

# EEO PUBLIC FILE REPORT

**This Report covers full-time vacancy recruitment data for the period of March 22, 2016 to March 31, 2017.**

Pittsburgh Community Broadcasting Corporation (WYEP) is the parent company of wholly-owned subsidiary Essential Public Media, Inc. (WESA), which merged into the parent company on December 31, 2015. Effective January 1, 2016, Pittsburgh Community Broadcasting Corporation (PCBC) does business as 91.3 WYEP, 90.5 WESA, and The Allegheny Front (TAF). PCBC has always managed the recruiting for both stations and TAF.

**Employment Location & Names:** 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>
1. President and CEO	word-of-mouth	12
2. Director of Finance and Administration	PCBC website	9
3. General Manager	word-of-mouth	5
4. Keystone Reporter	PCBC website	4
5. Underwriter	word-of-mouth	4
6. Director of Digital & Feature Content	PCBC website	5
7. Morning Edition Producer	PCBC website	6
8. Morning Edition Host	PCBC website	6

**Recruitment Source Information:**

<u>Recruitment Source</u>	<u>Positions for which Utilized</u>	<u>Interviewee Referrals</u>
PCBC website	all	32
WHYY	4	0
Professional Diversity Network	6	0
NABJ	6	0
JournalismJobs.com	6	0
Current Newspaper	6	0
New Pittsburgh Courier	5, 7	0
YourMemberships.com	5, 8	0
Nonprofit Talent website	all	5
Indirect – Word-of-mouth	all	21
Koya Networking Conversation	1	20
Linkedin	1	1
RTNDA	8	0
CPB website	all	4

## **Additional Non-vacancy Specific Recruitment Activities**

### **Job Fairs, Career Days, Community Outreach**

#### **WYEP:**

August 31, 2016: ***Carnegie University – Heinz College Volunteer and Internship Fair***

September 2, 2016: ***Carnegie University – Volunteer Fair***

September 14, 2016: ***University of Pittsburgh – Volunteer Fair***

September 27, 2016: ***Point Park University – Internship Fair***

October 14, 2016: ***Indiana University of Pennsylvania – Professional Networking Fair***

#### **WESA:**

In an effort to generate interest among aspiring broadcast and multimedia journalists and communicators, WESA regularly reaches out to colleges/universities in the Pittsburgh region as well as across the county to spread the word about the learning opportunities 90.5 offers through internships and fellowships. WESA invites current students, undergraduate and graduate, as well as recent graduates to apply for internships and fellowships through multiple avenues including:

- Email blasts to communications, journalism and marketing majors
- announcements via Twitter
- Internship Fairs
- Facebook postings
- In-person and email conversations with many journalism and communications professors and internship coordinators about learning opportunities at WESA

#### **Other Outreach (March 2016 - March 2017):**

- 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.
- June 7, 2016: 90.5 WESA's Executive Producer for Special News Projects Kevin Gavin hosted and participated in the kick-off of Leadership Pittsburgh's third **Community Leadership Course for Veterans**. WESA was a community partner in the first of its kind in the nation Community Leadership Course for Veterans which is now being replicated in other cities. The CLCV program matches post-9-11 veterans with non-profits to tap the skills they developed in the military and adapt them to help serve community organizations.
- StoryCorps - In 2016, 90.5 WESA hosted a 30-day StoryCorps residency in Pittsburgh. StoryCorps is a nonprofit oral history project; it partners with public media organizations to record the stories of everyday citizens and these are subsequently archived both locally and at the American Folk Life Center at the Library of Congress in Washington, DC. An Outreach event was held August 16, 2016, attended by 40 representatives of more than 30 human services and community organizations, to educate them about the residency and gain participation from a broad and diverse cross-section of the city's population. During the residency (October 13- November 11) more than 220 people participated in StoryCorps conversations in the StoryCorps trailer at the Heinz History Center. Twenty-five additional conversations were recorded during three field recording days: Oct. 15 at Colombians de Pittsburgh; Oct. 22 at Sojourner House; and 11/7 at Hill House. On Nov. 3, 2016, we held a Listening Session at Community Broadcast Center for program participants, attended by 35 people.
- Community Listening Sessions - 90.5 WESA held community listening sessions in fall 2016, continuing a series that started in 2015. At these events, WESA convenes members of communities to discuss the challenges and the choices they face in their communities. Sept. 20, 2016 – Hilltop Communities – 30 people Oct. 6, 2016 – Sto-Rox Community – 30 people

- **Community outreach, both stations** - In 2016, PCBC launched a local initiative called "Generation Listen" which is aimed at raising awareness and consumption of public media programs among 25-40 year olds. In 2016, Generation Listen hosted several events March 6, 2016: live watch party for MICHEL MARTIN GOING THERE: REIVENTING THE AMERICAN CITY, attended by 50 guests. June, 2016: Podcast Launch with partners August 8, 2016: WESA & WYEP Music and Trivia Night with Pittsburgh Urban Magnet Project (100 people) Nov. 15, 2016: Podcasting panel (50 people)

## **Training Management Personnel**

WYEP and WESA have an established staff development program designed to enable station personnel to acquire and maintain skills that can qualify them for higher level positions. Funding and encouragement are provided for station employees to attend conferences and training events hosted by entities such as National Public Radio, Greater Public, Public Radio Program Directors Association, the Pennsylvania Association of Broadcasters, and many others. In the period covered by this report WYEP and WESA staff attended the following conferences and training events:

## **Conferences**

<b>NON-COMMvention – Triple A Radio</b> WYEP General Manager, Program Director, Music Director	<b>May 2016</b>
<b>PRNDI (Public Radio News Directors Inc)</b> WESA Assistant News Director	<b>June 2016</b>
<b>Podcast Movement 2016 – National Podcasting Conference</b> President/CEO, WYEP Program Director, Development Director	<b>July 2016</b>
<b>PMDMC (Public Media Development &amp; Marketing Conference)</b> WESA and WYEP General Managers, and five members of our fundraising and marketing staff.	<b>August 2016</b>
<b>PRPD (Public Radio Program Directors)</b> WYEP Program Director	<b>Sept 2016</b>
<b>Super Regional Conference</b> WYEP and WESA were hosts President/CEO, WYEP General Manager, staff	<b>October 2016</b>

## **Long Term Training**

### **Leadership Development Initiative**

The Leadership Development Initiative (LDI) program is an investment in the future leaders. LDI is a 9 month long program for high-potential young professionals. LDI strengthens the bonds of this highly mobile talent pools with others in their cohort and with the region and serves as a retention and engagement tool for our area's businesses and nonprofits. WYEP's Director of Education and Community Engagement participated in this program, graduating in June of 2016

### **Leadership for Philanthropy - Greater Public**

Customized major giving training and coaching for CEOs and Station Managers. During the time covered by this report, the WYEP General Manager continued her work in this program.

## **Classes, Webinars and Workshops**

**Basic Proposals** – WESA producer  
**Google Analytics** – WESA Program Director  
**Fundraising Messaging** - Membership Manager  
**Sales and Use Workshop** – Finance staff

### **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 Adobe Audition. 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.