

# EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period of April 1, 2017 to March 30, 2018.

Pittsburgh Community Broadcasting Corporation 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

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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. News Director	current employee	10
2. Individual Giving Manager	Non Profit Talent	10
3. General Assignment Reporter	PCBC website	7
4. Government & Law Reporter	PCBC website	2
5. Science Health & Tech Reporter	current employee	6
6. Energy Reporter	word-of-mouth	2
7. Morning Edition Producer	current employee	4
8. Director, Finance & Administration	Nonprofit Talent website	8
9. Arts & Culture Reporter	PCBC website	6
10. Special Events Manager	word-of-mouth	9
11. Individual Giving Manager	word-of-mouth	4
12. Member Services Manager	Non Profit Talent	6
13. Editor	current employee	6
14. Director, Human Resources	Indeed	6
15. Bookkeeper and Administrative Coordinator	PCBC website	5
16. Government Editor	word-of-mouth	5

## **Recruitment Source Information:**

<u>Recruitment Source</u>	<u>Positions for which Utilized</u>	<u>Interviewee Referrals</u>
PCBC website	all	12
CPB website	all	3
Non Profit Talent	7	26
Indeed	4	85
New Pittsburgh Courier	4	0
NABJ	8	0
Current	12	0
NAHJ	8	0
PRNDI	8	0
Social Media	8	6
Greater Public	3	1

AFP	3	2
PRADO	3	1
PHRA	1	17
Hire HR	1	1
Public Radio News Director Association	1	0
Radio Television News Director Association	1	0
Society of Professional Journalists	1	0
NEXT Pittsburgh	0	1
Poynter.org	1	0
Indirect, word-of-mouth	all	29

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

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

#### **WYEP:**

August 1, 2017: *Duquesne University – Job/ Volunteer Fair*

August 30, 2017: *Carnegie Mellon University – Job/Volunteer Fair*

September 13, 2017: *University of Pittsburgh – Internship/Volunteer Fair*

September 28, 2017: *Point Park University – Job/ Volunteer Fair*

January 25, 2018: *University of Pittsburgh – Internship Fair*

February 8, 2018: *Point Park University – Internship/Volunteer Fair*

March 23, 2018: *University of Pittsburgh – Networking Event*

#### **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 (April 2017 - March 2018):**

- In October 2017, in partnership with The City of Pittsburgh and Pittsburgh Downtown Partnership, 91.3 WYEP launched the Pittsburgh Music Ecosystem Project, a research and consultancy project focused on the growth and sustainability of the Pittsburgh music scene. WYEP raised the necessary funds and contracted with a consultant to conduct one-on-one meetings, focus groups a Town Hall style meeting and field an economic impact survey to gather data about the challenges and opportunities in the local music scene. To date, the project has engaged about 3,000 people who work in and are connected to the music industry in Pittsburgh. Survey findings are due in late April 2018 and the final report with recommendations is due in June 2018.
- In May 2017, WYEP released 'Reimagination, volume 4', the fourth in a series of professional recordings for area teen musicians. Each fall, WYEP opens a submission window for high school musicians to submit an original songs. We chose anywhere from 8 to 12 bands. Each band or artists is paired with a professional music producer

and given an allotment of studio time at The Church Recording Studio, a state of the art professional studio in Pittsburgh. The musicians work with their producers to record an original song for inclusion on our annual Reimagination compilation CD. We also hold workshops on a variety of topics and we invite the bands to perform at festivals and events throughout the summer. Reimagination, Volume 5 is currently in production and this year we hosted a series of three workshops on topics such as booking, songwriting and self-care.

- In March 2018, WESA held two listening sessions with community healthcare and medical providers about future healthcare and medicine issues. Outreach to more than two-dozen individuals resulted in 8 participants ranging from nurse, to mental health care providers, doctors, and policy-makers.
- On May 30, 2017 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.

### **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 Music Director, WYEP Program Director	May 2017
<b>PRNDI (Public Radio News Directors Inc)</b> WESA News Director	June 2017
<b>PMDMC (Public Media Development &amp; Marketing Conference)</b> CEO, WESA General Manager, Director of Development, Director of Major Giving, Director of Corporate Support	July 2017
<b>Station Resource Group Conference</b> CEO	August 2017
<b>Pittsburgh News Ecosystem Conference</b> CEO	May 2017
<b>Eastern Public Media Super Regional Conference</b> CEO, WESA General Manager, WESA News Director	September 2017
<b>Heinz Endowments Non-Profits Conference</b> CEO	September 2017
<b>Bayer Center Conference on Non-Profit Employment &amp; Retirements</b> CEO	January 2018
<b>Music Cities Conference</b> Abby	October 2017
<b>Responsible Hospitality Institute</b> Abby	February 2018
<b>PRPD (Public Radio Program Directors)</b> WESA General Manager, WYEP Program Director, WYEP Digital Content Manager	Sept 2017

## **Classes, Webinars and Workshops**

**AFP, What Does Your Employer Want: Aligning the Boss' Expectations with the Realities of Fundraising –**  
Director of Development

**Market Enginuity Underwriting Training**  
CEO

March 2017

**CPB Training**  
CEO

December 2017

**Harassment & Respect Workshop**  
All staff

October 2017

**"Respect in the Workplace" HR Training**  
All Staff

January 2018

### **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; in operations and production; in marketing; in developing web content; and in fundraising and communications.