



**FEDERAL COMMUNICATIONS COMMISSION
EQUAL EMPLOYMENT OPPORTUNITY ACTIVITIES REPORT
APRIL 1, 2014 – MARCH 31, 2015
Stations: WITF-TV, WITF-FM, Harrisburg, PA**

Open Positions:

Attached please find a spreadsheet listing all the open positions and the recruiting sources used to fill these vacancies from the time period of April 1, 2014 through March 31, 2015. Also, please find a list of the data reflecting the total number of persons interviewed and the recruiting sources used from the time period of April 1, 2014 through March 31, 2015.

Recruiting Contacts:

Attached please find a listing of the contact information for the recruiting sources used by WITF from the time period of April 1, 2014 through March 31, 2015.

Job Fairs

Individuals with significant hiring responsibility; Stephanie Jack, current Human Resources Generalist; job fairs are listed under attached Community Outreach listings.

Community Outreach

A summary of all Community Outreach activities is attached.

The purpose of the EEO Public Report form is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WITF and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in the Report covers the time period beginning April 1, 2014 to and including March 31, 2015.

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

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment sources utilized to fill the vacancy (including, if application, organizations entitled to notification pursuant to Section 73.2080 (c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. 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 such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c) (2) of the FCC rules.

Appendix 1 has been designed to provide the required information.

For the purposes of the Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer.

Appendix 1 to Annual EEO Public File Report Form

Covering the period from April 1, 2014 to March 31, 2015

Stations Comprising Station Employment Unit WITF-TV, WITF-FM

Section 1: Vacancy Information, Recruitment Source Information

*Please refer to Recruiting Source List for Name, Address, Telephone Number and/or Website/Contact Person

Available Position Title	Location of Recruitment	# of Interviews	Date of Hire or Status
A/R A/P Clerk - PT Temporary	witf.org	1	2/24/2014
Radio PA Sports Anchor - PT	witf.org radiopa.com Patriot-News/pennlive Lebanon Valley College Penn State Harrisburg Alvernia University Elizabethtown College Wilson College		
	Indeed (picked up)	2	4/22/2014
	Sportscasters Talent Agency of America (picked up)	1	
	other	2	
Radio PA Anchor/Reporter - FT	witf.org Patriot-News/pennlive		
	internal applicant	1	5/28/2014
Multimedia Reporter - Keystone Crossroads	witf.org CPB current.org MediaBistro.org		
	Journalism Jobs	1	4/28/2014
	National Association of Black Journalists		
	National Association of Hispanic Journalists		
	internal applicant	1	

Linked In

Senior Major Gifts Officer	witf.org		
	PMBA's current.org & print		
	LinkedIn	1	
	AFP - website & eblast		
	Patriot News/pennlive.com		
	internal applicant	1	
	Indeed (picked up)	1	7/7/2014
Radio PA Anchor/Reporter - PT	LinkedIn		
	radiopa.com		
	Patriot News/pennlive.com		
	witf.org	2	
	Lebanon Valley College		
	Penn State Harrisburg		
	Wilson College		
	Alvernia University		
	Elizabethtown College		
	Indeed (picked up)	1	8/25/2014
Social Media Editor - FT	witf.org		
	LinkedIn	1	
	Patriot News/pennlive.com	1	
	current.org		
	Twitter	1	
	Indeed (picked up)	1	8/25/2014
Top Flight Media Account Executive - FT	topflightmedia.com		
	LinkedIn		
	Patriot News/pennlive		
	National Black MBA, Harrisburg		
	internal candidate	1	9/2/2014

Sales Manager	internal candidate	1	9/8/2014
	LinkedIn		
	National Black MBA of Harrisburg		
Production Crew - PT Multiple Hires	witf.org	3	
(4 hired)	Patriot News/pennlive.com	5	9/13/2014
(2 hired)	Employee Referral	4	9/13/2014
(2 hired)	Indeed (picked up)	4	9/13/2014
(1 hired)	other	3	9/13/2014
(1 hired)	LinkedIn	1	9/13/2014
Maintenance Engineer - PT	witf.org	2	9/16/2014
	Patriot News/pennlive.com		
Multimedia Account Executive - FT	witf.org		
	LinkedIn	2	
	WITF's social media		
	Patriot News/pennlive.com		
	Employee Referral	1	11/11/2014
Radio PA Anchor/Reporter - FT	witf.org	1	12/29/2014
	radiopa.com		
	Patriot News/pennlive.com	1	
	LinkedIn	1	
Documentary Producer - Keystone Crossroads (Temporary PT - cpb grant)	witf.org		
	Patriot News/pennlive.com		
	LinkedIn		
	Employee Referral	2	1/16/2015
TV Producer - PT Temporary	witf.org		
	Patriot News/pennlive.com		
	LinkedIn		
	Employee Referral	1	1/26/2015

Maintenance Engineer - FT	witf.org Patriot News/pennlive.com LinkedIn Society of Broadcast Engineers website	1	
	internal candidate	1	3/31/2015
Information Technology Manager - FT	witf.org Patriot News/pennlive.com LinkedIn cpb		
	Indeed (picked up)	2	3/25/2015
	employee referral	1	
	social media		
Events Coordinator - PT Temporary	witf.org Patriot News/pennlive.com Indeed (picked up)	1 1	
Top Flight Media - Project Manager - FT	topflightmedia.com Patriot News/pennlive.com LinkedIn thelifeyouwantpa.org Adage.com		

WITF Recruiting Source Contact Information
No Sources Requested for all job openings
For the period covering April 1, 2014 to March 31, 2015

Adage.com
685 Third Avenue
New York, NY 10017-4024
Phone: 212-210-0100

Alvernia University
1544 Route 61 Hwy S.
Pottsville, PA 17901
570.385.2382

Association of Fundraising Professionals
622 Darby Court
Hummelstown, PA 17036-7202
717.574.3957

Corporation for Public Broadcasting
401 Ninth Street, NW
Washington, DC 20004-2129
202.879.9600

Current.org (PMBA)
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
301.270.7240

Elizabethtown College
One Alpha Drive
Elizabethtown, PA 17022
717.361.1206

Greaterpublic.com (formerly DEI board)
401 North 3rd Street, Suite 370
Minneapolis, MN 55401
888.454.2314

Journalismjobs.com
info@journalismjobs.com
510.653.1521

Lebanon Valley College
101 N. College Avenue
Annville, PA 17003-1400
800.LVC.4ADM

LinkedIn.com
2029 Stierlin Court Suite 200
Mountain View, CA 94043
650.906.9456

Mediabistro.org
475 Park Avenue South, 4th Floor
New York, New York 10016

National Association of Black Journalists
1100 Knight Hall, Suite 3100
College Park, Maryland 20742
301.405.0248

National Association of Hispanic Journalists
1050 Connecticut Ave NW 10th Floor,
Washington, District of Columbia 20036
202.662.7168

National Black MBA, Greater Harrisburg
P.O Box 61263
Harrisburg, PA 17106
communications@nbmbaagh.org

Penn State University – Harrisburg Campus
777 West Harrisburg Pike
Middletown, PA 17057
717.948.6260

The Patriot News/pennlive.com
Nichole Foster
812 Market Street
Harrisburg, PA 17101
717.255.8100

Radio PA
4801 Lindle Road
Harrisburg, PA 17111
800.735.0202

Society of Broadcast Engineers
9102 North Meridian Street Suite 150
Indianapolis, IN 46260
317.846.9000

topflightmedia.com (witf Enterprises, Inc.)
4801 Lindle Road
Harrisburg, PA 17111
800.729.5021

Twitter
1355 Market Street Suite 900
San Francisco, CA 94103

Wilson College
1015 Philadelphia Avenue
Chambersburg, PA 17201
717.262.2006

witf.org
4801 Lindle Road
Harrisburg, PA 17111
717.704.3000

COMMUNITY OUTREACH ACTIVITIES

WITF engaged in the following initiatives from the period beginning April 1, 2014 through March 31, 2015.

Internship Program

WITF has an extensive student internship program. College and High School students participate in internships in their field of interest and/or major, typically for credit hours. This past year, we had the following:

- 1 Television Production intern (high school student) during spring 2014
- 2 Radio interns during the summer semester 2014.
- 1 Programming intern during the summer semester 2014.
- 2 Television Production interns during the summer semester of 2014.
- 1 Radio intern during the fall semester of 2014.
- 2 Marketing interns during the fall semester of 2014.
- 2 Radio interns during the spring semester of 2015.
- 1 Marketing intern during the spring semester of 2015.

These students came from various colleges and universities.

Job Fairs

Human Resources attended the following job fair:

Elizabethtown College Community Job & Internship Fair

Location: Elizabethtown College, Elizabethtown, PA 17022

Date: 10/23/2014

Franklin & Marshall Spring 2015 Job & Internship Fair

Location: Franklin & Marshall College, Lancaster, PA 17604

Date: 2/3/2015

Millersville University Job & Internship Fair

Location: Millersville University, Millersville, PA 17551

Date: 3/26/2015

Events or programs with educational institutions relating to career opportunities in broadcasting:

Partnering Opportunities:

Met with: Harrisburg Chamber of Commerce to discuss workforce development needs, 3/12/2015
Dave Myers, Alvernia University, to discuss internship opportunities 9/30/2014

WITF met with them to develop ways in which we can partner with these organizations as they pertained to public media positions, volunteering, and also internship opportunities.

Community Events designed to inform and educate members of the public as to employment opportunities in broadcasting

WITF conducted 12 tours which primarily included education facilities. The majority of these tours are given to Boy & Girl Scout groups (7), with other groups being from public/private elementary & middle schools(2), and career exploration days with church/social/service groups (3).

Additionally, the Human Resources Generalist conducted a mock interview for a Covenant Christian Academy high school student.

Training as to methods of equal employment opportunity

The Human Resources Generalist attended Training Classes with Mazzitti & Sullivan (our EAP) twice during the specified time.

Conducted individual training sessions with new managers on recruitment, hiring, and EEO legislation.

FCC Form 396 Employment Program Report
WITF, Inc.
Stations WITF-FM and WITF-TV, Harrisburg, PA

Exhibit 3
Narrative Statement

WITF, Inc., licensee of noncommercial educational television station WITF-TV and noncommercial educational radio station WITF-FM in Harrisburg, Pennsylvania, is committed to providing equal employment opportunities, and has achieved broad and inclusive outreach during the past two years in connection with its recruitments for full-time job vacancies and its completion of various non-vacancy-specific employment initiatives and activities. WITF is an equal opportunity employer and as such, provides equal employment and advancement opportunities to all individuals. Employment decisions at WITF are based on merit, qualifications, and abilities. WITF does not discriminate in employment opportunities or practices on the basis of race, color, creed, religion, gender, ancestry, national origin, age, disability, veteran, or any other characteristic as protected by law.

As full-time job vacancies occur at the station, WITF utilizes a variety of recruitment sources to widely disseminate information about the openings and to seek qualified candidates. For instance, WITF regularly uses local newspapers, the WITF station web site, a variety of local colleges and universities, public broadcasting associations and publications, professional organizations, employment services and a variety of internet job sites and other online sources. As a result of using these various organizations to publicize openings, WITF has interviewed and hired for open positions from a variety of sources in recent years.

In addition to its recruitment, interviewing and hiring efforts for open positions, WITF regularly undertakes various non-vacancy-specific employment activities to supplement its EEO outreach efforts. During the past two years, such efforts have included:

An established intern program. WITF has an extensive student internship program. College and High School students participate in internships in their field of interest and/or major, typically for credit hours. In the past year alone, WITF had several semester-long internships in Television Production, Radio, Programming, and Marketing.

Job Fairs. WITF's Human Resources staff regularly attend several job fairs, such as those at Elizabethtown College, Franklin & Marshall College, Millersville University, Harrisburg Area Community College (Internship Fair); and the Capital Region Internship/Co-op Fair (hosted by Dickinson College, Elizabethtown College, Harrisburg Area Community College, Lebanon Valley College, Messiah College, Millersville University, Penn State Harrisburg, Shippensburg University, Wilson College, and York College of PA.

Training for management level personnel on EEO and discrimination matters. WITF's Human Resources Generalist has attended Training Classes with Mazzitti & Sullivan; WITF conducted Diversity and Inclusion training for the entire staff in September, 2013; and conducted individual training sessions with new managers on recruitment, hiring, and EEO legislation.

Community Events designed to inform and educate members of the public as to employment opportunities in broadcasting. WITF conducts many station tours each year, which primarily included educational groups. The majority of these tours are given to Cub Scouts, with other groups being from daycare/summer camps, girl scouts, homeschool groups, public/private elementary & middle schools, public/private high schools, college students, and adult church/social/service groups or retirement/continued care & community groups, and others. WITF also conducted job shadows for high school students in the Harrisburg area. The purpose of the shadows was to give interested students an opportunity to see various aspects of public media in action, and meet the people who help the organization function.

Events or programs with educational institutions relating to career opportunities in broadcasting. WITF conducts Partnering Opportunities with local colleges and universities, such as Shippensburg University, Messiah College, Alvernia University, and Harrisburg University. WITF staffers met with them to develop ways in which we can partner with these organizations as they pertained to public media positions, volunteering, and also internship opportunities.

Through its use of various recruitment sources to advertise positions when vacancies occur, its completion of a variety of long-term employment activities and its adherence to general policies on equal employment opportunity, WITF has achieved broad outreach on employment matters in the past two years.