

WQED MULTIMEDIA
Annual EEO Public File Report
April 1, 2021 – March 31, 2022

This report covers the employment unit consisting of Stations WQED(TV) and WQED-FM, Pittsburgh, Pennsylvania, and WQED(FM), Johnstown, Pennsylvania. It includes a list of all full-time vacancies filled by the employment unit during the preceding year, identified by job title; for each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification, which are separately identified), identified by name, address, contact person and telephone number; the recruitment source that referred the hiree for each full-time vacancy during the preceding year; data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and a list and brief description of recruitment initiatives undertaken during the preceding year.

RECRUITMENT REPORT

WQED Multimedia is an equal opportunity employer and is dedicated to providing broad outreach regarding job vacancies. We seek the help of local organizations in referring qualified applicants to our station; therefore organizations that wish to receive our vacancy information should contact the Human Resources Department at WQED Multimedia by calling (412) 622-1372.

WQED Multimedia posted and filled the following full-time vacancies from April 1, 2021 through March 31, 2022. For purposes of this Report, a position was deemed filled when the hire who has accepted the job offer reports for work. Also, in an ongoing effort to seek qualified Sales & Underwriting Department candidates, we list yearlong postings for all Account Executives/Representative positions on our website at www.wqed.org.

Position	Hire Date	Recruitment Sources* and Number of Interviewees Referred by Recruitment Source	Number Interviewed	Hiring Source
Manager, Inquire Within	4/19/21	All sources used: A1, A2, A3, B, C, C6, K5, K6, K9 Interviewees referred by source: A1: 1; C: 1; K5: 1; K6: 1	4	C

Position	Hire Date	Recruitment Sources* and Number of Interviewees Referred by Recruitment Source	Number Interviewed	Hiring Source
Production & Media Coordinator	8/23/21	All Sources used: A1, A2, A3, B, C, C6, K5, K7, K9 Interviewees referred by source: B: 1; C: 1; K5: 1	3	C
Director of Foundation and Government Relations	10/4/21	All Sources used: A1, A2, A3, B1, C6, K5, K7, K8, K9 Interviewees referred by source: A1: 1; B1: 3; K5: 1	5	K5
Digital Marketing Specialist	1/3/22	All Sources used: A1, A2, A3, B, B1, C, C6, K5, K7, K9 Interviewees referred by source: B: 1; B1: 1; C: 1	3	C
Steeltown Director	1/24/22	All Sources used: A1, A2, A3, C, C6, K5, K9 Interviewees referred by source: C: 1; K5: 1	2	C
Steeltown Manager	1/31/22	All Sources used A1, A2, A3, C, C6, K5, K9 Interviewees referred by source: C: 1; K5: 2	3	C
Corporate Support Coordinator	3/21/22	All Sources used A1, A2, A3, B1, C6, K5, K6, K9 Interviewees referred by source: A1: 1; K5: 2; K6: 1	4	A1

***Recruitment Source codes of Contact Organizations: Excel Spreadsheet**

RECRUITMENT INITIATIVES

1. INTERNSHIP PROGRAM

WQED Multimedia provides unpaid internships to college students in areas of Development and Membership, Digital Media Production, Education, Public Relations, FM Radio, and TV Production, both during the school year and the

summer. We strive to provide one of the top multimedia internship programs in the region and to ensure that every intern has a positive experience with meaningful activities and tasks that are relevant and real. In order to seek qualified candidates for internships, WQED lists yearlong postings available for students to apply on the WQED website at www.wqed.org as well as sending announcements to educational institutions listed on the recruiting sources listed. During the past year we have had 4 interns. All interns served during the summer.

- Internship #: WQED-TV production (hybrid) (summer term) May 2021-August 2021: Student from Pittsburgh Public Schools, UPrep
- Internships # 2, 3, 4: WQED FM Radio (virtual) (summer term) May 2021 – August 2021: Two students from Carnegie Mellon University, one student from University of Pittsburgh.

2. PARTICIPATION IN JOB FAIRS

During this reporting period WQED has been represented at 2 job fairs:

- (1) Jason Argenas of Human Resources represented WQED at the CCAC - Allegheny Campus Virtual Job and Networking Fair on April 7, 2021.
- (2) Jason Argenas of Human Resources represented WQED at the Robert Morris University VIRTUAL Career Fair-Spring 2022 on March 15, 2022.

3. LISTING EACH UPPER-MANAGEMENT LEVEL OPENING IN A JOB BANK OR NEWSLETTER OF A MEDIA TRADE GROUP WITH A BROAD BASED MEMBERSHIP, INCLUDING THE PARTICIPATION OF WOMEN AND MINORITIES.

During the period 4/1/21-3/31/22 WQED has posted all upper management level openings to the job bank of the Pennsylvania Association of Broadcasters.

4. PROVIDED TRAINING TO MANAGEMENT LEVEL PERSONNEL AS TO THE PREVENTION OF DISCRIMINATION IN THE WORKPLACE.

An on-line training for management level personnel was completed by all employees by August 31, 2021. The title of the training was, "Preventing Harassment and Discrimination".

Recruitment Sources

Source Codes	Organization	Account #	Contact Person	Address	City	State	Zip	Phone	Fax	Email Address
A1	WQED Multimedia		WQED Human Resources Department, wqed.org/about/careers	4802 Fifth Avenue	Pittsburgh	PA	15213	412-622-1300		www.wqed.org
A2	Pennsylvania Association of Broadcasters		none	805 Paxson Street	Hummelstown	PA	17036	717-482-4820		http://www.pab.org/job_board.html
A3	African American Chamber of Commerce		none	30th South Fifth Street, Ground Floor	Philadelphia	PA	19102	215-751-9501	(215) 751-9509	info@aachamber.org
A8	Current(newspaper about public tv and radio)		Victoria Maulhardt	5185 MacArthur Blvd., NW Suite 102	Washington	DC	20006	202-463-7055 x36		victoria@current.org
B1	Industry/Employee Referral (Includes Intern Referrals)									
B1	Non Profit Talent		Dawn Copp	20 Stanwix Street	Pittsburgh	PA	15222	412-434-1335		Michelle@Nonprofitallent.com
C	Internal Candidate									
K5	Indeed.com *this website republishes job openings from other online sites and some applicants for our positions cite indeed as the referral source									www.indeed.com
K6	LinkedIn.com *this website republishes job openings from other online sites and some applicants for our positions cite LinkedIn as the referral source									
K7	NextPittsburgh.com									www.nextpittsburgh.com
K8	Association of Fundraising Professionals Western PA Chapter		none	PO Box 9701	Pittsburgh	PA	15229			www.afpwpa.org/home
K9	Public Media Workforce Collaborative * This is a network of Public Media Stations that share job openings with one another. They include Pittsburgh (WQED), Cleveland (Ideastream), Detroit Public Media and Buffalo-Toronto Public Media		none							