

EEO PUBLIC FILE REPORT

FOR

WGAL-TV

This EEO Public File Report
Covers the One-Year Period
Ending on 3/31/2023

EEO Annual Public File Report

WGAL-TV

This EEO Public File Report is filed in Station WGAL-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one year time period ending 3/31/2023 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Karen Largent, Business Manager.

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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 5/11/2021 Hire Date: 4/11/2022	1-5, 7-9, 11-15, 17-21, 23-27, 29-34, 36, 38-39, 41-43	3
Account Executive Open Date: 6/14/2021 Hire Date: 10/10/2022	1-5, 7-15, 17-27, 29-34, 36, 38-39, 41- 43	10
Sales Account Associate Open Date: 10/11/2021 Hire Date: 10/10/2022	1-5, 7-9, 11-13, 15, 17-21, 23-34, 36, 38-39, 41-43	3
Digital Sales Manager Open Date: 10/19/2021 Hire Date: 11/21/2022	2-3, 5, 7-9, 12-13, 15, 17-21, 24-27, 29, 31-34, 36-39, 42	3
Anchor/Reporter Open Date: 12/16/2021 Hire Date: 9/11/2022	1-3, 5, 7, 9, 12-13, 15, 17-21, 23-34, 36 -37, 39, 41-43	3
Full-Time Assignment Editor Open Date: 2/3/2022 Hire Date: 4/10/2022	1-3, 5, 7-9, 11-15, 17-21, 23-27, 29-37, 39, 41-43	3
Newscast Director Open Date: 2/24/2022 Hire Date: 7/25/2022	1-3, 5, 7-9, 11-15, 17-21, 23, 25-30, 32- 34, 36-37, 39, 41-43	3
National Sales Assistant Open Date: 3/1/2022 Hire Date: 5/23/2022	1-3, 5, 7-9, 11-15, 17-21, 23, 25-30, 32- 34, 36-37, 39, 41-43	14
Audio Operator Open Date: 4/6/2022 Hire Date: 5/8/2022	1-3, 5, 7-9, 11-13, 15-21, 23, 25-30, 32- 34, 36-37, 39, 41-43	3
Transmitter Technician Open Date: 4/14/2022 Hire Date: 9/11/2022	1-5, 7-9, 11-13, 15-21, 23, 25-34, 36- 37, 39, 41-43	3
Full-Time Assignment Editor Open Date: 4/14/2022 Hire Date: 6/6/2022	1-5, 7-9, 11-21, 23, 25-34, 36-37, 39, 41-43	14
Meteorologist Open Date: 4/29/2022 Hire Date: 8/29/2022	1-5, 7-9, 11-13, 15-21, 23, 25-34, 36- 37, 39, 41-43	3
Promotion Writer / Producer Open Date: 5/13/2022 Hire Date: 6/27/2022	1-5, 7-9, 11-13, 15-21, 23, 25-34, 36- 37, 39, 41-43	3
Photographer Open Date: 8/9/2022 Hire Date: 10/23/2022	1-5, 7-9, 11-13, 15-21, 23, 25-34, 36- 37, 39-43	3

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Master Control Operator Open Date: 8/25/2022 Hire Date: 11/20/2022	1-9, 11-21, 23, 25-30, 32-37, 39-43	6
Audio Operator Open Date: 10/6/2022 Hire Date: 12/19/2022	1-9, 11-13, 15-23, 25-30, 32-37, 39-43	35
Sports Anchor Open Date: 10/12/2022 Hire Date: 12/19/2022	1-5, 7-9, 11-13, 15, 17-21, 23, 25-34, 36-37, 39-43	3
Broadcast Technologist - Engineering Technician Open Date: 10/12/2022 Hire Date: 1/30/2023	1-2, 4-9, 11-23, 25-34, 36-37, 39-43	22
News Director Open Date: 12/23/2022 Hire Date: 3/5/2023	1-5, 7-9, 11-13, 15, 17-21, 23, 25-34, 36-37, 39-43	3

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
2	Bright Side Baptist Church 515 Hershey Ave Lancaster, Pennsylvania 17603 Phone : 717-298-9431 Email : erichollie@aol.com Holly & Eric Kemp	N	0
3	Careers.HearstTelevision.com 214 N Tryon St Charlotte, North Carolina 28202 Phone : 704-208-2342 Url : http://careers.hearsttelevision.com/Login.aspx Email : htv.careers@hearst.com Career Services	N	59
4	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
5	CSB School of Broadcasting 1 Mall Drive, Suite 203 Cherry Hill, New Jersey 06032 Phone : 856-755-1200 Email : jobs@gocsb.com Tom DeFranco Prong 2 Start Date: 2/3/2009	Y	0
6	Current Employee	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	DragonukConnects 3701 Burmont Ave Randallstown, Maryland Phone : 410-922-6797 Url : https://dragonukconnects.com/home.php Email : support@dragonukconnects.com Brian Dragonuk Prong 2 Start Date: 8/8/2005	Y	0
8	Educational Data Systems Inc. 1016 N Charlotte St Lancaster, Pennsylvania 17603 Phone : 717-291-1231 ext. 397 Email : andionnesmith@edsisolutions.com A Smith	N	0
9	Elizabethtown College Recruiting Coordinator One Alpha Drive Elizabethtown, Pennsylvania 17022 Phone : 717-361-1206 Jane Nini Manual Posting Prong 2 Start Date: 8/8/2000	Y	0
10	Glassdoor 100 Shoreline Hwy Mill Valley, California 94941 Phone : 800-918-3229 Career Center	N	2
11	HACC 1641 Old Philadelphia Pike Lancaster, Pennsylvania 17602 Phone : 717-780-2522 Url : http://www.collegecentral.com/hacc Jean Tucker Manual Posting	N	0

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12	Hood College 401 Rosemont Ave Frederick, Maryland 21701 Phone : 301-696-3583 Maura Page Manual Posting Prong 2 Start Date: 2/28/2002	Y	0
13	Howard University 525 Bryant St N.W. Washington, District of Columbia 20059 Phone : 202-806-7513 Nisite Reta Manual Posting Prong 2 Start Date: 12/27/2000	Y	0
14	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 1-800-475-4361 Url : www.indeed.com Career Services Manual Posting	N	10
15	Kutztown University PO Box 730 Kutztown, Pennsylvania 19530 Phone : 610-683-4067 Url : http://www.kutztown.edu/careers/empsvcs.html Amity Fox Manual Posting Prong 2 Start Date: 6/12/2000	Y	0
16	Lancaster County Career & Tech Center 110 North Lime Street Lancaster, Pennsylvania 17601 Phone : 717-393-1735 ext 236 Tricia Cleaves Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Lancaster County Career & Technology Ctr PO Box 527 Willow Street, Pennsylvania 17584 Phone : 717-464-7050 Email : bstiles@lcctc.org Ben Stiles Prong 2 Start Date: 6/15/2000	Y	0
18	Lancaster County Office of Aging 150 N Queen St Suite 415 Lancaster, Pennsylvania 17603 Phone : 717-299-7979 Email : HumanResources@co.lancaster.pa.us Donald Jones Prong 2 Start Date: 6/14/2000	Y	0
19	Lebanon Valley Chamber of Commerce 989 Quentin Road Suite 1 Lebanon, Pennsylvania 17042 Phone : 717-273-3727 Url : www.lvchamber.org Email : rlamason@lvchamber.org Rosser Lamason Prong 2 Start Date: 3/21/2014	Y	0
20	Lebanon Valley College Career Services Director 101 North College Ave Anneville, Pennsylvania 17003 Phone : 717-867-6560 Email : careerservices@lvc.edu Sharon Givler Prong 2 Start Date: 6/12/2000	Y	0
21	Lincoln University Office of Career Services PO Box 179 Lincoln University, Pennsylvania 19352 Phone : 484-365-7588 Url : http://www.lincoln.edu/career Ralph Simpson Manual Posting Prong 2 Start Date: 6/21/2000	Y	0

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22	LinkedIn.com 1000 W. Maude Avenue Sunnyvale, California 94085 Phone : 1-877-587-1877 Career Services Manual Posting	N	6
23	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Url : https://www.mediabistro.com/ Career Services Manual Posting	N	0
24	MediaLine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Email : medialine@medialine.com Mark Shilstone	N	0
25	Messiah College One College Avenue Grantham, Pennsylvania 17027 Phone : 717-766-2511 Email : Earke@messiah.edu Ed Arke	N	0
26	Millersville University PO Box 1002 Millersville, Pennsylvania 17551 Phone : 717-872-3312 Donna Ressler Manual Posting Prong 2 Start Date: 6/12/2000	Y	0
27	Muhlenberg College The Career Center 2400 West Chew Street Allentown, Pennsylvania 18104 Phone : 484-664-3170 Alana Albus Manual Posting Prong 2 Start Date: 9/21/2004	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Dainne Siekmann Manual Posting	N	0
29	P.R.O.B.E. 815 Cumberland St Suite 206 Lebanon, Pennsylvania 17042 Phone : 717-273-2090 Url : http://www.probepa.org Email : kmverna@probepa.org Kathy Verna Prong 2 Start Date: 6/12/2000	Y	0
30	Penn State University 208 D Carbegue Bldg University Park, Pennsylvania 16801 Phone : 814-865-4700 Career Services Manual Posting	N	0
31	Pennsylvania Assoc of Broadcasters 8501 Paxton St Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Gail Ponti Manual Posting	N	2
32	Pittsburgh Technical Institute 1111 McKee Road Oakdale, Pennsylvania 15071 Phone : 412.809.5214 Janice Welch Manual Posting Prong 2 Start Date: 6/27/2011	Y	0
33	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 513-677-7077 Robert Walker Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	Shippensburg University 1871 Old Main Dr Shippensburg, Pennsylvania 17257 Phone : 717-477-1484 Kimberly Rockwell Manual Posting Prong 2 Start Date: 5/10/2001	Y	0
35	Showbizjobs.com 3579 E. Foothill Blvd. Pasadena, California 91107 Phone : 626-798-4533 Url : www.showbizjobs.com Career Services	N	4
36	Spanish American Civic Assoc 545 Pershing Ave Lancaster, Pennsylvania 17602 Phone : 717-397-6267 Email : marisol@sacapa.org Fax : 1-717-295-7762 Marisol Sanchez Prong 2 Start Date: 1/27/1995	Y	0
37	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Mark Holloway Manual Posting	N	0
38	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0

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39	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting Prong 2 Start Date: 1/22/2018	Y	0
40	University of Michigan 515 E Jefferson St Ann Arbor, Michigan 48109 Career Services Manual Posting	N	0
41	West Chester University 106 Lawrence Center-WCU West Chester, Pennsylvania 19383 Phone : 610-436-2501 Url : http://www.collegecentral.com/wcupa/ Preeti Singh Manual Posting	N	0
42	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
43	York College of PA Career Services Center Country Club Road York, Pennsylvania 17403 Phone : 717-815-1452 Url : https://www.ycp.edu/about-us/offices-and-departments/student-success/career-development-center/ Alice Baldwin Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			86

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/31/2022	Establishment of an intern program designed to assist members of the community	Station conducts an ongoing Internship Program for college juniors & seniors. This program offers students who are contemplating careers in broadcasting a unique opportunity to earn college credit while gaining insight into the broadcast media field. Students acquire career-related skills and valuable experience which will facilitate their transition from the academic environment to the business world. Students participated in the program during the period covered by this report: Summer 2022 = 3 interns	4	News Director Chief Photographer Executive Producer Executive Producer
2	8/31/2022	Establishment of an intern program designed to assist members of the community	Summer 2022, WGAL continued to host an Emma Bowen Foundation Fellow, shadowing employees to gain valuable experience regarding news broadcasting processes. Researching, writing and producing, were just some of the processes executed by the Fellow. The Emma Bowen Foundation's program provides a multi-year internship to students of color at media companies where they gain significant on the job training in their academic field.	4	News Director Assistant News Director Executive Producer Executive Producer
3	9/16/2022	Establishment of training programs for station personnel	The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 10 week training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.	2	National Sales Manager Operations Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	10/5/2022	Provision of training to management	Department Heads & Recruiting Managers of WGAL attended, in person, a training session at the station in Lancaster, PA. The session was conducted by Hearst's Director of Veteran Recruiting, known as "Operation Transition," relating to the hiring of US Armed Forces veterans. Among the topics covered in the training session were: evaluating past duties of armed services personnel and the "transferability" of those skills and qualifications to a broadcast/newsgathering/digital business; the process for identifying, interviewing, and attracting qualified candidates from the Armed Services pool; ensuring non-discrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment.	7	News Director President & General Manager Business Manager Director of Engineering
5	11/3/2022	Participation in events or programs sponsored by educational institutions	Elizabethtown College Communications class from Elizabethtown, PA visited the station for a tour and Q&A session with our News Director. Discussions included career & Internship opportunities in the broadcasting field and with the station.	1	News Director
6	1/5/2023	Provision of training to management	President & General Manager and Business Manager conducted an HTV Station Recruitment review and future goals conference call with HTV Corporate HR team. This meeting reviewed prior year data on recruiting efforts, including recruiting sources, applicant trends and outreach programs and events. Long-term station recruitment plan goals including updating current source list with diverse sources and agencies to broaden the applicant pool and help find qualified hires for open positions, and helping managers find candidates for hard-to-fill positions, was discussed.	2	President & General Manager Business Manager

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7	1/20/2023	Participation in events or programs sponsored by educational institutions	Students involved in the media video production class at JP McCaskey High School in Lancaster, PA visited the station for a tour, Q&A with various station personnel & hands-on experiences. Students shot interviews and B-roll around the station for the Broadcast NOW! program. Station personnel involved in this event included an Anchor/Reporter, Creative Services Writer/Producer, National Sales Manager & Technical Operations Manager. The station visit is part of WGAL's Diversity, Equity & Inclusion outreach programs.	4	National Sales Manager Operations Manager Anchor/Reporter CS Writer/Producer
8	2/24/2023	Participation in events or programs sponsored by educational institutions	Garden Spot High School, Garden Spot, PA communication students visited the station for a tour, Q&A session with personnel, and college preparation & Internship opportunity discussions. The importance of cover letter & resume writing was also discussed. 12 students were in attendance.	3	Director of Engineering Assistant Chief Engineer Operations Manager
9	2/24/2023	Participation in Job Fairs	Business Manager, Local Sales Manager & Operations Technician attended the in-person Penn State University's JobExpo.COMM in State College, PA.	3	Business Manager Local Sales Manager Operations Technician
10	3/1/2023	Participation in events sponsored by organizations representing the community	General Manager, Director of Engineering, General Sales Manager & Creative Services Director attended the Lancaster County State of the County presentation hosted by the Lancaster County Chamber of Commerce. Participation was primarily for the purpose of understanding the changing demographics of the region we serve and discuss ideas and ways to better service the needs of the changing population as a community.	4	President & General Manager Director of Engineering General Sales Manager Creative Services Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
11	3/9/2023	Provision of training to management	Hearst Conscious Inclusion - company "Change Agent" certification program underscores the company's commitment to an equitable, inclusive and diverse culture that speaks to our company's culture. Participants in the program learned the INCLUDE model that provides the fundamental knowledge and skills necessary to become more aware of how biases can impact behaviors in the workplace. Participants completed 6 sessions over a course of 6 months. These sessions include, Conscious Inclusion (two part), Allyship in Action, Race Matters, Moments of Truth and a wrap up session. Once participants complete this program, they earn the Change Agent certification.	3	Director of Engineering Assistant News Director Local Sales Manager
12	3/13/2023	Participation in events or programs sponsored by educational institutions	WGAL Anchor/Reporter spoke to various community organizations/schools upon request on a broad range of topics, including employment opportunities & careers in the broadcast industry. April & May 2022's activities included: 4/5/22 - Meteorologist gave a weather presentation to 60 middle school students from across the Susquehanna Valley at the Women In Mathematics, Science, and Technology Conference at Millersville University. 4/7/22 - Meteorologist gave a weather presentation via Zoom to 4th grade students at Dover Elementary School in Dover, PA. 5/4/22 - Meteorologist gave a weather presentation via Zoom to 2nd grade students at Providence Elementary School in New Providence, PA. 5/5/22 - Meteorologist gave a weather presentation via Zoom to the entire 4th grade class at Donegal Intermediate School in Marietta, PA.	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
13	3/13/2023	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role. One Sales Account Associate participated in the program this year.	4	General Sales Manager Local Sales Manager National Sales Manager Digital Sales Manager
14	3/15/2023	Participation in events or programs sponsored by educational institutions	Department Head personnel, along with News & Engineering staff participated in the Penn State University Communication department's Career Caravan presentation, "Finding Your Fit". This is a coordinated event between WGAL & Penn State University, for the college's communication students. The presentation to the students focused on the following: what skills and experience employers are looking for, Internship & Fellowship opportunities available with Hearst Television, and titles of entry-level opportunities within a broadcast station.	8	President & General Manager News Director Anchor Assignment Editor
15	3/24/2023	Participation in Job Fairs	Business Manager, Operations Manager, Local Sales Manager, Digital Sales Manager & Anchor/Reporter attended the in-person Temple University/Klein College of Media and Communications career fair in Philadelphia, PA.	5	Business Manager Operations Manager Local Sales Manager Digital Sales Manager
16	3/28/2023	Participation in Job Fairs	Operations Manager, National Sales Manager, National Sales Assistant & Operations Technician attended the in-person Millersville University career fair in Millersville, PA.	4	Operations Manager National Sales Manager National Sales Assistant Operations Technician