

WQED MULTIMEDIA
Annual EEO Public File Report
April 1, 2016 – March 31, 2017

This report covers the employment unit consisting of Stations WQED(TV) and WQED-FM, Pittsburgh, Pennsylvania, and WQEJ(FM), Johnstown, Pennsylvania. It includes a list of all full-time vacancies filled by the employment unit during the preceding year, identified by job title; for each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification, which are separately identified), identified by name, address, contact person and telephone number; the recruitment source that referred the hiree for each full-time vacancy during the preceding year; data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and a list and brief description of recruitment initiatives undertaken during the preceding year.

RECRUITMENT REPORT

WQED Multimedia is an equal opportunity employer and is dedicated to providing broad outreach regarding job vacancies. We seek the help of local organizations in referring qualified applicants to our station; therefore organizations that wish to receive our vacancy information should contact the Human Resources Department at WQED Multimedia by calling (412) 622-1372.

WQED Multimedia posted and filled the following full-time vacancies from April 1, 2016 through March 31, 2017. For purposes of this Report, a position was deemed filled when the hire who has accepted the job offer reports for work. Also, in an ongoing effort to seek qualified Sales & Underwriting Department candidates, we list year long postings for all Account Executives/Representative positions on our website at www.wqed.org.

| Position | Hire Date | Recruitment Sources* and Number of Interviewees Referred by Recruitment Source | Number Interviewed | Hiring Source |
|---------------------------------------|------------------|---|---------------------------|----------------------|
| Donor Engagement and Event Specialist | 6/6/16 | A1(1), A2, A3, A7, B1(2), C6, | 3 | A1 |
| Membership Coordinator | 6/6/16 | A1(2), A2, A3, A7, B1(2), C6, | 4 | B1 |
| Donor Relations Specialist | 9/6/16 | A1(3), A2, A3, A7, C6, K5(2) | 5 | K5 |
| Director of Development | 10-31-16 | A1(2), A2, A3, A7, A8(1), B1(3), C6, | 6 | A1 |

| Position | Hire Date | Recruitment Sources* and Number of Interviewees Referred by Recruitment Source | Number Interviewed | Hiring Source |
|-------------------------------|-----------|--|--------------------|---------------|
| Interactive/Digital Associate | 10/31/16 | A1(1), A2, A3, A7(1), C6, K5(1) | 3 | C |
| Programming Assistant | 2/13/17 | A1(2), A2, A3, A7(1), C6, | 3 | C |

**Recruitment Source codes of Contact Organizations: Excel Spreadsheet*

RECRUITMENT INITIATIVES

1. INTERNSHIP PROGRAM

WQED Multimedia provides unpaid internships to college students in areas of Development and Membership, Digital Media Production, Education, FM Radio, and TV Production, both during the school year and the summer. We strive to provide one of the top multimedia internship programs in the region and to ensure that every intern has a positive experience with meaningful activities and tasks that are relevant and real. In order to seek qualified candidates for internships, WQED lists yearlong postings available for students to apply on the WQED website at www.wqed.org as well as sending announcements to educational institutions listed on the recruiting sources listed. During the past year we have had 20 interns.

2. PARTICIPATION IN JOB FAIRS

During this reporting period WQED has been represented at 2 job fairs:

- (1) Jason Argenas of Human Resources represented WQED at the CCAC - Allegheny Campus Fall Job Fair on October 19, 2016 at CCAC Allegheny Campus.
- (2) Jason Argenas of Human Resources represented WQED at the CCAC - Allegheny Campus Spring Job Fair on March 8, 2017 at CCAC Allegheny Campus.

3. LISTING EACH UPPER-MANAGEMENT LEVEL OPENING IN A JOB BANK OR NEWSLETTER OF A MEDIA TRADE GROUP WITH A BROAD BASED MEMBERSHIP, INCLUDING THE PARTICIPATION OF WOMEN AND MINORITIES.

During the period 4/1/16-3/31/17 WQED has posted all upper management level openings to the job bank of the Pennsylvania Association of Broadcasters.

4. PROVIDED TRAINING TO MANAGEMENT LEVEL PERSONNEL AS TO THE PREVENTION OF DISCRIMINATION IN THE WORKPLACE.

Training for management level personnel was conducted on March 24, 2017. The title of the training was, "Management Matters: Preventing Employee Legal Claims in the Real World."

Recruitment Sources

| Source Codes | Organization | Account # | Contact Person | Address | City | State | Zip | Phone | Fax | Email Address |
|--------------|--|-----------|---|--|--------------|-------|-------|---------------------|----------------|---|
| A1 | WOED Multimedia | | WOED Human Resources Department woed.org/about/careers | 4802 Fifth Avenue | Pittsburgh | PA | 15213 | 412-622-1300 | | www.woed.org http://www.woed.org/employment_about.html www.woed.org |
| A2 | Pennsylvania Association of Broadcasters | | none | 805 Paxson Street 30th South Fifth Street Ground Floor | Hummelstown | PA | 17036 | 717-482-4820 | | |
| A3 | African American Chamber of Commerce | | none | | Philadelphia | PA | 19102 | 215-751-9501 | (215) 751-9509 | info@aacchamber.org http://www.aacchamber.org |
| A7 | Craigslist | | none | | Pittsburgh | PA | | 202-463-7055 x36 | | www.craigslist.org |
| A8 | Current(newspaper about public tv and radio) | | Victoria Maulhardt | 5185 MacArthur Blvd., NW Suite 102 | Washington | DC | 20006 | | | www.washingtonpost.com |
| B1 | Non Profit Talent | | Dawn Corp | 20 Swanwick Street | Pittsburgh | PA | 15222 | 412-434-1335 | | www.nonprofitlink.state.pa.us |
| C6 | PA Careerlink | | Team PA Careerlink | | Pittsburgh | PA | 15219 | 412-562-7044 | | www.pa-careerlink.com |
| K5 | Indeed.com - this website republishes job openings from other online sites and some applicants for our positions are indeed as the referral source | | | | | | | | | www.indeed.com |