

WQED MULTIMEDIA
Annual EEO Public File Report
April 1, 2024 – March 31, 2025

This report covers the employment unit consisting of stations WQED-TV, WQED-FM in Pittsburgh, Pennsylvania, and WQEJ-FM in Johnstown, Pennsylvania. It includes a list of all 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, identified by name, address, contact person (if available), 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, 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) 622-1317.

WQED Multimedia posted and filled the following full-time vacancies from April 1, 2024 through March 31, 2025. 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
Learning Neighborhood Manager -1	4/1/2024	A-1, F-0, G-4	5	A
Head of Marketing & Membership	4/22/2024	A-0, B-0, F-1, G-13	14	G
Broadcast Engineer	5/6/2024	A-4, C-0, F-0, G-1	5	A
Creative Manager – Partnership Solutions	5/22/2024	A-0, F-1, G-4, I-1	6	G

Position	Hire Date	Recruitment Sources* and Number of Interviewees Referred by Recruitment Source	Number Interviewed	Hiring Source
Learning Neighborhood Manager -2	6/1/2024	A-0, F-0, G-11	11	G
Learning Neighborhood Manager -3	6/1/2024	A-0, F-0, G-11	11	G
Brand Manager	6/3/2024	A-0, F-6, G-0, H-0, I-1	7	F
Controller	8/30/2024	A-0, E-3, F-0, G-2,H-0	5	E
Motion Graphics & Production Designer	10/28/2024	A-0, C-0, D-0, F-4, G-0, H-0	4	F
Director of Major Gifts & Legacy Giving	11/12/2024	A-5, G-0	5	A
Head of Operations	2/18/2025	A-0, F-4, G-2	6	F
Executive Assistant	3/3/2025	A-4, F-0, G-0, I-0	4	A

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

Recruitment Sources

Source Codes	Organization	Contact Person	Address	City	State	Zip	Phone	Email Address / Website
A	WQED Multimedia	Sonya Dietz	4802 Fifth Avenue	Pittsburgh	PA	15213	412-622-1300	www.wqed.org/about/careers
B	African American Chamber of Commerce of W PA	none	436 Seventh Avenue	Pittsburgh	PA	15219	412-392-0610	aaccwp.com
C	Society of Broadcast Engineers	none	9102 N. Meridian Street, #150	Indianapolis	IN	46260	317-846-9000	sbe.org
D	Public Media Business Association	none	2365 Harrodsburg Rd., Ste. A325	Lexington	KY	40504	240-844-3600	pmbaonline.org
E	Acuity Recruitment Process Outsourcing	Laura Rodavich	2009 Mackenzie Way, Suite 100	Cranberry Twp.	PA	16066	414-438-6095	acuityrecruitment.com
F	LinkedIn.com	none	1000 W Maude Avenue	Sunnyvale	CA	94085		linkedin.com
G	Indeed.com	none	Indeed Tower, 200 W 6th Street, Floor 36	Austin	TX	78701		indeed.com
H	Corporation for Public Broadcasting	none	401 9th St., NW	Washington	DC	20004-2129	202-879-9600	cpb.org/jobline
I	Google for Jobs	none	1600 Amphitheatre Parkway	Mountain View	CA	94043	650-253-0000	jobs.google.com

RECRUITMENT INITIATIVES

1. INTERNSHIP PROGRAM

WQED Multimedia provides both paid and unpaid internships to college students in areas of Education, FM Radio, Marketing, FM Radio, 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. In order to seek qualified candidates for internships, WQED lists yearlong postings on its website, wqed.org. During the past year we have had 13 interns:

Semester	Months	# of Interns / Department	Schools
Spring 2024	January-May	2 – Education	University of Pittsburgh, Carlow University
Summer 2024	May-August	3 – Arts & Culture	Community College of Allegheny County, University of Pittsburgh, West Chester University
Summer 2024	May-August	2 – Marketing	Penn State University
Fall 2024	August-December	2 – Arts & Culture	Carnegie Mellon University, Duquesne University
Spring 2025	January-May	4 – Arts & Culture	Carnegie Mellon University, Duquesne University

2. PARTICIPATION IN JOB FAIRS

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

- Fatima Trimble represented WQED at the University of Pittsburgh Spring 2025 Career & Internship Fair on Thursday, February 20, 2025.
- Fatima Trimble represented WQED at the University of Pittsburgh Volunteer and Summer Internships Fair on Wednesday, March 26, 2025.

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 4/1/24 - 3/31/25, WQED posted its Head of Marketing and Membership job opening with the African American Chamber of Commerce of Western Pennsylvania.

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

An online training for management level personnel was completed by all WQED employees before September 30, 2024. The title of the training was "Online Harassment and Bias Prevention Training" and was provided by the Corporation for Public Broadcasting through the EVERFI platform.