 5/25/2021 Hire Date: 7/7/2021	2-12, 14-15, 18-22, 24-27, 29, 31-40, 42, 44-53	7
Reporter Open Date: 6/1/2021 Hire Date: 8/30/2021	2-10, 12, 14-15, 18-22, 24-27, 29, 31- 40, 42-53	7
News Writer Producer Open Date: 6/1/2021 Hire Date: 8/16/2021	2-10, 12, 14-15, 18-27, 29, 31-40, 42, 44-53	7

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021 - March 31, 2022**

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Meteorologist Open Date: 7/8/2021 Hire Date: 10/8/2021	2-4, 6-10, 12, 14-15, 18-22, 24-29, 31-40, 42-53	28
News Photographer/Editor Open Date: 7/29/2021 Hire Date: 9/7/2021	2-4, 6-10, 12, 14-15, 18-22, 24-27, 29, 31-40, 42, 44-53	7
Reporter Open Date: 7/30/2021 Hire Date: 10/11/2021	2-4, 6-10, 12, 14-15, 18-22, 24-27, 29, 31-40, 42-53	7
Assistant News Director Open Date: 8/4/2021 Hire Date: 11/8/2021	2-4, 6-12, 14-15, 18-22, 24-27, 29, 31-40, 42-53	7
Sales Account Associate Open Date: 8/5/2021 Hire Date: 10/18/2021	2-4, 6-10, 12, 14-16, 18-22, 24-27, 29, 31-40, 42, 44-53	16
Building Maintenance Technician Open Date: 8/25/2021 Hire Date: 12/20/2021	2-4, 6-10, 14-15, 18-22, 24-27, 29, 31-42, 44-53	41
News Photojournalist Open Date: 9/3/2021 Hire Date: 10/27/2021	2-4, 6-10, 12, 14-15, 18-27, 29, 31-42, 44-53	41
News Producer Open Date: 10/6/2021 Hire Date: 11/29/2021	1-4, 6, 8-10, 14-15, 18-27, 29-40, 42-53	23
News Photojournalist Open Date: 10/15/2021 Hire Date: 11/8/2021	2, 4, 6-8, 10, 14-15, 18-20, 23, 25, 27, 29-40, 42-53	7
Reporter Open Date: 10/22/2021 Hire Date: 2/1/2022	2-4, 6-10, 14-15, 18-20, 24-27, 29-40, 42-53	7
Producer Open Date: 11/23/2021 Hire Date: 2/17/2022	2, 4, 6-8, 10, 14-15, 18-22, 25, 27, 29, 31-43, 45-53	41

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 919-271-4434 Email : gnewell@602communications.com Graeme Newell	N	0
2	African American Institute Of Excellence 7209 Race Street Pittsburgh, Pennsylvania 15208 Phone : 412-242-8385 Email : saalih2000@yahoo.com Hakim Saalih  Prong 2 Start Date: 2/22/2006	Y	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
4	Bethany College 304 Cramblet Hall Bethany, West Virginia 26032 Phone : 304-829-7150 Email : career@bethanywv.edu A Van Horn  Prong 2 Start Date: 11/30/2010	Y	0
5	Bidwell Training Center 1615 Metropolitan Street Pittsburgh, Pennsylvania 15233 Phone : 412-323-4000 ext 207 Email : alasota@manchesterbidwell.org Amy LaSota  Prong 2 Ended Date: 6/2/2021	N	0

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Career Link 425 Sixth Avenue Suite 2200 Pittsburgh, Pennsylvania 15219 Phone : 877-345-5025 x145 Email : loneill@jobs4lanaster.com Laura O'Neill  Prong 2 Start Date: 11/30/2010	Y	0
7	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : <a href="http://careers.hearsttelevision.com/">http://careers.hearsttelevision.com/</a> Career Services	N	56
8	Carlow University 3333 Fifth Avenue Pittsburgh, Pennsylvania 15213 Phone : 412-578-6067 Erin Bridgen Manual Posting  Prong 2 Start Date: 11/30/2010	Y	0
9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com M Bille	N	0
10	Community College of Allegheny County 808 Ridge Avenue Pittsburgh, Pennsylvania 15212 Phone : 412-237-2545 R. Kmetz Manual Posting  Prong 2 Start Date: 11/30/2010	Y	0
11	Current Employee	N	9
12	Department of Veterans Affairs 2907 Pleasant Valley Blvd Altoona, Pennsylvania 16602 Phone : 877-626-2500 x4191 Email : jennifer.sklodowski@va.gov Jennifer Sklodowski	N	0

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021 - March 31, 2022**

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Dolan Media Management 3 North Court Street Frederick, Maryland 21701 Phone : 301-668-1511 Tom Dolan Manual Posting	N	2
14	Duquesne University 600 Forbes Avenue Pittsburgh, Pennsylvania 15282 Phone : 412-396-6644 N Feldhues Manual Posting	N	0
15	Eastside Neighborhood Employment Center 113 N. Pacific Avenue Pittsburgh, Pennsylvania 15224 Phone : 412-362-8580 Email : admin@enecpittsburgh.com Fax : 1-412-441-6918 ENEC Employment Team  Prong 2 Start Date: 11/30/2010	Y	0
16	Employee Referral	N	1
17	Entertainment Careers 914 S. Barrington Ave Los Angeles, California 90049 Phone : 310-442-0200 Url : https://entertainmentcareers.net Career Services Manual Posting	N	1
18	Garfield Jubilee 5323 Penn Ave Pittsburgh, Pennsylvania 15206 Phone : 412-665-5205 Url : http://www.garfieldjubilee.org/ Email : BMurphy@garfieldjubilee.org Fax : 1-412-665-5205 Joann Monroe  Prong 2 Start Date: 7/12/2019	Y	0

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Higher Call World Outreach Church 1321 Mifflin Street P.O. Box 310 Homestead, Pennsylvania 15120 Phone : 412-464-0241 Email : highercallwoc@aol.com Florence Johnson  Prong 2 Start Date: 11/30/2010	Y	0
20	Hill House Association 1835 Centre Avenue Pittsburgh, Pennsylvania 15219 Phone : 412-392-6436 Email : contactus@hillhouse.org Fax : 1-412-392-4462 Carmen Ellington  Prong 2 Start Date: 11/30/2010	Y	0
21	IATSE PO Box 352 Pittsburgh, Pennsylvania 15230 Phone : 412-281-4568 Email : IATSE3@gmail.com Fax : 1-412-281-4571 Robert Brown	N	0
22	IBEW Local 5 5 Hot Metal Street Suite 400 Pittsburgh, Pennsylvania 15203 Phone : 724-285-3855 Email : scbibew385@aol.com Patty Lusnak	N	0
23	Indeed.com 177 Broad Street 6th Floor Stamford , Connecticut 06901 Phone : 800-462-5842 Career Services Manual Posting	N	8
24	Liberal Arts Recruiting Consortium of Western PA 300 Fraser Purchase Road Latrobe , Pennsylvania 15650 Phone : (724) 805-2070 Career Services Manual Posting	N	0



**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
26	Medialine Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com M Shilstone	N	0
27	Mon Valley Initiative 303/305 East 8th Avenue Homestead, Pennsylvania 15120 Phone : 412-464-4000 Email : chowell@monvalleyinitiative.com Fax : 1-412-464-1750 Jefferson Brooks  Prong 2 Start Date: 3/17/2010	Y	0
28	Napoli Management Group 8844 West Olympic Blvd Suite 100 Beverly Hills, California 90211-3697 Phone : 310-385-8222 Mendes Napoli Manual Posting	N	1
29	New Birth Ministries 520 Liberty Street #602 California , Pennsylvania 15419 Phone : 724-797-4283 Url : <a href="http://www.groups.yahoo.com/group/newbirthministri">http://www.groups.yahoo.com/group/newbirthministri</a> Email : revessie@me.com Rev Esther Scott  Prong 2 Start Date: 6/3/2014	Y	0
30	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Dainne Siekmann Manual Posting	N	0

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	PA Career Link of Westmoreland County 151 Pavillion Lane Youngwood, Pennsylvania 15697 Phone : 724-755-2330 ext 101 Email : c-jalbrigh@state.pa.us J Albright  Prong 2 Start Date: 11/7/2007	Y	0
32	PA CareerLink Veterans 304 Wood Street Pittsburgh, Pennsylvania 15222 Phone : 412-552-1007 Email : jiweaverli@pa.gov Fax : 1-471-552-7051 Jill Counts-Weaverling	N	0
33	Penn State-Beaver Campus 100 University Drive Monaca, Pennsylvania 15061 Phone : 724-773-3561 Email : saw163@psu.edu Stephanie DeMarco  Prong 2 Start Date: 11/30/2010	Y	0
34	Pennsylvania Association of Broadcasters 208 North 3rd St Suite 105 Harrisburg, Pennsylvania 17101 Phone : 717-482-4820 Email : gponti@pab.org Gail Ponti  Prong 2 Start Date: 11/30/2010	Y	0
35	Pittsburgh Black Media Federation c/o Post-Gazette 34 Boulevard of The Allies Pittsburgh, Pennsylvania 15222 Phone : 412-263-1100 Email : nhill@post-gazette.com Natalie Hill  Prong 2 Start Date: 11/30/2010	Y	0

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**  
 April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	Pittsburgh/Penn Technical Institute 1111 McKee Road Oakdale, Pennsylvania 15071 Phone : 412-809-5150 Career Services Manual Posting  Prong 2 Start Date: 11/30/2010	Y	0
37	Point Park University 201 Wood Street Pittsburgh , Pennsylvania 15222 Phone : 412-392-3978 Url : www.pointpark.edu Angela Scaramucci Manual Posting	N	0
38	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
39	Renewal, Inc. 312 Boulevard of the Allies Pittsburgh, Pennsylvania 15222 Phone : 412-697-1606 Email : info@renewalinc.com Charles Sullivan  Prong 2 Start Date: 11/30/2010	Y	0
40	Robert Morris University 881 Narrows Run Road Coraopolis, Pennsylvania 15108 Phone : 412-299-2482 Sheila Broman Manual Posting  Prong 2 Start Date: 11/30/2010	Y	0
41	Showbizjobs.com California Url : https://www.showbizjobs.com/ Career Services	N	3

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	St. Vincent College 300 Fraser Purchase Road Latrobe, Pennsylvania 15650 Phone : 724-805-2083 Email : kimberly.woodley@stvincent.edu Kimberly Woodley  Prong 2 Start Date: 11/30/2010	Y	0
43	TV JOBS P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com/cgi-bin/jobs2/employers/post">http://www.tvjobs.com/cgi-bin/jobs2/employers/post</a> M Holloway Manual Posting	N	1
44	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0
45	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : <a href="http://colorado.edu/">http://colorado.edu/</a> Christine Mahoney Manual Posting  Prong 2 Start Date: 1/22/2018	Y	0
46	University of Pittsburgh 4200 Fifth Avenue Pittsburgh , Pennsylvania 15260 Phone : 412-624-4141 Career Services Manual Posting	N	0

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
47	Urban League of Pittsburgh 610 Wood Street Pittsburgh, Pennsylvania 15222 Phone : 412-227-4172 Email : mkdietrich@ulpg.org Mary Kay Filter Dietrich  Prong 2 Start Date: 11/30/2010	Y	0
48	Waynesburg College 51 West College Street Waynesburg, Pennsylvania 15370 Phone : 724-852-7790 Email : sbell@waynesburg.edu Sarah Bell  Prong 2 Start Date: 2/22/2006	Y	0
49	Westminster College 319 S. Market Street New Wilmington, Pennsylvania 16172 Phone : 724-946-7339 Jennifer Hough Manual Posting  Prong 2 Start Date: 11/30/2010	Y	0
50	Westmoreland County Community College 400 Armbrust Road Youngwood, Pennsylvania 15697 Phone : 724-925-4058 Email : gouldners@westmoreland.edu Career Services  Prong 2 Start Date: 2/12/2004	Y	0
51	Wilberforce University P.O. Box 1001 Wilberforce, Ohio 45384 Phone : 937-708-5252 Email : hwilliams@wilberforce.edu Hila Williams  Prong 2 Start Date: 2/22/2006	Y	0

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**

April 1, 2021 - March 31, 2022

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
52	Women in Communications c/o Post-Gazette 34 Boulevard of The Allies Pittsburgh, Pennsylvania 15222 Phone : 412-263-2588 Email : kcarlin@post-gazette.com K Carlin  Prong 2 Start Date: 11/30/2010	Y	0
53	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>82</b>

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021 - March 31, 2022**

**III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Establishment of training programs for station personnel	Many WTAE employees participated in Hearst's INCLUDE Certified Change Agent program. There was one course per month for six months. 33 WTAE employees completed all six courses and received their Change Agent Certificates by March 2022. The program focused on diversity and inclusion in the station workplace.	33	President & General Mgr
2	6/1/2021	Establishment of an intern program designed to assist members of the community	Emma Bowen Foundation Intern program in which students work for partner companies during summers until they graduate from college. Students have an opportunity to learn many aspects of corporate operations and develop company-specific skills. Corporations have an opportunity to train/mentor students with the option of fulltime employment upon completion of college. One student, from Philip Merrill College of Journalism, University of Maryland College Park, participated this year with time spent in the newsroom assisting our journalists in their daily duties including writing, posting to digital and projects as assigned by managers.	1	News Director
3	9/13/2021	Participation in events or programs sponsored by educational institutions	Guest speaker for a Marketing and Promotions class at Point Park University about marketing research as a subject and possible profession for students.	1	Research Director
4	10/7/2021	Participation in Job Fairs	Recruit Military Veterans Job Fair is a free hiring event for veterans. Their mission is to help organizations excel by attracting, appreciating and retaining America's best talent, its veterans. WTAE-TV personnel attended the event and hosted a booth.	1	Business Analyst

**WTAE-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021 - March 31, 2022**

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	10/18/2021	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account executive role. A full-time Sales Account Associate was hired on 10/18/21 and trained through the program.	1	GSM
6	2/9/2022	Provision of training to management	Hearst Television General Managers participated in an hour-long EEO training session presented by legal counsel. Topics included background and updates on the current EEO regulatory environment for broadcasters, including developments around EEO Form 395-B; discussion of the requirements of the FCC's EEO rule, including methods of ensuring equal employment opportunity and preventing discrimination; and practical considerations related to EEO programs for broadcast employment units.	1	President & General Mgr



**WTAE-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021 - March 31, 2022**

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7	2/10/2022	Provision of training to management	Hearst Television General Managers participated in a workplace diversity training event presented by Dr. Janet Reid, PhD and Vincent R. Brown titled, Diversity, Equity, and Inclusion Dialogue and Learning Session. The session focused on the various dimensions of diversity and several different strategies to achieve equality, equity and inclusion in the workplace. The session also addressed different communication strategies. The overall goal was to provide training to station executive management about methods of ensuring equal opportunities and inclusion in the workplace.	1	President & General Mgr
8	3/9/2022	Participation in Job Fairs	The Western PA Career Services Assoc. hosted this job fair. WestPACS is an independent, non-profit consortium of career services professionals representing the member community colleges, colleges and universities of Western PA. WTAE-TV personnel attended the event and hosted a booth.	1	Business Analyst