

EEO PUBLIC FILE REPORT

FOR

WTAE-TV

This EEO Public File Report  
Covers the One-Year Period  
Ending on 03/31/17

# EEO Annual Public File Report

## WTAE-TV

This EEO Public File Report is filed in Station WTAE'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 03/31/17 (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 Phyllis Zicarelli.

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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
News Producer Open Date: 1/5/2016 Hire Date: 4/4/2016	2-15, 17-19, 21-29, 31-56	9
Director/Producer Open Date: 4/7/2016 Hire Date: 6/1/2016	1-3, 5-15, 17-21, 23-25, 27, 29, 31-56	14
Photographer/Editor Open Date: 4/13/2016 Hire Date: 9/6/2016	2-3, 5-15, 17-21, 23-27, 29, 31-56	20
News Producer Open Date: 4/22/2016 Hire Date: 6/20/2016	2-3, 5-15, 17-19, 21, 23-25, 27, 29, 31-56	9
Associate Director Open Date: 5/19/2016 Hire Date: 6/6/2016	2-15, 17-19, 21, 23-25, 27, 29, 31-56	14
News Director Open Date: 7/5/2016 Hire Date: 7/25/2016	2-6, 8-15, 17-19, 21, 23-25, 27, 29, 31-56	14
Assistant News Director Open Date: 8/2/2016 Hire Date: 3/6/2017	2-6, 8-19, 21, 23-25, 27, 29, 31-56	14
Digital Sales Manager Open Date: 8/9/2016 Hire Date: 9/26/2016	1-6, 8-15, 17-19, 21, 23-27, 29, 31-56	14
Digital Media Manager Open Date: 11/7/2016 Hire Date: 2/21/2017	1-6, 8-15, 17-21, 23-25, 27, 29-56	30
Digital Content Manager Open Date: 11/16/2016 Hire Date: 1/1/2017	2-6, 8-15, 17-19, 21, 23-27, 29, 31-56	14
News Brand Producer Open Date: 11/16/2016 Hire Date: 3/6/2017	2-6, 8-15, 17-21, 23-27, 29, 31-56	26
Assignment Editor Open Date: 11/16/2016 Hire Date: 1/9/2017	2-6, 8-13, 15, 17-19, 21, 23-27, 29, 31-56	26
Digital Client Specialist Open Date: 12/7/2016 Hire Date: 2/21/2017	1-6, 8-13, 15, 17-21, 23-27, 29-56	26
News Producer Open Date: 12/13/2016 Hire Date: 3/8/2017	2-3, 5-6, 8-15, 17-19, 21, 23-25, 27, 29, 31-56	14

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**I. VACANCY LIST**

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Client Service Specialist Open Date: 1/5/2017 Hire Date: 2/21/2017	1-6, 8-13, 15, 17-21, 23-27, 29, 31-56	26
Maintenance Engineer Open Date: 1/5/2017 Hire Date: 2/21/2017	2-6, 8-15, 17-19, 21, 23-27, 29, 31-56	26
Digital Producer Open Date: 1/10/2017 Hire Date: 3/6/2017	1-3, 5-6, 8-10, 12-15, 17-19, 21, 24-25, 27, 29, 31-56	48

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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	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 919-271-4434 Email : slizik@602communications.com Graeme Newell	N	0
2	African American Institute Of Excellence 7209 Race Street Pittsburgh, Pennsylvania 15208 Phone : 412-242-8385 Email : saalih2000@yahoo.com Hakim Saalih  Prong 2 Start Date: 2/22/2006	Y	0
3	Art Institute of Pittsburgh 420 Boulevard of The Allies Pittsburgh, Pennsylvania 15219 Phone : 412-291-6531 Email : dmelvin@aii.edu Dana Melvin  Prong 2 Start Date: 11/30/2010	Y	0
4	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@bates.ctc.edu Ken Witkoe	N	0
5	Bethany College 304 Cramblet Hall Bethany, West Virginia 26032 Phone : 304-829-7150 Email : career@bethanywv.edu A Van Horn  Prong 2 Start Date: 11/30/2010	Y	0

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6	Bidwell Training Center 1615 Metropolitan Street Pittsburgh, Pennsylvania 15233 Phone : 412-323-4000 ext 207 Email : pkubrick@mcg-btc.org Paula Kubrick  Prong 2 Start Date: 4/1/2010	Y	0
7	Bradford School 707 Grant Street Pittsburgh, Pennsylvania 15219 Phone : 412-391-6354 Email : lbennecker@bradfordpittsburgh.edu Michelle Larocco	N	0
8	Career Link 425 Sixth Avenue Suite 2200 Pittsburgh, Pennsylvania 15219 Phone : 877-345-5025 x145 Email : aharding@careerlink.com Alan Harding  Prong 2 Start Date: 11/30/2010	Y	0
9	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : <a href="http://careers.hearsttelevision.com/">http://careers.hearsttelevision.com/</a> Career Services Manual Posting	N	7
10	Carlow College 3333 Fifth Avenue Pittsburgh, Pennsylvania 15213 Phone : 412-578-6067 Email : careercenter@carlow.edu Erin Bridgen  Prong 2 Start Date: 11/30/2010	Y	0
11	Collective Talent-Michaels Media 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com M Bille	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
12	Community College of Allegheny County 808 Ridge Avenue Pittsburgh, Pennsylvania 15212 Phone : 412-237-2545 R. Kmetz Manual Posting  Prong 2 Start Date: 11/30/2010	Y	0
13	Council 3 Rivers American Indian Center 120 Charles Street Dorseyville, Pennsylvania 15238 Phone : 412-782-4457 Email : kjevsevar@cotraic.org Career Services  Prong 2 Start Date: 11/30/2010	Y	0
14	Current Employee	N	25
15	Department of Veterans Affairs 2907 Pleasant Valley Blvd Altoona, Pennsylvania 16602 Phone : 877-626-2500 x4191 Email : jennifer.sklodowski@va.gov Jennifer Sklodowski	N	0
16	Dolan Media Management 3 North Court Street Frederick, Maryland 21701 Phone : 301-668-1511 Tom Dolan Manual Posting	N	2
17	Duquesne University 600 Forbes Avenue Pittsburgh, Pennsylvania 15282 Phone : 412-396-6644 N Feldhues Manual Posting	N	0

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18	Eastside Neighborhood Employment Center 5321 Penn Avenue Pittsburgh, Pennsylvania 15224 Phone : 412-362-8580 Email : reginalturner@yahoo.com Fax : 1-412-441-6918 B Woodward  Prong 2 Start Date: 11/30/2010	Y	0
19	Emma Bowen Foundation for Minority Interests in Media 524 West 57th Street New York, New York 10019 Phone : 212-975-2545 Email : Sandra.Rice@nbcuni.com Sandra Rice  Prong 2 Start Date: 6/1/2010	Y	0
20	Employee Referral	N	8
21	EqualityMagazines.com 13351 Riverside Dr. Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
22	Everest Institute 100 Forbes Avenue Pittsburgh, Pennsylvania 15222 Phone : 412-261-4520 Email : jobcenter@everttcc.edu Fax : 1-412-261-4546 Darin Martin	N	0
23	Headline Media Management 888 Seventh Avenue Suite 503 New York, New York 10106 Phone : 212-728-2062 Email : Leff@Headlinemedia.tv Carol Leff	N	0



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24	Higher Call World Outreach Church 1321 Mifflin Street P.O. Box 310 Homestead, Pennsylvania 15120 Phone : 412-464-0241 Email : highercallwoc@aol.com Florence Johnson  Prong 2 Start Date: 11/30/2010	Y	0
25	Hill House Association 1835 Centre Avenue Pittsburgh, Pennsylvania 15219 Phone : 412-392-6436 Email : cellington@hillhouse.org Fax : 1-412-392-4462 Carmen Ellington  Prong 2 Start Date: 11/30/2010	Y	0
26	Indeed.com 177 Broad Street 6th Floor Stamford , Connecticut 06901 Phone : 800-462-5842 Career Services Manual Posting	N	19
27	Indiana University of Pennsylvania 302 Pratt Hall Indiana, Pennsylvania 15705 Phone : 724-357-2234 Email : employer-recruitment@iup.edu Maggie Babco  Prong 2 Start Date: 11/30/2010	Y	0
28	Journalism Jobs.com PO Box 7294 Berkeley, California 94707 Phone : 510-524-2007 For Applicants Manual Posting	N	1
29	Liberal Arts Recruiting Consortium of Western PA 300 Fraser Purchase Road Latrobe , Pennsylvania 15650 Phone : (724) 805-2070 Career Services 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
30	LinkedIn.com 3355 Lenox Road, Suite 750 Atlanta, Georgia 30326 Career Services Manual Posting	N	2
31	Medialine Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : medialine@medialine.com M Shilstone	N	0
32	Mon Valley Initiative 303/305 East 8th Avenue Homestead, Pennsylvania 15120 Phone : 412-464-4000 Fax : 1-412-464-1750 Jefferson Brooks  Prong 2 Start Date: 3/17/2010	Y	0
33	NAHJ 1050 Connecticut Ave NW 10th Flr Washington, District of Columbia 20036 Phone : 202.662.7145 Career Services Manual Posting	N	0
34	New Birth Ministries 520 Liberty Street #602 California , Pennsylvania 15419 Phone : 724-797-4283 Url : <a href="http://www.groups.yahoo.com/group/newbirthministri">http://www.groups.yahoo.com/group/newbirthministri</a> Email : revessie@me.com Rev Esther Scott  Prong 2 Start Date: 6/3/2014	Y	0
35	PA Career Link of Westmoreland County 151 Pavillion Lane Youngwood, Pennsylvania 15697 Phone : 724-755-2330 ext 101 Email : c-jalbrigh@state.pa.us J Albright  Prong 2 Start Date: 11/7/2007	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
36	PA CareerLink Veterans 304 Wood Street Pittsburgh, Pennsylvania 15222 Phone : 412-552-1007 Email : jiweaverli@pa.gov Fax : 1-471-552-7051 Jill Counts-Weaverling	N	0
37	PA Dept of Labor and Industry 727 Goucher Street Section 10 Johnstown , Pennsylvania 15905 Phone : 814-255-6771 x3044 Email : thomfoley@pa.gov Thomas Foley	N	0
38	Penn State-Beaver Campus 100 University Drive Monaca, Pennsylvania 15061 Phone : 724-773-3561 Email : saw163@psu.edu Stephanie DeMarco  Prong 2 Start Date: 11/30/2010	Y	0
39	Pennsylvania Association of Broadcasters 8501 Paxton Street Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Richard Wyckoff Manual Posting  Prong 2 Start Date: 11/30/2010	Y	0
40	Pittsburgh Black Media Federation c/o Post-Gazette 34 Boulevard of The Allies Pittsburgh, Pennsylvania 15222 Phone : 412-263-1100 Email : nhill@post-gazette.com Natalie Hill  Prong 2 Start Date: 11/30/2010	Y	0

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41	Pittsburgh NAACP 2303 Wylie Avenue Pittsburgh, Pennsylvania 15219 Phone : 412-471-1024 Email : tcarlisle@naacp-Pittsburgh.org Fax : 1-412-471-1313 Twanda Carlisle  Prong 2 Start Date: 11/30/2010	Y	0
42	Pittsburgh/Penn Technical Institute 1111 McKee Road Oakdale, Pennsylvania 15071 Phone : 412-809-5150 Email : smith@pti.edu J Smith  Prong 2 Start Date: 11/30/2010	Y	0
43	POINT PARK UNIVERSITY 201 Wood Street Pittsburgh , Pennsylvania 15222 Phone : 412-392-3978 Url : www.pointpark.edu Email : ascaramucci@pointpark.edu Angela Scaramucci	N	0
44	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
45	Renewal, Inc. 312 Boulevard of the Allies Pittsburgh, Pennsylvania 15222 Phone : 412-697-1606 Email : info@renewalinc.com Charles Sullivan  Prong 2 Start Date: 11/30/2010	Y	0

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46	Robert Morris University 881 Narrows Run Road Coraopolis, Pennsylvania 15108 Phone : 412-299-2482 Email : broman@rmu.edu Sheila Broman  Prong 2 Start Date: 11/30/2010	Y	0
47	St. Vincent College 300 Fraser Purchase Road Latrobe, Pennsylvania 15650 Phone : 724-537-4570 Email : courtney.baum@email.stvincent.edu Courtney Baum  Prong 2 Start Date: 11/30/2010	Y	0
48	TV JOBS P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : <a href="http://www.tvjobs.com/cgi-bin/jobs2/employers/post">http://www.tvjobs.com/cgi-bin/jobs2/employers/post</a> M Holloway Manual Posting	N	7
49	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
50	University of Pittsburgh 4200 Fifth Avenue Pittsburgh , Pennsylvania 15260 Phone : 412-624-4141 Career Services Manual Posting	N	0
51	Urban League of Pittsburgh 610 Wood Street Pittsburgh, Pennsylvania 15222 Phone : 412-227-4172 Email : dwannamaker@ulpgh.org Darlene Wannamaker  Prong 2 Start Date: 11/30/2010	Y	0

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52	Waynesburg College 51 West College Street Waynesburg, Pennsylvania 15370 Phone : 724-852-3399 Email : mcoffman@waynesburg.edu Marie Coffman  Prong 2 Start Date: 2/22/2006	Y	0
53	Westminster College 319 S. Market Street New Wilmington, Pennsylvania 16172 Phone : 724-946-7339 Email : houghja@westminster.edu Jennifer Hough  Prong 2 Start Date: 11/30/2010	Y	0
54	Westmoreland County Community College 400 Armbrust Road Youngwood, Pennsylvania 15697 Phone : 724-925-4058 Email : noelc@wccc.edu Cheryl Noel  Prong 2 Start Date: 2/12/2004	Y	0
55	Wilberforce University P.O. Box 1001 Wilberforce, Ohio 45384 Phone : 937-708-5252 Email : hwilliams@wilberforce.edu Hila Williams  Prong 2 Start Date: 2/22/2006	Y	0
56	Women in Communications c/o Post-Gazette 34 Boulevard of The Allies Pittsburgh, Pennsylvania 15222 Phone : 412-263-2588 Email : kcarlin@post-gazette.com K Carlin  Prong 2 Start Date: 11/30/2010	Y	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>71</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	5/9/2016	Establishment of an intern program designed to assist members of the community	Emma Bowen Foundation Intern program in which students work for partner companies during summers until they graduate from college. During the 4 year program, students have an opportunity to learn many aspects of corporate operations and develop company-specific skills. Corporations have an opportunity to train/mentor students with the option of FT employment upon completion of college. One student participated this year.	1	NEWS DIRECTOR
2	5/23/2016	Establishment of an intern program designed to assist members of the community	WTAE-TV offers internships during the summer, fall and winter academic terms to college students who are contemplating careers in broadcasting. Student interns are assigned to the Sales & Marketing departments and are under the direct supervision of the department head. Six (6) interns participated in the Summer Internship Program. Three (3) interns participated in the Fall Internship Program. There were no participants for the Winter Internship Program.	2	SALES & MARKETING RESEARCH DIRECTOR
3	9/6/2016	Participation in events or programs sponsored by educational institutions	Guest speaker for a Marketing and Promotions undergraduate class at Point Park University about marketing research and the resources available to them.	1	RESEARCH DIRECTOR
4	10/12/2016	Participation in Job Fairs	The Western PA Career Services Assoc. hosted this job fair. WestPACS is an independent, non-profit consortium of career services professionals representing the member community colleges, colleges and universities of Western PA.	1	RESEARCH DIRECTOR
5	11/3/2016	Participation in Job Fairs	The job fair is held by the University of Pittsburgh. It is a series of programs and workshops hosted by the Office of Career Development and Placement Assistance designed to help students prepare to navigate the complexities of a diverse workplace.	1	RESEARCH DIRECTOR

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	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
6	12/14/2016	Participation in events or programs sponsored by educational institutions	A station tour was given to 22 students and 3 advisors from Cardinal Wuerl North Catholic High School.	1	BROADCAST OPERATIONS MANAGER
7	1/11/2017	Participation in events or programs sponsored by educational institutions	A station tour was given to 25 students and 1 teacher from Penn-Trafford High School.	1	BROADCAST OPERATIONS MANAGER
8	3/15/2017	Participation in Job Fairs	The Western PA Career Services Assoc. hosted this job fair. WestPACS is an independent, non-profit consortium of career services professionals representing the member community colleges, colleges and universities of Western PA.	1	RESEARCH DIRECTOR
9	3/22/2017	Provision of training to management	Hearst's Director of Veteran Recruiting visited WTAE to provide training to hiring managers relating to US Armed Forces veterans. Topics covered were: how to evaluate the past employment and duties of armed services personnel; applicability of those skills to a broadcast 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.	4	GENERAL MANAGER CHIEF ENGINEER NEWS DIRECTOR GENERAL SALES MGR
10	3/23/2017	Participation in Job Fairs	Recruit Military Veterans Job Fair is a free hiring event for veterans. Their mission is to help organizations excel by attracting, appreciating and retaining America's best talent, its veterans.	2	PAYROLL/HR ADMIN ASST CHIEF ENGINEER
11	3/23/2017	Participation in events or programs sponsored by educational institutions	Guest speaker for a Marketing Research class at Point Park University. The class covers how to use syndicated research as well as free research to arrive at marketing solutions for clients.	1	RESEARCH DIRECTOR