

# EEO PUBLIC FILE REPORT

**This Report covers full-time vacancy recruitment data for the period of April 1, 2013 to March 21, 2014.**

(Note: prior year reports ran April 1 – March 31. For EEO year ending in 2015 and forward reports will run March 22 – March 21)

Pittsburgh Community Broadcasting Corporation (WYEP) is the parent company of wholly-owned subsidiary Essential Public Media, Inc. (WESA), and manages the recruiting for both stations.

**Employment Location & Name:** Pittsburgh, Pennsylvania. Pittsburgh Community Broadcasting Corporation and Essential Public Media, Inc.

**Call signs and community of license:** WYEP-FM, Pittsburgh, PA; WESA-FM, Pittsburgh, PA

## **EEO Contact Information:**

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## **Full-time job vacancies filled in time period covered by report:**

<u>Job Title</u>	<u>Recruitment Source Referring Hire</u>	<u># Interviewees</u>
<b>WYEP:</b>		
1. Senior Reporter/Producer (AF)	current.org	4
2. Reporter/Producer (AF)	Allegheny Front website/word-of-mouth	3
3. Development Director	Pennsylvania State jobsite/Vantagen	8
<b>WESA:</b>		
4. General Assignments Reporter/Host	CPB website	5

## **Recruitment Source Information:**

<u>Recruitment Source</u>	<u>Positions for which Utilized</u>	<u>Interviewee Referrals</u>
WYEP website	all	
WESA website	3,4	
Allegheny Front website	1,2	3
NonprofitTalent/Vantagen	3	2
CPB website	all	8
Pennsylvania State jobsite	3,4	1
New Pittsburgh Courier	3	
<a href="mailto:careerservices@najb.org">careerservices@najb.org</a>	1,2	
Current.org	1,4	

## Additional Non-vacancy Specific Recruitment Activities

### Job Fairs, Career Days, Community Outreach

#### **WYEP:**

July 22-26, 2013: **Rock Radio Camp**, a one-week day camp designed for the aspiring DJ. Rock Radio Camp immerses middle school aged students in music, marketing, and technology. Students learn to speak into a microphone, select music for a DJ set, promote their show, interview guests and more!

August 27, 2013: **Point Park University – Discover Pittsburgh Day**

September 4, 2013: **Carnegie University – Heinz College Volunteer and Internship Fair**

September 12, 2013: **University of Pittsburgh – Volunteer Fair**

October 1, 2013: **Point Park University – Career and Internship Fair**

January 15, 2014: **University of Pittsburgh – Volunteer Fair**

January 29, 2014: **Point Park University – Career Etiquette Dinner**

February 11, 2014: **Point Park University Sports, Arts and Entertainment Management Career/Internship Fair**

#### **WESA:**

In an effort to generate interest among potential future broadcast journalists and communicators, WESA regularly reaches out to colleges/universities in the Pittsburgh region to spread the word about the learning opportunities 90.5 offers through internships and fellowships. WESA invites students to apply for internships and fellowships through email blasts to communications and journalism majors; videos about the program displayed on monitors in various college buildings; conversations with many professors and internship coordinators; and through internship fairs.

April 10, 2013: WESA's Director of Internships & Training served as a panelist for "**The Next Step**" at **Duquesne University**. Each panelist spoke about the importance of gaining real world experience while a student and WESA's Kevin Gavin discussed the learning opportunities at the radio station and how such an internship can help build the students' resumes. Advice was also offered on how to best prepare oneself for a job interview. Afterwards students individually asked questions of the panelists and some applied for internships at WESA.

January 8-February 21, 2014: WESA's Director of Internships & Training conducted **a series of visits to college classrooms** to explain to journalism and communications students the opportunities for internships and fellowships in different WESA departments, and afterwards spoke to and took questions from ~150 students in classes including Radio Newswriting/Production, Newsroom Operations, Media History, Media Society, and Multiplatform Reporting.

January 27, 2014: WESA's General Manager spoke to a documentary production class at **Point Park University** on documentary production careers, in particular student involvement in the Frontline World Documentary series. There was a Q&A portion of the visit. One student in the class is currently serving as a multi-media intern at WESA.

March 5, 2014: Representing WESA's Director of Internships & Training, 90.5's Senior Digital Editor **met with journalism faculty at Point Park University to discuss the experiential opportunities at WESA for Point Park students** with a focus on creating digital content for the WESA website including online stories, photos and video.

#### **Other Outreach (January-March 2014):**

- At the request of the Director of Internships & Training, the Chairman of Duquesne's Journalism and Multimedia Arts (JMA) Department posted on JMA's website and Facebook page a full list of internship and fellowship opportunities at WESA with links on how to apply and how to participate in the annual Internship fair.
- Point Park University's Department of Journalism Chairperson sent a blast email to all journalism majors about internships at WESA with a link to how to apply and information about the Internship fair.

- Invited Dr. Rahmon Hart, Director of the Office of Multicultural Affairs at Duquesne University to share information about opportunities at WESA and the Internship fair with minority students. He did so, with positive results.
- Extensive conversation with Tory Parrish, reporter for the Pittsburgh Tribune-Review and President of the Pittsburgh Black Media Federation, about the PBMF's work with student journalists and help in spreading the word about internship opportunities at WESA with students already in touch with the PBMF

### **Training Management Personnel**

WYEP and WESA have an established staff development program designed to enable station personnel to acquire skills that can qualify them for higher level positions. Funding and encouragement is provided for station employees to attend training conferences and events hosted by entities such as National Public Radio, Public Radio Development Exchange, Public Radio Program Directors Association, National Association of Broadcasters, the Pennsylvania Association of Broadcasters, the Bayer Center for Non-profit Management and local Universities. In the period covered by this report WYEP and WESA staff attended the following conferences:

#### **Shared staff:**

Sales Director: PMDMC, Atlanta, July 2013  
 Membership Manager: PMDMC, Atlanta, July 2013  
 Development Assistant: PMDMC, Atlanta, July 2013

#### **WYEP:**

General Manager: PMDMC, Atlanta, July 2013  
 General Manager: Public Radio Super-Regional Meeting, Washington, DC, November 2013  
 Production Director: PRPD, Atlanta, Sept 2013  
 Director of Content: PRPD, Atlanta, Sept 2013

#### **WESA:**

General Manager: PMDMC, Atlanta, July 2013  
 Director of Content: PRPD/Morning Edition Grad School, Cleveland, June 2013  
 Director of Content: PRPD, Atlanta, Sept 2013  
 Reporter: Excellence in Journalism 2013, Anaheim, August 2013  
 Reporter: NABJ Conference, Orlando, July 2013  
 Senior Digital Content Editor: Online News Association (ONA) Conference, October 2013

### **WYEP Internship Program**

WYEP offers an ongoing internship training program to all area colleges, universities and select high school students in SW Pennsylvania. All interns are given a professional mentor at the station to work with over the course of a semester. Interns are expected to train for at least 4 hours a week though the average trainee spends between 10 and 20 hours a week during the standard school year and 20 to 40 hours a week during summer session. Interns are trained in studio production: recording audio, editing, writing, storage and play back. They are trained in audio editing programs like ProTools and Adobe. They also learn the basics of ENCO audio storage and playback systems. Interns learn to operate audio consoles and to produce short feature segments as well as on-air announcing skills and hosting full-length music programs. WYEP also trains interns in administrative and marketing responsibilities. Typical training includes learning to write press releases, managing information booths at events, gathering information for WYEP's web site and public service announcements for broadcast.

### **WESA Fellowship and Internship Program**

90.5 WESA recognizes the need to continually expand our talent to meet the demand for quality news programming. That is why 90.5 WESA nurtures an ongoing comprehensive broadcast journalism and media management fellowship/internship program with colleges and universities. To date, the program has helped to develop the skills of many up-and-coming journalists, reporters, managers and media managers who are now working around the country.

Individuals with a strong interest in public media and a desire to help meet the information needs of our community are invited to apply for a fellowship/internship with 90.5 WESA. Opportunities are available in our award-winning news department; with the daily news magazine/talk show Essential Pittsburgh; in operations and production; in marketing; in developing web content; working closely with the Director of Content and Programming as a producer; and in fundraising and communications.