

WNEP-TV
EEO PUBLIC FILE REPORT
September 19, 2019 - March 20, 2020

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
Web Content Producer	1-24	20

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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 1101 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Email : slizik@602communications.com Sandy Lizik	N	0
2	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	0
3	Devereux Pocono Programs & Services Organization 1547 Mill Creek Road Newfoundland, Pennsylvania 18445 Phone : 570-676-3052 Email : kjames2@devereux.org Kyle James	N	0
4	GorillaLogic 138 View Drive Greentown, Pennsylvania 18426 Phone : 607-794-0682 Email : idhill75@gmail.com Ian Hill	N	0
5	Indeed 7501 N. Capital of Texas Hwy Bldg B Austin, Texas 78731 Phone : 203-564-2418 Url : http://www.indeed.com Online Posting	N	1
6	Kings College 133 N. River Street Wilkes-Barre, Pennsylvania 18711 Phone : 888-KINGSPA Url : http://www.kings.edu Email : thresakinney@kings.edu Fax : 1-570-208-5941 Theresa Kinney	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
7	Marywood University 2300 Adams Avenue Scranton, Pennsylvania 18509 Phone : 570-348-6211 Url : https://www.collegecentral.com/marywood/ Online Posting Manual Posting	N	0
8	Medialine.com medialine.com North Carolina Career Services Manual Posting	N	0
9	National Association of Black College Broadcasters PO Box 3191 Atlanta, Georgia 30326 Phone : 404-523-6136 Email : lojelks@aol.com Lo Jelks	N	0
10	PA Career Link Carbon County 69 Broadway Jim Thrope, Pennsylvania 18229 Email : gawentz@ptd.net Gary Wendt	N	0
11	PA Career Link Delaware County at Chester City 701 Crosby Street Suite 8 Chester, Pennsylvania 19013 Phone : 6107231222 Fax : 1-610-447-3173 n/a n/a	N	0
12	PA CareerLink Bucks County at Bristol 1260 Veterans Highway Bristol, Pennsylvania 19007 Phone : 2157811073 Email : bcummings@buckscareerlink.org Brian Cummings	N	0
13	PA CareerLink Delaware County at Media Delaware County Community College 901 South Media Line Road Media, Pennsylvania 19063 Email : sbond@dccc.edu Susan Bond	N	0

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14	PA CareerLink Lackawanna County 135 Franklin Street Scranton, Pennsylvania 18503 Email : c-cgerard@pa.gov Cathy Gerard	N	0
15	PA CareerLink Luzerne County at Hazleton Hazleton Center 75 N. Laurel Street Hazleton, Pennsylvania 18201 Email : christinejensen@lswib.org Christine Jensen	N	0
16	PA CareerLink Monroe County 2937 Route 611 Merchants Plaza Tannersville, Pennsylvania 18372 Email : jacmcl@ptd.net John Casella	N	0
17	PAB 8501 Paxton Street Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Url : http://www.pab.org Gail Ponti Manual Posting	N	0
18	Penn State University Penn State University Park State College, Pennsylvania 16802 Phone : 814-865-2377 Url : https://psu-csm.symplicity.com/employers/ Online Posting Manual Posting	N	0
19	St. Joe's Center Blakely Street Dunmore, Pennsylvania 18512 Email : gkohut08@hotmail.com Rich Kane	N	0
20	Station Website	N	2
21	Syracuse University Syracuse, New York 13244 Phone : 315-443-1870 Url : http://www.syr.edu Email : careers@syr.edu Career Services	N	0

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22	The University of Scranton 800 Linden Street Scranton, Pennsylvania 18510-4580 Phone : 5709416557 Url : www.collegecentral.com/scranton Email : careers@scranton.edu Christina Whitney	N	0
23	tvjobs.com tvjobs.com North Carolina Career Services Manual Posting	N	0
24	Wilkes University 84 W. South Street Wilkes-Barre, Pennsylvania 18766 Url : http://www.wilkes.edu Email : careers@wilkes.edu Fax : 1-570-408-4061 Career Services	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			3

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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	9/19/2019	Establishment of a mentoring program	WNEP video coordinator job shadowed a web content producer and moved into that position when it opened. Thereafter this newly promoted employee mentored the video coordinator to backfill the newly open position.	1	Webmaster
2	10/2/2019	Establishment of training programs for station personnel	Sales Fast Track training for all new sales leaders following the integration of the newly acquired stations. Topics during this training included the DOS Leadership Guide (Purpose, People, Pricing, Process, Plan), Recruiting, Technology, and Legal. As well, the sales leaders were able to meet their mentors and buddies whom also attended the training.	2	GM Director of Sales
3	10/3/2019	Establishment of training programs for station personnel	TEGNA News Fast Track training for all new news leaders following the integration of the newly acquired stations. Topics during this training included Content Transformation, Knowing Your Audience, Knowing Your Brand, Getting the Best People, Transformation Pilots, Podcasts, The Tank, Content Sharing, Legal, Corporate Communications, and Technology & Security.. As well, the sales leaders were able to meet their mentors and buddies whom also attended the training.	2	GM News Director
4	10/8/2019	Establishment of training programs for station personnel	TEGNA Technology Summit - Training for all new station Technology Directors on everything technology in their new company. Brought in mentors to welcome the new Technology Directors to the family and to give them experience with their support team as they integrate.	1	Technology Manager

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5	10/17/2019	Participation in events or programs sponsored by educational institutions	Reporter presented to Social Media Undergraduates at the University of Scranton. Educated students on importance social media plays in the broadcast world with TV stations including WNEP. Showed the importance using examples of how to engage with an audience after a show such as Facebook LIVE videos. Highlighted how to merge broadcast with podcasts as a way to provide viewers with more information on a topic.	1	Reporter
6	10/21/2019	Participation in events sponsored by community groups	10/21 Monday - Wilkes University Communications Students toured WNEP-TV to learn more about local news and the elements required to produce a local newscast. The students spent nearly 2 hours speaking with employees and observing them perform their required duties. The students learned from Television Producers, Anchors, Reporters, Production Crews and Meteorologist. They watched newscasts from all aspects, the Control Room, Studio, Backyard and Newsroom. Professors name: Dr. Mark Stine Wilkes University, Wilkes-Barre, PA 18701	9	Meteorologist Producers (x3) Anchor (x2) Production Crew (x3)
7	11/4/2019	Establishment of training programs for station personnel	Copyright training - A summary of best practices on copyright and use of third party content found on the Internet and social media.	70	All Content Staff
8	11/12/2019	Participation in events or programs sponsored by educational institutions	WNEP reporter spoke to high school students in the television program at her alma mater, Mount Olive High School. She answered lots of questions about what college programs she recommended for aspiring broadcasters and what they can expect, if they want to continue on in this field.	1	Reporter
9	11/18/2019	Establishment of training programs for station personnel	TEGNA recruiting webinar introduced leaders to the TEGNA recruiting team, recruiting processes, expectations, and support.	3	GM News Director Sales Director

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10	12/11/2019	Establishment of training programs for station personnel	WNEP - reporters & video coordinator took part in a TEGNA innovation training. Learned about ideation and segment implementation across multiple platforms.	3	Reporter Reporter Video Coordinator
11	12/19/2019	Participation in events or programs sponsored by educational institutions	Mount Carmel Area Students currently studying broadcast television, toured WNEP-TV to learn more about local news and the elements required to broadcast it. The students spent nearly 2 hours speaking with employees and observing them performing their duties. The students really enjoyed the Q & A from Producers, Anchors, Reporters, Production Crews, Meteorologist and Promotions. They watched our local newscasts from the Control Room, Studio, Backyard and Newsroom. All of the students involved, plan on working in local television news after school. The students are currently learning about television news and also producing a local newscast for their school district.	5	Chief Meteorologist Producer Anchor Reporters (x2)
12	1/24/2020	Establishment of an intern program designed to assist members of the community	Luzerne County Community College student completed his internship at WNEP-TV and served as a part-time news photographer, as well.	4	News Director Chief Photographer Assistant Chief Photographer Assignment Desk Manager
13	1/30/2020	Participation in events or programs sponsored by educational institutions	WNEP Webmaster spoke to an undergraduate/digital production class at Marywood University about what he does and answered questions about digital media in television.	1	Webmaster
14	2/25/2020	Establishment of a mentoring program	WNEP – reporter Mentored Others within WNEP. Planned, hosted and implemented innovation summit at WNEP to train other employees about ideation, creation and implementation of new ideas for our newscasts. Twelve employees were mentored on how to pitch, propose and engage with others in order to get new ideas off the ground within an organization.	12	Reporters (x4) Producers (x4) Anchor Production Crew (x3)

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15	3/2/2020	Participation in events sponsored by community groups	Both "on air" and "behind the scenes" employees participated in Read Across America this week at many schools across our DMA. The schools were Dana Street, Elementary (Forty Fort), Dodson Elementary (Wilkes-Barre), St. Nick's/St. Mary's School (Wilkes-Barre), Lakeland Elementary (Scott Township), Riverside Elementary (Taylor), Isaac Tripp Elementary (Scranton), Neil Armstrong Elementary (Scranton), Riverside East Elementary School (Moosic), Plains Head Start (Plains), Elk Lake Elementary School (Dimock).	5	Reporters (x2) Producers (x2) Anchor