

# EEO Report

August 1, 2005 – August 1, 2006  
To Include the Employment Unit of  
WYLN

Pursuant to 47 C.F.R. § 73.2080(c)(6)

## 1. Vacancy

2006-videographer/production hired (3)

2006-sales (2)

## 2. Recruitment

The job was:

1. Internally in Memo on Company Bulletin Board
2. Advertised in Hazleton Standard Speaker Newspaper Classified Help Wanted Section combined total 13 days at \$431.75
3. No organizations have contacted the station during this period to request notice of job openings.

## 3. Source

The hiree learned of our opening from advertisement or thru own initiative of phoning or mailing resume and or demo tape.

## 4. Interviewee Data (combined Totals)

A. Total number of persons who applied:	11
B. From the strength of their resumes, Total Number Interviewed:	6
C. Recruitment Sources of Applicants	
1. Standard Speaker	1
2. Internally on Company Bulletin Board	1
3. Phoning Known possibilities	1
4. Other	<u>2</u>
	5

## 5. Initiatives Undertaken

As an Employment Unit with five to ten full-time employees, located in a smaller market, we are required to participate in two initiatives during each two-year period. We have adopted the following initiatives:

### A. Internship Program

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

WYLN has offered internships to student's at various school's in the WYLN viewing area including Hazleton, Bishop Hafey, MMI, and Berwick Area High School's and Penn State, Luzerne County Community College

through their Journalism or TV production programs.

2006-4 high school interns

2006-4 special needs student

2006-2 college interns

## **B. Educational Events**

Participation in at least four events or programs sponsored by educational institution relating to career opportunities in broadcasting

### **Partners in Education Board Participation**

Partners in Education is a greater Hazleton business and student alliance aimed at forging and maintaining a relationship between the business community, workforce and area schools.

WYLN has been a partner of PIE for several years. WYLN news reporter Kim Zboray serves as a board member for PIE and a liaison for the alliance and the station.

### **Partners in Education TV Show Production**

With the help of WYLN, PIE produces at least five "PIE in Your Face" one half hour shows per year. Thus far, WYLN has produced approximately thirteen shows. The programs feature a panel consisting of different business partners of the alliance, a teacher from an area school and a student. During the thirty-minute show, the audience is shown segments of local businesses, highlighting the career opportunities available at that company and also the education needed for various opportunities within that business. Students from the area are used to help host the show, operate the studio cameras during the show and help with the overall production.

### **Partners in Education Career Day**

Partners in Education also hosts a yearly "Career Day" at area schools. WYLN and several of its employees have taken part in this event for at least the last five years. During the day long

event, our employees speak to several classes of eighth grade students about the career opportunities available in our company, the education needed and answer any other questions the students may have related to broadcasting.

### **Partners in Education Career Night**

WYLN and its employees also participate annually in Partners In Education's College and Career night, showcasing our company and the opportunities and education credits available to students and workers.

In addition, WYLN works with Partners In Education in promoting their accomplishments and upcoming events through our daily newscast. WYLN was also host to a press conference and luncheon for Partners In Education and Pennsylvania Governor Edward Rendell as major state funding was announced to help continue the programs offered through PIE.

## **C. General Outreach**

Participation in community events designed to promote outreach generally.

### **Keystone Job Corp**

Keystone Job Corp in Drums houses and teaches kids in numerous fields from cities such as Philadelphia and New York, who have had problems back home and perhaps cannot afford college or attend high school, where they originally live. The Job Corp has created a Community Relations Committee where Area businesses have representatives who sit on the council and help place Keystone Job Corp Students in their business for a term of what would be considered an internship. WYLN has a representative from 35 News who sits on the council, attends meetings and helps place the proper students in the field of television. The Students who have been placed with WYLN have observed and assisted with the daily duties of the news, going out in the field with a reporter, help write scripts, run graphics, run camera and teleprompter. They intern for approximately 6 weeks and become familiar with television and work hands on to better prepare them when they seek employment. After their internship our representative fills out an evaluation that is sent to the advisor or community director at the Job Corp. The students are given points or merits for completing their internship here at WYLN-TV.

This committee and the internships are all volunteer.

## **D. Training Opportunities**

WYLN TV offers training to new personnel, which includes the procedures in which the station follows and adheres to. Training is offered to interns as well.

## **E. Mentoring**

Establishment of a mentoring program for station personnel. Station Owner/Manager accompanies/assists sales people on various appointments/calls.

### **6. EEO Responsibilities and Management**

Station management consists primarily of the station manager. He is responsible for ensuring vigorous enforcement of the Station's policy of equal opportunity. The Station informs its employees of the equal employment opportunity policy and program in regular meetings and announcements and enlists their cooperation in fulfilling the objectives of the program. However, the Station will communicate its equal employment opportunity policy and program and its employment needs to sources of qualified applicants without regard to race, color, religion, national origin, or sex, and solicits their recruitment assistance on a continuing basis. All advertisements will specify that the Station is an equal opportunity employer. The Station conducts a continuing program to exclude all unlawful forms of prejudice or discrimination based upon race, color, religion, national origin, or sex from its personnel policies and practices and working conditions. The Station conducts a continuing review of job structure and employment practices and adopts positive recruitment, job design, and other measures needed to ensure genuine equality of opportunity to participate fully in all organizational units, occupations, and levels of responsibility.

### **7. EEO Recruitment Program Upkeep**

The station manager regularly analyzes the EEO recruitment program in anticipation of future hires. He solicits feedback from station employees and explores what approaches are most successful in other businesses.

### **8. Benefit Review**

Of most significance, the Station structures the work environment to make certain that equal opportunity is given the same emphasis as other objectives. In a small work unit, it is essential that each employee pull his or her own

weight. Accordingly, Station management continually reviews pay, benefits, seniority practices, promotions, and selection techniques and tests to assure they provide equal opportunity without a discriminatory effect. Station employees are not represented by a union.

**9. Religious Reference in Broadcasting**

WYLN does not have a religious affiliation. WYLN does broadcast a half hour weekly church service as a paid program. WYLN broadcasts holiday programming with religious undertones.