

**Station Outreach Initiatives**

During the period ending March 31, 2013 WVIA undertook many initiatives to support our EEO program.

**1. Hosting Job Fair: Northeast Broadcast Employment Fair**

Sponsored by Public Broadcasting WVIA-FM/TV and

Bold Gold Media WBS, LP Licensee/Operator of WWRR WICK WYCK WTRW WCDL

Bold Gold Media WBS LP, and Public Broadcasting WVIA-FM and WVIA-TV co-sponsored, developed, and produced a market wide event to expose members of the general public to information about career opportunities in the broadcasting field. The event was held at the studios of WVIA-FM/TV, Pittston Township, PA on Monday, March 25, 2013 from 4:00 p.m. to 6:00 p.m. The sponsors offered area broadcasters an opportunity to meet persons interested in broadcasting careers and offered members of the public the opportunity to learn about careers in broadcasting in a public forum with a variety of broadcasters present. This event was conducted at no cost to the participating broadcasters and attendees.

The sponsors promoted the event in advance by devoting a significant amount of airtime in the three weeks preceding the event to promote of the Career Fair. Members of the public were invited to learn about career opportunities in the broadcasting field.

The event was developed by Bold Gold Media Special Projects Manager Phillip Bullwinkel and WVIA-FM Vice President for Radio Chris Norton. The sponsor representatives consulted in March, 2012 and drew up the outline for the career fair based on a successful promotion held in 2012. The sponsor representatives decided that the event would be held on a weekday afternoon. Members of the public would be encouraged to attend to learn about opportunities in the broadcasting field. Bold Gold Media and WVIA-FM/TV would promote the event on the air. Other area broadcasters would be invited to attend by the sponsors.

In January 2013 the sponsor representatives selected the WVIA studio location on Old Boston Road in Pittston Township, PA as the site of the event. WVIA agreed to provide the room. The sponsor representatives confirmed that other broadcasters would be invited to attend at no cost to them. The WVIA studio location is centrally located in the Scranton/Wilkes Barre area. The WVIA main TV Studio would offer sufficient space for the expected turnout. WVIA would select a suitable date in March 2013. The sponsors would schedule the time of the event so it ran beyond normal business hours so that individuals who were presently employed, but interested in

opportunities in broadcasting, would be able to attend. The sponsors selected 4:00 p.m. to 6:00 p.m. as the time for the event. Invitations were extended to:

WVIA FM/TV, Pittston

Bold Gold Media, Scranton

Shamrock Communications

Cumulus Communications

Entercom Wilkes Barre-Scranton

WNEP-TV

WBRE-WYOU

WOLF-TV

Geos Communications

Columbia Broadcasting Co.

WSBG-WVPO Nassau Broadcasting

WYNY Digital Radio Broadcasting

WAZL Panorama PA Inc.

WQPX

WPEL Montrose Broadcasting Corp.

WRGN

WITK

WQOR

WWRR/WICK/WYCK/WTRW/WCDL and WVIA scheduled announcements during the three weeks leading up to the Job Fair. The announcement script was provided to the broadcasters invited to attend and they were asked to schedule announcements. WVIA and Bold Gold Media posted the event on their web sites. Promotion of the event was scheduled from March 4 to March 25, 2013.

Posters promoting the event were sent to communications departments of area colleges:

Marywood University

University of Scranton

Keystone College

King's College

Wilkes University

Misericordia University

Luzerne County Community College

On Monday, March 25, 2013 the sponsors conducted the career fair. 9 broadcasters: Times-Shamrock Communications, WOLF/WSWB/WQMY-TV, ION Media, Cumulus Broadcasting, Geos Communications, Nassau Broadcasting, Entercom Broadcasting and the sponsors Bold Gold Media and WVIA-FM/TV reserved space to greet persons interested in broadcasting careers. The participating employers sent 15 total staff members to conduct the event. Attendees were asked to register at a central location at the entrance to the room, but they were free to meet with any broadcasters they desired. The central registration list was provided to all broadcasters. A review of the central registration showed that 62 individuals signed in for the event. Most attendees spoke with multiple broadcasters. The promotion of the event resulted in a high level of interest among those who attended. Many attendees came with resumes in hand and asked about full time and part time employment opportunities. Broadcasters with openings used the event to arrange for follow-up meetings with interested attendees.

The sponsor representatives judged that the event was a success. It drew potential employees, many of whom had no broadcast employment experience. Attendees came from communities throughout the market area. The participation of other broadcasting companies made the event more valuable to the attendees because it offered a wide variety of potential employers. The companies attending said the career fair was valuable to them and they would be interested in attending a future career fair.

The sponsor representatives judged that the event was a positive means of outreach for employees and that it fulfilled the broadcasters' requirement to conduct equal opportunity employment outreach and the sponsor's need to reach qualified, potential employees.

The sponsors will schedule another event of this type in the next year using a similar plan. The sponsor representatives will meet to set the date and firm up the rest of the plans in the beginning of 2014.

## **2. “Looking Forward.”**

WVIA participated in and took a lead role in promoting this free all-day career and academic planning event for high school students and their parents. WVIA president and CEO Bill Kelly delivered the keynote address, interviewing regional internet entrepreneur Kris Jones for this outreach event organized by Luzerne Intermediate Unit 18 held February 23, 2013 at Misericordia university in Dallas, PA. Workshop sessions covered a variety of career clusters and information booths gave students and parents an opportunity to interact with representatives of the educational and business community.

## **3. Internship Program**

WVIA offers an extensive internship program, working with regional colleges and universities, offering 7 specialized programs in television production, radio production, news, corporate communications, auction and promotions, media and educational services, accounting, and administration. We offer internship opportunities for spring semester, fall semester, and summer term. This year WVIA has hosted a total of 24 student interns, including 4 during the current term. Many previous interns have become part-time and even full-time employees at WVIA and other area stations.

## **Other Activities Disseminating Employment Information**

- 4. WVIA’s Education Services department offers a “**job shadowing**” program for high schools, in which students are given tours of the station, spending additional time observing the daily work routine of various employees. WVIA Director of Education Andrea O’Neill hosted the Lake Lehman High School Journalism Club for one such program in November, 2012.**
- 5. School **Career Day** programs. WVIA Member Services Coordinator Deb Konnick hosted two student groups from Abington Heights Middle School for presentations about jobs in various departments of our radio/TV operation Dec. 4 and Dec. 13, 2013.**
- 6. Tours for educational groups** are frequent occurrences at WVIA. For example, President of Radio Chris Norton hosted a Marywood University Media Management graduate class at WVIA November 28, 2012 and a separate undergraduate class March 21, 2013, touring the studio facilities and observing operations while learning how public broadcasting differs from commercial broadcasting.