Appendix 1

ANNUAL EEO PUBLIC FILE REPORT

Covering the period April 1, 2022 TO March 31, 2023: Stations Comprising Station Employment Unit: WVIA TV-FM

Section 1: Vacancy information

<table>
<thead>
<tr>
<th>Full Time Position</th>
<th>Recruitment Source of Hire</th>
<th>Total Number of Interviewees from All Sources</th>
<th>Total Number of Interviewees from Each Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Multimedia Producer</td>
<td>wvia.org</td>
<td>6</td>
<td>*wvia.org-4, Internal-1, Referral-1</td>
</tr>
<tr>
<td>2. Membership Services Specialist</td>
<td>ziprecruiter.com</td>
<td>5</td>
<td>indeed.com – 2, jobtarget.com – 1, wvia.org-1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>*ziprecruiter.com-1</td>
</tr>
<tr>
<td>3. Accounting Clerk</td>
<td>ziprecruiter.com</td>
<td>1</td>
<td>*ziprecruiter.com-1</td>
</tr>
<tr>
<td>4. Major Gifts Officer</td>
<td>wvia.org</td>
<td>2</td>
<td>*wvia.org – 1, jobtarget.com-1</td>
</tr>
<tr>
<td>5. Director of Education</td>
<td>Indeed.com</td>
<td>2</td>
<td>wvia.org – 1, *indeed.com - 1</td>
</tr>
<tr>
<td>6. Sr. Director of Audience Development and Growth</td>
<td>wvia.org</td>
<td>3</td>
<td>*wvia.org – 1, internal-1, indeed.com-1</td>
</tr>
</tbody>
</table>

Source for Hire Indicated with *

See Section 2 for full list of sources used for each position.

Total number of persons hired for reporting period: 6

Total Number of Persons Interviewed During Applicable Period: 19
Appendix 2: Annual EEO Public File Report Form

Covering the Period from April 1, 2022 TO March 31, 2023

Section 2: Recruitment Source Information

<table>
<thead>
<tr>
<th>Source name (see attached for contact information)</th>
<th>Total Number of Interviewees from Source</th>
<th>Full Time Positions for which this source was utilized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indeed.com</td>
<td>4</td>
<td>ALL</td>
</tr>
<tr>
<td>wvia.org/career center</td>
<td>8</td>
<td>ALL</td>
</tr>
<tr>
<td>jobtarget.com</td>
<td>2</td>
<td>ALL</td>
</tr>
<tr>
<td>linkedin.com</td>
<td>0</td>
<td>ALL</td>
</tr>
<tr>
<td>Instagram.com</td>
<td>0</td>
<td>ALL</td>
</tr>
<tr>
<td>twitter.com</td>
<td>0</td>
<td>ALL</td>
</tr>
<tr>
<td>facebook.com</td>
<td>0</td>
<td>ALL</td>
</tr>
<tr>
<td>ziprecruiter.com</td>
<td>2</td>
<td>ALL</td>
</tr>
<tr>
<td>Referral</td>
<td>1</td>
<td>#1</td>
</tr>
<tr>
<td>Internal candidate</td>
<td>2</td>
<td>#6 and #1</td>
</tr>
<tr>
<td>Association of Fundraising Professionals</td>
<td>0</td>
<td>#4</td>
</tr>
<tr>
<td>Fundraisingjobs.com</td>
<td>0</td>
<td>#4</td>
</tr>
<tr>
<td>diversityjobs.com</td>
<td>0</td>
<td>#4 and #1</td>
</tr>
<tr>
<td>publicmediajobs.org</td>
<td>0</td>
<td>ALL</td>
</tr>
<tr>
<td>current.org</td>
<td>0</td>
<td>ALL</td>
</tr>
<tr>
<td>militaryhire.com</td>
<td>0</td>
<td>#2</td>
</tr>
</tbody>
</table>
FCC Form 396  Appendix 3

April 2022- March 2023

Station Outreach Initiatives

As the pandemic receded, WVIA studios reopened to the public, but some gatherings, such as our annual Broadcast Employment Fair, did not take place. Nevertheless WVIA undertook several initiatives to support our EEO program.

1. Internship Program

WVIA maintains an active internship program, offering career prep training to students from many regional colleges in a variety of departments. These are structured internship educational experiences, but we have transitioned from unpaid internships for college academic credit to paid compensation for students. Although applications from college students were down this year, WVIA supervised one (1) internship this year.

Student: Selena Forlenza  Ithaca College  June - August of 2022

Production Manager Ron Andruscavage supervised he work in video editing, camera, teleprompter and graphics. Videographer Chris Fry showed her various aspects of television production.

2. Events with educational institutions related to careers in broadcasting

a. WVIA News Director Julie Sidoni spoke with Clarks Summit University students interested in media careers in a Zoom session October 4, 2022, followed by a tour of station studios and explanation of station operations October 17, 2022. Students were invited to return to observe an upcoming live television broadcast of a public affairs program, Keystone Edition.

b. 44 High School students visited WVIA on December 9th, 2022. These students were part of Wallenpaupack Area School District's Career Planning Program as prospective educators learning about job opportunities in educational media.

   • 9:30am: Group 1 studio tour with Chief Engineer Joe Glynn
   • 9:30am: WVIA Education Presentation with Activity Group 2
   • 10:00am: Group 2 tour with Chief Engineer Joe Glynn
   • 10:00am: WVIA Education Presentation with Activity Group 1
   • 10:30am : Question and Answer time
   • 10:45am: meet and greet with Lisa Mazzarella in WVIA Radio
   • 11:00am: wrap up

3. Participation in other activities to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities (WVIA employment recruiting improvements)

WVIA enacted significant improvements this year to our own recruitment outreach.

   ▪ Diverse Candidate Recruitment: We now use targeted keyword searches to improve our reach with diverse candidate pools. Through an application called JobTarget, algorithms do most of the work for all of our job posts. This means that Optimized placements on a variety of websites, including more diverse and niche sites, allow us to run our recruitment efforts more efficiently. By using
deep historical analytics, the algorithms automatically optimize our job campaigns/ads to allow us to post on the most relevant job sites to deliver quality and diverse applicants.

4. Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions.
   In January of 2023, Human Resources developed a new in-house Management Development Training Program called WVIA University. This career development program is for all WVIA managers who have hire/fire responsibilities. The program consists of 4-5 face-to-face workshops, held at headquarters every 6 weeks. As of the writing of this document, 2 workshops have already been held and well-attended by the management team. Subsequent workshops have been scheduled for the spring of 2023.
Recruitment Contacts

WEBSITES

Indeed
177 Broad Street, 6th Floor
Stamford, CT 0601
Phone: 1-800-462-5848
http://ads.indeed.com

www.wvia.org (career center)
100 WVIA Way
Pittston, PA 18640
570-602-1126

Current
6930 Carroll Avenue, Suite 350
Takoma Park, MD 20912
www.current.org

Jobtarget.com
www.jobtarget.com
1-860-544-265
Thomas Ide: Account Executive

Association of Fundraising Professionals
4520 City Ave.
Philadelphia, PA 19131
www.afpgpc.com

Militaryhire.com
17 South Main Street,
Suite 201,
Akron, Ohio 44308
1-800-585-3690
www.militaryhire.com

LinkedIn
2009 Stierlin Court
Mountainview, CA 94042
http://www.linkedin.com

Twitter
795 Folsom Street, Ste. 600
San Francisco, CA 94103
www.twitter.com

Instagram
Menlo Park, CA 94025
www.instagram.com