

Annual Equal Employment Opportunity (EEO) Report

April 1, 2015 - March 31, 2016

Low Power Television Station WHVL-LP

Annual EEO Public File Report

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c) (6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WHVL-LP and is required to be placed in the Public Inspection files of these stations and posted on their websites.

The information contained in this Report covers the time period beginning April 1, 2015 to and including March 31, 2016.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

- A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period, identified by job title;
- For each such vacancy, the recruitment source(s) utilized to fill the time vacancy, identified by name, address, contact person, and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
- Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with each such vacancy;
- A list and brief description of the company initiatives undertaken pursuant to Section 73.2080 (c) (2) of the FCC Rules during the Applicable Period.

Appendices 1, 2, and 3, which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full Time Position for Which This Source Was Utilized" refer to the number of full-time positions listed on Appendix 1.

For purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

April 1, 2015 – March 31, 2016

Appendix 1 Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Recruitment Source of Hiree
A	Production Assistant / On-Air Talent	<u>Discussions with Staff Members</u>
B	Account Executive	<u>www.indeed.com</u>

Total Number of Persons Interviewed During the Applicable Period: 13

Appendix 1 Section 2: Recruitment Source Information

	Recruitment Source	Interviewees This Source Has Provided During This Period	Full Time Positions for Which This Source Was Utilized
A	Discussions With Staff Members	2	0
B	CareerLink	0	0
C	Station Web Sites	0	0
D	On Air Television Ads	0	0
E	Penn State School of Communications	2	0
F	<u>www.indeed.com</u>	9	1

Recruitment Source By Vacancy

(Use separate Attachment for each job opening during period)

Attachment A

Job Title of Vacancy: On-Air Talent/Production Assistant

Recruitment Source that referred the Hiree: Internet ad: indeed.com

Date Vacancy Opened: November 2, 2015

Total Number of Persons Interviewed: 5

Date Vacancy Filled: April 8, 2015

Sources Used to fill the Vacancy

Name of Recruitment Source	Address	Contact Person:	Telephone Number:	Number of Interviewees referred by the Source:	
Staff Members	2820 East College Ave, State College, PA	General Manager	814-238-9485	2	Request for Notification
CareerLink	1300 Benner Pike, Bellefonte, PA 16801	Jessica Bilger	814-272-5465 ex	0	In House
Station Web Sites	2820 East College Ave, State College, PA	General Manager	814-238-9485	0	Numerous
indeed.com	177 Broad Street, 6th Floor, stomford, CT 06901	Joe Tackas	800-462-5842	64	In House
Penn State School of Communications	University Park, PA	Bob Martin	814-863-4674	2	In House

Recruitment Source by Vacancy

(Use separate Attachment for each job opening during period)

Attachment B

Job Title of Vacancy: Account Executive

Recruitment Source that referred the Hiree: Referred by Staff Member

Date Vacancy Opened: November 6, 2014

Total Number of Persons Interviewed: 45

Date Vacancy Filled: March 2, 2015

Recruitment Sources Used to fill the Vacancy

Name of Recruitment Source	Address	Contact Person:	Telephone Number:	Number of Interviewees referred by the Source:	Request for Notification
Staff Members	2820 East College Ave, State College, PA	General Manager	814-238-9485	1	In House
CareerLink	1300 Benner Pike, Bellefonte, PA 16801	Jessica Bilger	814-272-5465 ext 2	0	Numerous
Station Web Sites	2820 East College Ave, State College, PA	General Manager	814-238-9485	1	In House
indeed.com	177 Broad Street, 6th Floor, stomford, CT 06901	Joe Tackas	800-462-5842	3	In House
Penn State School of Communications	University Park, PA	Bob Martin	814-863-4674	0	Numerous

WHVL-LP
Equal Employment Opportunity Initiatives
April 1, 2015- March 31, 2016

During the Applicable Period, WHVL-LP was involved in numerous supplemental recruitment activities and events. All activities were non-vacancy specific and were undertaken to fulfill the requirements of Section 73.2080 (c) (2) of the FCC Rules and Regulations.

Especially with broadcast studios located in a thriving educational area, the local area high schools, business schools, colleges, and organizations have accepted numerous offers to take advantage of the opportunity to tour our TV station facilities and to meet staff who discusses their career and job duties with the touring groups. Some of those groups that have accepted this opportunity during the applicable period were: The Pennsylvania State University School of Communications, Mifflin County High School AV Program, Penn State Broadcasting, and The Private Industry Council of Centre County Youth Development Programs.

- WHVL 's continued it's new online program with indeed.com. Indeed.com takes our job listings exactly as they are posted on the PA Commonwealth Careerlink and whvl.com and offers them to job and communications websites across the internet. It has helped WHVL develop new applicants for specialized fields for a wider and more diverse geographic area. The program started on May 12, 2012 and continues through to the present. This year we saw more new applicants from the internet program than ever before for sales and production assistant positions.
- During Summer of 2015 (June-August) Andrew Kalista, (akalista@whvl.com) WHVL Production Manager began the WHVL College Internship Program to find college students interested in TV production training for credit or non-credit programs. This year's program partner was The Pennsylvania State University School of Communications administered by Bob Martin, (814-863-4674) Director of Internships and Career Placement at the PSU College of Communications. We successfully place two credited interns (Kylie O'Toole and Ann Casper) in the Fall Semester who worked in studio, and in the field September through December 2015. We also completed the Spring program with the two interns that ran in the program February through May 2015 (Katie Pearce and Dana Rothstein)
- WHVL Production Manager John Stroh (johnstroh@whvl.com) initiated a new program of shared subcontractors with Ben Love, Production Manager of the minor league baseball team The "State College Spikes" and State College Spikes Professional Baseball, LLC. He was able to hire p/t subcontractors Matt Gagliarnak and Victoria LaGuardia from this partnership. Successful applicants for subcontracting daily work are the first exposed to full time positions when they become available. These P/T subcontractors worked Spikes Baseball game production, High School Football productions and more.
- WHVL was proud to partner in 2015 with the Private Industry Council of Centre County and the Blueprint for Success Youth Development Program. This program gives school age children the opportunity to take a guided tour of the WHVL offices and studios to see the different kinds of jobs that are available in the television industry. The kids spent the day

of July 24, 2014 touring each department, seeing demonstrations, and asking questions about careers in television. Penny Hain, WHVL Office Manager (penny@whvl.com) and Andrew Kalista, Production Manager managed the event. Proud to make this the fourth annual event. Holly Stoltzfus is PICCC Blueprint for Success coordinator. hollystoltzfus@piccc.org

- On June 3, 2015, WHVL Audio Engineer and Production Truck Coordinator Donnie Rhoades and WHVL Engineer in charge Jonathan Hain, completed a “day in TV production” event at the Mifflin County High School in Lewistown, PA. 5 students participated with the AV Club Director Rodger Herto to tape and produce the Mifflin County High School Graduation 2015. The students were exposed to the operation of cameras, audio engineering, and all the process and tools necessary to execute a “Live” Television production. This program is in its 3rd year at WHVL, and gives high school students a great view of what jobs existed on the production side of the television industry.
- Donnie Rhodes began our 5th year of development of careers for our Master Control position in the Engineering department of WHVL. He made contact with Facilities Manager Karen Mosley-Byrant at The Penn State Communications Media production Facility where she is director on March 29, 2016 to distributed flyers for a p/t master control position that is available.