

# ANNUAL EEO PUBLIC FILE REPORT

**WBRE-TV**

**April 1, 2014 through March 31, 2015**

The purpose of the EEO Public File Report (“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(s):

WBRE-TV

The information contained in this Report covers the time period beginning April 1, 2014 to and including March 31, 2015 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the 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.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from April 1, 2014 through March 31, 2015

Station(s) Comprising the Station Employment Unit: WBRE-TV

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Account Executive	4/7/14	O	8	A, C-R, T-U, X-Y
2	Account Executives (5)	6/30/14 (3) 8/4/14 8/18/14	X, X, Y O Y	6	A, C-R, T-U, X-Y
3	Sales Assistant	7/28/14	Y	4	C-R, U, X-AA
4	Account Executive (2)	10/20/14 1/5/15	X X	3	A, C-R, T-U, X-Y
5	Multi-Media Journalist	10/27/14	Y	2	A, C-R, T-U, X-Y
6	Local Sales Manager	12/29/14	R	5	A, C-R, T-V, X-Y, BB
7	National Sales Manager	1/12/15	B	4	A-R, T-V, X-Y, BB-CC
8	Digital Marketing Account Executive	3/4/15	Y	2	A, C-R, T-U, X-Y
9	Account Executive (2)	2/23/15 2/23/15	X T	5	A, C-R, T-U, X-Y
10	Production Assistant	3/10/15	X	4	C-R, U, W-Y

Total Number of Persons Interviewed During Applicable Period: 43

Appendix 2 to Annual EEO Public File Report

Covering the Period from April 1, 2014 through March 31, 2015

Station(s) Comprising the Station Employment Unit: WBRE-TV

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	TVJobs.com	Mark Holloway	PO Box 4116 Oceanside, CA 92052	N	0
B	Spots N Dots	Classifieds	www.spotsndots.com	N	1
C	Broadcasting Institute of Maryland	Norm Brooks	7200 Harford Road Baltimore, MD 21234	Y	0
D	East Stroudsburg University	Career Planning	East Stroudsburg University East Stroudsburg, PA 18301	Y	0
E	Lackawanna College	Trevor Woodruff	501 Vine Street Scranton, PA 18509	Y	0
F	Marywood University	Nancy Maloney	2300 Adams Avenue Scranton, PA 18503	Y	0
G	Temple University	Career Develop Svcs	Broad & Burts Mall Philadelphia, PA 19122	Y	0
H	University of PA	Career Planning	3718 Locust Walk Philadelphia, PA 19104	Y	0
I	University of Scranton	Betty Rozelle	Office of Career Svcs Scranton, PA 18504	Y	0

J	Foundation for Minority Interests	Sandra Rice	825 7 <sup>th</sup> Avenue, 2 <sup>nd</sup> Flr New York, NY 10019	Y	0
K	Bloomsburg University	Amy Johnson	Dept Mass Communications Bloomsburg, PA 17815	Y	0
L	Misericordia University	Bernie Rushmer	College Misericordia Dallas, PA 18612	Y	0
M	King's College	Career Planning	133 N River Street Wilkes-Barre, PA 18711	Y	0
N	Luzerne County Community College	Mary Ghiliani	Prospect St & Middle Rd Nanticoke, PA 18634	Y	0
O	Penn State College of Communications	Bob Martin	208D Carnegie Building University Park, PA 16802	Y	2
P	TV News Gigs	Stacey Chaloux	318 SE Jackson Street Lee's Summit, MO 64063	Y	0
Q	Wilkes University	Carol Bosack	PO Box 11 Wilkes-Barre, PA 18766	Y	0
R	WBRE-TV	None	62 South Franklin Street Wilkes-Barre, PA 18701	N	3
S	Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	N	0
T	Nexstar Broadcasting	Careers	545 E John Carpenter Freeway Irving, TX 75062	N	1
U	S.I. Newhouse School	Karen McGee	215 University Place Syracuse, NY 13244	Y	0
V	LinkedIn.com	None	www.linkedin.com	N	2
W	Internship	Gina Schreiber	62 South Franklin Street Wilkes-Barre, PA 18701	N	1
X	PAhomepage.com	Career Opportunities	62 S Franklin Street Wilkes-Barre, PA 18701	N	24
Y	Employee Referral	None	None	N	7

Z	Monster.com	Classifieds	www.monster.com	N	1
AA	Scranton Times	Classifieds	thilson@timeshamrock.com	N	0
BB	Media Recruiter	Classified Ads	www.mediarecruiter.com	N	1

Appendix 3 to Annual EEO Public File Report

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WBRE-TV

	Recruitment Initiative	Description
1	The establishment of an internship program designed to assist members of the community to acquire skills for broadcast employment	During this reporting period, station WBRE-TV provided internships for 13 students from Penn State University, Ithaca College, East Stroudsburg University, Susquehanna University, Luzerne County Community College, Millersville University, University of Scranton, King's College, Wilkes University, Bloomsburg University, and Marywood University.
2	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Luzerne County Community College Job Fair 2014 – April 2, 2014 (General Manager & Director of Sales)
3	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	NPEC 2014 Dual Employment Fairs – April 1, 2014 (Chief Engineer & Director of Sales)
4	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	NPEC 2014 Dual Employment Fairs – April 9, 2014 (Chief Engineer & Director of Sales)
5	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Penn State University JobExpo.com – March 19, 2015 (News Director)