

**EEO Public Inspection File Report**  
**March 31, 2017**

**Period:** This report covers the period from April 1, 2016 through March 31, 2017.

**Station:** The station included in the Employment Unit covered by this Report is WICU-TV, Erie, PA.

**Vacancy-Specific Recruitment Information:**

During the period covered by this report, the Employment Unit had three vacancies for full-time positions at the station. The following table presents information on those vacancies and the recruitment sources used to fill those vacancies. The alphabetical references in the table regarding recruitment sources refer to the lettered Recruitment Source List attached as Exhibit A to this report.

**Job Vacancies and Recruitment Information**

<b><u>Job Title</u></b>	<b><u>Recruitment Sources Utilized</u></b>	<b><u>Recruitment Sources of Interviewees # of Interviewees</u></b>	<b><u>Recruitment Source of Hire</u></b>
Sales and Marketing Consultant	A, d, j, k	A-1, j-1, k-2	j
Technical Director	A, C-Z, a, b, d	d-1	d
Multimedia Journalist	A, C-Z, a, b, d	d-2	d

The following table summarizes the total number of job interviews during the reporting period and the referral sources for those interviewees.

<b>Interview Source</b>	<b>Number of Interviewees referred</b>
<a href="http://www.erienewsnow.com">www.erienewsnow.com</a>	3
Monster	1
Erie Times News	1
WICU/WSEE TV ad	2

Total Interviews    7

## **Employment Unit Outreach Efforts**

The Employment Unit completed the following outreach activities during the reporting period covered by this report:

### **1. Event Sponsored by Educational Institution.**

On-air personalities made 6 appearances to read to children at several different elementary schools as part of the Read Across America program, which took place in different schools mostly in the Erie School District. The event honors the anniversary of the birthday of Dr. Seuss.

Meteorologist Geoff Cornish spoke to students at 5 public schools about how weather is forecasted and how computers aid in that forecasting. He also spoke at an adult basic education class at the Barber National Institute. He hosted the First Warning Weather Team's exhibit at the Imagination Expo at the Bayfront Convention Center.

One sales employee attended the Jefferson Global Summit Series at Jefferson Educational Society.

### **2. Internship Program.**

We had two interns in our News Department. One intern worked closely with our Chief Meteorologist. One intern worked with a variety of individuals in the newsroom to get a variety of experience with different positions.

We had three interns in our Sales Department. Two interns learned about marketing and digital sales and the other learned event coordinating.

We had one student from Fairview High School for a job shadow experience in the News Department.

### **3. Event Designed to Disseminate Information about Broadcast Careers.**

Newsroom employees attended and participated in the following events:

- The Big Brothers Big Sisters Career Fair
- Benjamin Wiley Charter School Career Day
- Woodrow Wilson Middle School Career Day
- St. Bonaventure recruitment reception
- Career Day at Tom Ridge Environmental Center
- Career Day at Strong Vincent High School

Our General Manager traveled to Edinboro University as a guest speaker to talk to high school students about job opportunities in the media field.

One newsroom employee spoke at Girl Scouts Career Night.

Six group tours were also conducted during the reporting period. These groups included students from local area schools. For these group members it is a chance to see a working news operation and learn more about the careers that exist at a television station.

### **Exhibit A** **Employment Unit Recruitment Sources**

- A. Erie Times News, 205 West 12 Street, Erie, PA 16354
- B. Frank Magid Associates, One Research Center, Marion, Iowa 52302
- C. Blaine Butler, [butler@emerson.edu](mailto:butler@emerson.edu) – Butler College
- D. Booker T Washington Center – [wjeffress@btwcenter.org](mailto:wjeffress@btwcenter.org)
- E. Duquesne University – [careerservices@duq.edu](mailto:careerservices@duq.edu)
- F. Erie Branch NAACP – [dsmith-frazier@phcse.org](mailto:dsmith-frazier@phcse.org)
- G. Erie County Technical School – [eshaffer@ects.org](mailto:eshaffer@ects.org)
- H. Gannon University – [cdes@gannon.edu](mailto:cdes@gannon.edu)
- I. Grove City College – [career@gcc.edu](mailto:career@gcc.edu)
- J. Hispanic American Council – [aldiorg@hotmail.com](mailto:aldiorg@hotmail.com)
- K. Indiana University of PA (IUP) – [career-services@iup.edu](mailto:career-services@iup.edu)
- L. John Carroll University – [cmarco@jcu.edu](mailto:cmarco@jcu.edu)
- M. Juniata College - [info@juniata.edu](mailto:info@juniata.edu)
- N. Kristine Doppelheuer – [doppelheuer@calu.edu](mailto:doppelheuer@calu.edu)
- O. Slippery Rock University – [lisa.theodorson@sru.edu](mailto:lisa.theodorson@sru.edu)
- P. Mercyhurst College – [bsheridan@mercyhurst.edu](mailto:bsheridan@mercyhurst.edu)
- Q. Penn State Erie – [recruitbehrend@psu.edu](mailto:recruitbehrend@psu.edu)
- R. Penn State New Kensington – [xjs8@psu.edu](mailto:xjs8@psu.edu)
- S. Pittsburgh Technical Institute – [careerservices@pti.edu](mailto:careerservices@pti.edu)
- T. Robert Morris University – [broman@rmu.edu](mailto:broman@rmu.edu)
- U. Saint Francis University – [atercek@francis.edu](mailto:atercek@francis.edu)
- V. Saint Vincent College – [careers@email.stvincent.edu](mailto:careers@email.stvincent.edu)
- W. St. John Fisher College – [mcardin@sjfc.edu](mailto:mcardin@sjfc.edu)
- X. Tri-State Business Institute – [tsbiamissions@tsbi.edu](mailto:tsbiamissions@tsbi.edu)
- Y. Edinboro University – [CareerDevelopment@edinboro.edu](mailto:CareerDevelopment@edinboro.edu)
- Z. University of Pittsburgh @ Johnstown – [jcareers@pitt.edu](mailto:jcareers@pitt.edu)
- a. Washington & Jefferson College – [rcross@washjeff.edu](mailto:rcross@washjeff.edu)
- b. TVJobs – [www.tvjobs.com](http://www.tvjobs.com)
- c. Medialine – [www.medialine.com](http://www.medialine.com)
- d. WICU website - [www.erienewsnow.com](http://www.erienewsnow.com)
- e. Employee referrals
- f. Walk-in applicants
- i. Career Fair

- j. [www.monster.com](http://www.monster.com)
- k. WICU/WSEE TV ad

Note: None of these sources are entitled to vacancy notifications.