

WPMT
EEO PUBLIC FILE REPORT
March 21, 2023 - March 20, 2024

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Producer - 014114	1-3, 5-6, 8-10, 12, 14-16	8
Production Assistant-14134	1-3, 5-6, 9-10, 12, 14-16	12
Marketing Producer - 014149	1-5, 9-16	4
Head of Technology and Operations - 014279	1-5, 9-16	4
Multi-Skilled Journalist - 014543	1-3, 5, 8-12, 15-16	12
Multi-Skilled Journalist - 014543	1-3, 5, 8-12, 15-16	8
Producer - 014544	1-3, 5, 8-12, 15-16	8
Associate Producer - 014539	1-3, 5-6, 9-12, 15-16	12
Associate Producer - 014539	1-3, 5-6, 9-12, 15-16	12
Assignment Editor - 014541	1-3, 5-6, 8-12, 15-16	8
Producer-14997	1-3, 5-6, 9-12, 14-16	6
Associate Producer-15053	1-3, 5, 8-12, 14-16	12
Director-15490	1-3, 5, 7, 9-12, 14-16	7
Sports Anchor/MMJ-15491	1-5, 8-12, 14-16	4
Multi-Skilled Journalist-15519	1-3, 5, 9-12, 14-16	12
Photojournalist-15549	1-5, 8-12, 14-16	4

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	1
2	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : info@michaelsmedia.com Michael Bille	N	0
3	Crispus Attucks Job Center 605 South Duke Street York, Pennsylvania 17403 Phone : 717-848-3610 Email : Cmaxfield@crispusattucks.org Chuck Maxfield	N	0
4	Current Employee/Internal Promotion	N	4
5	Howard University 525 Bryant Street, NW Room 107 Washington, District of Columbia 20059 Phone : 202-806-5806 Email : cdudley@howard.edu Carol Dudley	N	0
6	Indeed.com	N	8
7	Internal Transfer/Promotion	N	1
8	Linked In	N	12
9	Millersville University PO Box 1002 Career Services Millersville, Pennsylvania 17551 Phone : 717-872-3312 Email : careers@millersville.edu Patty Taggart	N	0

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10	Penn State - Harrisburg 777 W Harrisburg Pike Middletown, Pennsylvania 17057 Phone : 717-948-6260 Email : cmg11@psu.edu Colleen Monismith	N	0
11	Susquehanna University Center for Career Services Selinsgrove, Pennsylvania 17870 Phone : 570-372-4736 Email : marshtheresa@susqu.edu Theresa Marsh	N	0
12	TEGNA 7950 Jones Branch Dr McLean, Virginia 22102 Phone : 753-854-6000 Url : www.TEGNA.com Job Board Manual Posting	N	42
13	tvjobs.com P.O. Box 4116 Oceanside, California Online Posting Manual Posting	N	0
14	WPMT Station Website 2005 South Queen Street York, Pennsylvania Phone : 216-432-4293 Cheryl Thorne Manual Posting	N	0
15	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	YTI Career Institute 1405 Williams Road York, Pennsylvania 17404 Phone : 717-757-8124 Email : monica.young@yti.edu Monica Young	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			68

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	3/24/2023	Participation in events or programs sponsored by educational institutions	News Director attended Temple University Career Fair. News Director met with Media and Communications students looking for employment and internships.	1	News Director
2	3/28/2023	Establishment of training programs for station personnel	Verify Training - how to identify, produce, and edit Verify stories	1	Digital Content Producer
3	4/20/2023	Participation in other activities designed by the station employment unit	A high school senior from Northeastern High School shadowed Sports Director and Production Manager for the 4 pm news. Our Sports Director gave her a background on the behind the scenes of how a newscast comes together and she watched from the control room the 4 pm news. The Production Manager also gave her insight on how the Production team works together to put the news on air.	2	Sports Director Production Manager
4	4/28/2023	Establishment of training programs for station personnel	Digital team had a training on YouTube Shorts. The training consisted of the latest updates on features with YouTube.	4	Digital Content Manager Digital Content Producer Digital Content Producer Digital Content Producer
5	5/16/2023	Establishment of training programs for station personnel	Sales Team had a training on Simpli.fi 101 Introduction to Targeted Advertising.	10	Account Executive Account Executive Digital Sales Assistant Account Executive
6	5/17/2023	Participation in events or programs sponsored by educational institutions	MSJ attended the College and Career Fair at Horton's Kids and College Fair. She spoke about broadcast television and the news field. For more of a hands on activity, she brought camera equipment and a teleprompter app so the students can gain knowledge and understand how anchors/reporters handle their daily tasks.	1	MSJ
7	5/24/2023	Establishment of training programs for station personnel	Sales Team had Simpli.fi 201 Advanced Targeted Advertising training.	10	Account Executive Local Sales Assistant Local Sales Manager Account Executive

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8	5/24/2023	Establishment of training programs for station personnel	Digital team attended a training on making data-informed content decisions.	5	Digital Content Producer Digital Content Producer Digital Content Producer Digital Desk Producer
9	Ongoing Event	Establishment of training programs for station personnel	Sales attends the monthly Confidence Builder which focuses on different topics pertaining to sales and advertisers. Every month will be highlighted with a detailed conversation on a topic that will help Sales to accelerate their process and tips/insights.	8	Locals Sales Manager Account Executive Account Executive Account Executive
10	7/11/2023	Establishment of training programs for station personnel	Reporting Security Incidents - Quarterly TEGNA Cyber Security Training to increase awareness of cybersecurity threats that can compromise data and networks. This module is focused on reporting suspicious emails, texts and phone calls.	94	All Station Employees
11	7/12/2023	Participation in events sponsored by organizations representing the community	Anchor had a speaking engagement at Kids and Company for the Summer Camp program. She spoke to the kids about her daily routine as a Reporter/Anchor and what it is like in front and behind the scenes at a TV station.	1	Anchor
12	7/26/2023	Establishment of training programs for station personnel	State of Social Media Training took place for some key Newsroom employees that are focused on our digital and social media platforms.	23	Anchor Digital Content Manager Anchor/MSJ MSJ
13	8/1/2023	Establishment of training programs for station personnel	August Confidence Builder (CB): Leveraging AI to help you WIN & Successful GO Behaviors. The CB was filled with resources to help the Sales Team accelerate the sales process and win business now. The training taught about accelerated growth verticals, vertical lingo as well as ideas and tips for the sales process.	7	Account Executive Account Executive Account Executive Account Executive

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14	8/17/2023	Establishment of training programs for station personnel	Sales attended a training for Travel E-Book Launch which consisted of: unpacking the key findings and insights, how to turn travel insight into tourist action, demo of data dashboard and activation game plan.	7	Account Executive Account Executive Account Executive Account Executive
15	9/19/2023	Participation in events sponsored by organizations representing the community	The GM hosted a tour for the Jewish Community Center Senior Group. The group was very interested in the behind the scenes working of a tv station. There were two groups of twelve that toured the station and asked many questions about the anchors, cameras, getting stories, how many reporters are out on the road, using the studio kitchen, our satellite, and they also met two of our Meteorologists and one of our Multiskilled Journalists.	4	GM Meteorologist Meteorologist MSJ
16	9/21/2023	Establishment of training programs for station personnel	The sales team attended the virtual TVB's 2023 Sales Conference. The conference had panel discussions about hot topics in the industry which included business development, talking to advertisers, and what is up and coming, ad categories, and research.	8	Account Executive Account Executive Sales Director Account Executive
17	9/27/2023	Establishment of training programs for station personnel	The 4 P's of Vishing - Quarterly TEGNA Cyber Security Training to increase awareness of cybersecurity threats that can compromise data and networks. This module is focused on recognizing and addressing security attacks via phone calls or voice messages purporting to be from reputable companies to obtain personal information.	94	All Station Employees
18	10/3/2023	Establishment of training programs for station personnel	Sales Team attended the October Confidence Builder which focused on: WINS & Success Stories from Team TEGNA's Biz Dev Week AE All-Star Roundtable Success Stores leveraging AI Unveiling the Elegance of Insights = Conciseness Brilliance Categories to focus on NOW	8	Account Executive Account Executive Account Executive Account Executive

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19	10/12/2023	Establishment of training programs for station personnel	Learning about how to attack each day digitally	15	Anchor/MSJ Chief Photographer Sports Reporter/Producer MSJ/Producer
20	10/12/2023	Establishment of training programs for station personnel	Learning about best practices on writing for digital	6	Digital Content Manager Sports Director Digital Content Producer Anchor/MSJ
21	11/14/2023	Participation in events sponsored by organizations representing the community	York County Alliance for Learning hosted a Media & Broadcasting Day for eight high schools in our area (30 students). One person from each department spoke about what their job entails, day to day activities, and how they got into broadcasting. After the Q&A session, the students took a tour of FOX43.	5	GM Local Sales Manager Head of Technology & Operations News Director
22	12/7/2023	Establishment of training programs for station personnel	JDA Expert Series had a training for the Sales team on Automotive. The training gave them insights and strategies while calling on an automotive category.	7	Account Executive Account Executive Account Executive Account Executive
23	12/14/2023	Establishment of training programs for station personnel	"Let's Have a Cyber Safe Holiday" Quarterly TEGNA Cyber Security Training to increase awareness of cybersecurity threats that can compromise data and networks. This module is focused on phishing and online shopping safety.	94	All Station Employees
24	1/29/2024	Establishment of training programs for station personnel	The Digital Content Manager and Senior Producer attended Disinformation Training at TEGNA Headquarters. This training provided an update on the latest in AI and how to spot it in newsgathering situations.	2	Digital Content Manager Senior Producer
25	2/9/2024	Establishment of training programs for station personnel	Two Part Code of Ethics training to maintain the highest level of ethical standards to serve the greater good of our communities. Part 1 is the Annual Ethics Survey and Part 2 is the Ethics of Training Conflicts of Interest.	94	All Station Employees

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26	2/21/2024	Establishment of training programs for station personnel	Disinformation & AI training helping the newsroom learn how to spot AI generated photos, videos or audio, how it is affecting the 2024 Election, and how it could impact us later this year.	80	News Department
27	2/23/2024	Participation in Job Fairs	Assistant News Director attended a Job Expo at Penn State. He met with students interested in broadcasting careers. The Assistant News Director spoke about job opportunities, gave insight about broadcasting, and background information about the station.	1	Assistant News Director
28	2/29/2024	Participation in Job Fairs	Assistant News Director attended a Job Fair at Elizabethtown College. He met with students interested in broadcasting careers. The Assistant News Director spoke about job opportunities, gave insight about broadcasting, and background information about the station.	1	Assistant News Director
29	3/14/2024	Participation in events or programs sponsored by educational institutions	Meteorologist attended the World Language Career Symposium. During the panel discussion, she spoke about what the job entails, demand for the job, advantages/disadvantages, training, global connections, and if the job links to other cultures. After the discussion, there was a Q&A where the students asked questions about the career path of a meteorologist.	1	Meteorologist
30	3/14/2024	Sponsorship of events in the community designed to increase public awareness	FOX43 sponsored a Red Cross Blood Drive. During the all day event, the GM met and greeted viewers and answered questions about getting into broadcasting and how the news is produced day to day.	1	GM

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31	3/20/2024	Sponsorship of events in the community designed to increase public awareness	Meteorologist was a judge for the West Shore School District future chefs Culinary Competition. Since she has a cooking segment, Seasonal Servings, this was a perfect opportunity for her to participate being a guest judge to eight elementary students. This gave her the opportunity to discuss her process of producing Seasonal Servings and cooking to the students.	1	Meteorologist