

EEO Public File Report
Cox Media Group - WPXI-TV (Pittsburgh)
Reporting Cycle: 04/01/2017 to 03/31/2018

Full-Time Positions Filled

Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
177062, Account Executive - Pittsburgh	4/17/2017	6/5/2017	Cox Career Site	1	1
			Referral - Employee Referral	1	0
174842, Account Executive	3/9/2017	5/10/2017	Cox Career Site	1	1
			Job Board - Indeed	3	0
			Job Board - Glassdoor	1	0
177724, Digital Content Producer	4/24/2017	5/9/2017	Job Board - Indeed	1	1
			Internal	2	0
1617875, Reporter	12/19/2016	7/24/2017	Referral - Employee Referral	1	1
			Agency - Talent Dynamics	1	0
179791, Assignment Editor	5/24/2017	7/31/2017	Referral - Employee Referral	1	1
			Job Board - Indeed	2	0
			Internal	1	0
1711100, Digital Content Producer	6/26/2017	8/14/2017	Cox Career Site	2	1
			Job Board - Indeed	3	0
			Social Network - LinkedIn	1	0
1711449, MultiPlatform Producer	7/6/2017	9/5/2017	Job Board - Glassdoor	1	1
			Cox Career Site	1	0
			Social Network - LinkedIn	1	0
			Referral - Employee Referral	1	0
			Job Board - Americas Job Exchange	1	0
177063, Account Executive	4/21/2017	9/11/2017	Cox Career Site	6	1
			Job Board - Indeed	4	0
			Directly Sourced by Cox Recruiter	2	0
			Job Board - Glassdoor	1	0

179794, Sales Research Analyst	5/25/2017	9/5/2017	Job Board - Beyond	2	1
			Social Network - LinkedIn	3	0
			Job Board - Indeed	3	0
			Referral - Employee Referral	1	0
			Internal	1	0
			Cox Career Site	1	0
179859, Digital Sales Specialist	5/26/2017	9/18/2017	Social Network - LinkedIn	2	1
			Referral - Employee Referral	1	0
			Job Board - Indeed	1	0
			Job Board - Beyond	2	0
179861, Sales Associate	5/26/2017	9/18/2017	Cox Career Site	2	1
			Job Board - Indeed	3	0
1710449, Design Director	6/12/2017	11/6/2017	Cox Career Site	2	1
			Internal	1	0
			Referral - Employee Referral	1	0
			Social Network - LinkedIn	1	0
1711892, Editor Assignment	7/25/2017	10/16/2017	Referral - Employee Referral	2	1
			Internal	1	0
			Cox Career Site	1	0
			Job Board - Indeed	1	0
1716098, General Manager CMG	10/6/2017	12/13/2017	Cox Career Site	1	1
			Internal	4	0
1718382, Reporter Mmkt	11/16/2017	12/11/2017	NABJ Convention & Career Fair	1	1
1718383, Reporter	11/16/2017	1/3/2018	Agent - Kimberly Price; OTA Talent Agency	1	1

Recruitment Sources					
Cox Media Group - WPXI-TV (Pittsburgh)					
April 1, 2017 - March 31, 2018					
No.	Recruitment Source	Contact	Email	Total Interviewed	Entitled to Notification
Recruitment Sources Used for All Openings					
1	Broadcast Employment Services PO Box 4116, Oceanside, CA, 92052 www.tvjobs.com	Phone: (800) 374-0119	info@tvjobs.com		N
2	Westminster College 319 South Market Street, New Wilmington, PA, 16172	Contact: Jennifer Hough Phone: (724) 946-7339	houghja@westminster.edu		N
3	Talent Dynamics 600 Las Colinas Blvd., Suite 100, Irving, TX, 75039	Contact: Julie Pumphrey Phone: (214) 640-3180	pumphrey@talentdynamics.com		N
4	Point Park University - Career Development Center Point Park University, Room 538 West Penn, 201 Wood Street, Pittsburgh, PA, 15222	Contact: Angela Scaramucci Phone: (412) 392-3978 Mobile: (412) 606-0543	ascaramucci@pointpark.edu		Y
5	New Horizons Computer Learning Center 24 Albion Rd., Suite 230, Lincoln, RI 02865	Contact: Nicholas Azzarone Phone: (401) 633-3208	nick.azzarone@nhls.com		Y
6	Cox Media Group Career Website Internet/Intranet - www.jobs.coxmediagroup.com	Company Internet Posting		18	N
7	Glassdoor.com Internet/Intranet - www.glassdoor.com	Internet Posting - Automatic wrap from Cox Media Group Career Website		3	N
8	Indeed.com Internet/Intranet - www.indeed.com	Internet Posting - Automatic wrap from Cox Media Group Career Website		21	N
9	DiversityInc.com Internet/Intranet - www.diversityinc.com	Internet Posting - Automatic wrap from Cox Media Group Career Website			N
10	Beyond / Nexxt Internet/Intranet - www.beyond.com Internet/Intranet - www.nexxt.com	Internet Posting - Automatic wrap from Cox Media Group Career Website		4	N
11	Recruit Military Internet/Intranet - www.recruitmilitary.com	Internet Posting - Automatic wrap from Cox Media Group Career Website			N
12	America's Job Exchange (May 2016 - on-going) Internet/Intranet - www.americasjobexchange.com	Internet Posting - Automatic wrap from Cox Media Group Career Website to State Job Bank, local Wagner-Peyser centers and 4,500 affiliated diversity websites		1	N
13	Employee Referrals	Referrals from current Employees		9	N
14	Internal Applicant	Internal Employee		10	N
Recruitment Sources Used for Specific Vacancies					

1	Dice Internet/Internat - www.dice.com	Internet Posting		N
2	CareerLink Internet/Intranet - www.careerlink.com	Internet Posting		N
3	Careerbuilder Internet/Intranet - www.careerbuilder.com	Internet Posting		N
4	LinkedIn Internet/Intranet - www.linkedin.com	Internet Posting	9	N
5	Monster Internet/Intranet - www.monster.com	Internet Posting		N
6	Simplyhired.com Internet/Intranet - www.simplyhired.com	Internet Posting		N
7	TAOnline Internet/Intranet - www.taonline.com	Internet Posting		N
8	Directly Sourced by Recruiter	Cox Recruiter	2	N
9	Agency - Talent Dynamics Internet/Intranet - www.talentedynamics.com 600 E. Las Colinas Blvd. Suite 100, Irving, TX 75039	Placement Agency Phone: (214) 640-3139	1	N
10	Agency - OTA Talent Agency Internet/Intranet - www.tvnewsagents.com Kimberly@OTAtalent.com	Placement Agency Phone: (719) 388-9765	1	N
11	NABJ Convention & Career Fair www.nabj.org/?page=2017Convention	NABJ Career Fair Hilton, Two Poydras Street, New Orleans, LA 70130	1	N

Longer - Term Recruiting Initiatives

Implemented During Previous Year

Cox Media Group - WPXI-TV

April 1, 2017 - March 31, 2018

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	4/1/2016 - Ongoing	Diverse Job Bank Career Listings	Cox entered into agreement to post all external Job Openings with DiversityInc.com, Indeed.com, Glassdoor.com, SimplyHired as well as 3000 affiliated career websites through Direct Employers.	Broad Outreach	Cox Talent Acquisition Team
2	Ongoing	College Level Internship Program	Station exposes Interns to all facets of operation in various departments.	Exposure to all areas of the operation gives a solid overview and education of operation & organization.	News, Sales, Promotion, Programming Departments
3	Ongoing	News Photographer/Editor Trainee Program	Photographer/Editor Trainee is hired part-time	Trainee is taught news gathering photography & editing techniques and how to use equipment. Most recent Part-Time Photographer/Editor Trainee was hired as Full-Time Editor.	News Photographers, Editors & Management
4	Ongoing	Training	WPXI Leadership Training	Station sends department heads and middle managers to Cox and CMG for leadership and diversity training.	WPXI Management Personnel
5	9/15/2015 - Ongoing	Cox Media Group Diversity & Inclusion Training	Mandatory CMG Diversity & Inclusion Training for every employee.	Four hour, mandatory training in diversity & inclusion by a professional facilitator is required for every station staff member.	All Staff Members who up to that point had not taken the D&I training previously.
6	Ongoing	Big Brother's Big Sister's "Be a Middle School Mentor"	As a "Big" for a Brookline Middle Schooler there is an opportunity to not only about starting a friendship, providing guidance and inspiring them to reach their potential to develop more positive attitudes toward school, achieve higher grades and improve their relationships with both adults & their peers, but also to provide information about the broadcast industry as a possible future career.	"Big Sister"	Marlisa Goldsmith
7	Ongoing	National Council of Jewish Women Children's Waiting Rooms at the Courthouse	NCJW The Children's Rooms in the courts serve hundreds of children each month, both from families with court business and jurors, at no cost to parents. Since 2001, the Rooms have provided almost 60,000 children with a safe haven removed from the stress and difficulties of the courtroom. This is the only such service in the country run by a non-profit.	Volunteer	Marlisa Goldsmith
8	Ongoing	Learn & Earn Youth Employment Program	Intern secured through Gwen's Girls non-profit organization to provide an employment experience to a young person who may not ordinarily have the chance to work in a broadcasting environment and become familiar with career opportunities in the broadcasting field.	Primary Supervisor & Secondary Supervisor	Jonas Chaney & Ryan Lamberger
9	4/1/17	Westminster College	Professional Networking Symposium presentation to 20 people.	Presenter	Tony Ruffolo
10	4/3/17	Greensburg Salem High School Career Day	Investigative Journalism presentation to 30 students.	Presenter	News Reporter Rick Earle
11	4/4/17	University of Pittsburgh	Guest Lecturer to a Upitt "Women in Journalism" class relating experiences as well as the importance of diversity in journalism.	Presenter	News Reporter Brittny McGraw

12	4/7/17	Lansdowne High School Presentation	Exposed Business and Entrepreneur Class of 35 students to broadcasting environment and career opportunities at the station.	Tour Guide	News Reporter Rick Earle
13	4/10/17	"Western PA Stands Up to Bullying"	All-Day panel at the Westmoreland Intermediate Unit. Keynote Speaker was the father of Rachel Scott who died in the Columbine School shooting. This event was in conjunction with "Bark" an alum of TechStars Atlanta, an accelerator program partnered with parent company, Cox.	Moderator	News Anchor Lisa Sylvester
14	4/19/17	Slippery Rock University Open House	TV Production Class Students and Dr. Li Pu were addressed & had questions answered by WPXI staff from every department.	Presenters	Susie Toma, Maureen O'Connor & WPXI Reach Out DiversiTeam
15	4/19/17	Tribune Total Media Outstanding Young Citizen Awards Banquet	Students from Western Pennsylvania honored for their academic and volunteer achievements; keynote speaker and then handed out Top 10 Gold Medal and Scholarships.	Keynote Speaker	News Anchor Lisa Sylvester
16	4/25/17	Ellis School	21 second graders visited and were exposed to broadcasting environment and career opportunities at the station.	Tour Guides	Maureen O'Connor & Jason LaRosa
17	4/26/17	North Side Job Fair	One North Side & NSNS Chamber of Commerce Job Fair at the Carnegie Science Center where broadcasting as a career was discussed with ~100 job seekers.	7:30 AM-1:00 PM Station Representative. Resumes collected & distributed to appropriate managers back at the station.	Maureen O'Connor
18	5/24/17	WPXI Weather & Communication Conference	Present and discuss ways to improve communication to viewers as well as among WPXI meteorologists and the audience of 50 Emergency Managers, Superintendents, PennDOT Staff, and others who "use" TV weather forecasts regularly.	Presenter	Meteorologist Stephen Cropper
19	5/25/17	Mount Pleasant High School Graduation	Attended the Life Skills Senior Recognition and Musical Recital, also Graduation Keynote Speaker	Keynote Speaker	News Anchor Lisa Sylvester
20	6/2/17	East Allegheny NAACP Human Rights Dinner	Annual dinner for the East Allegheny branch of the NAACP with the year's theme of "Preparing Our Youth to Lead the Way."	Emcee	Brittney McGraw
21	7/1/17		Exposed visitors to a broadcasting environment and the career opportunities at the station.	Tour Guide	Megan KuKuruda
22	7/20/17	Armstrong Group of Companies	Station tour for 30 people currently in various industries (cable, home security, construction, food service, electronics, etc.) exposed to broadcasting environment and career opportunities at the station.	Presenter & Tour Guide	Maureen O'Connor
23	7/28/17	BCRC	Exposed visitors to broadcasting environment and career opportunities at the station.	Tour Guide	Maureen O'Connor
24	8/4/17	Bring Your Child to Work Day	Exposed to broadcasting environment and career opportunities at the station.	Tour Guides	Maureen O'Connor & Julie Jena
25	8/8/17	Pittsburgh Black Media Federation Frank Bolden Workshop	Broadcast professionals teach high schoolers about journalism.	Presenter	Akemi Harrison
26	8/15/17	IEEE	35 visitors exposed to broadcasting environment and career opportunities at the station.	Tour Guide	Otto Schellin
27	9/13/17	Foreign Journalist Visit	Anna Vitaliani of Trieste, Italy a journalist from Rai Television (Italy's PBS equivalent) was exposed to various News positions to familiarize her with American journalism and broadcast environment.	Guide	News Executive Producer Akemi Harrison
28	9/15/17	Hidden Heroes Caregiver Celebration Events	Hidden Heroes Caregiver Celebration events, starting with Pittsburgh on Friday, September 15. The purpose of this first event is to honor military caregivers, recognize local non-profit organizations offering services to support military caregivers, and outline Pittsburgh's commitment to Hidden Heroes. There will be approximately 150 attendees including: 50+ military caregivers, local military/veteran organizations, city officials (including the Mayor), and VA medical Center caregiving staff (including Secretary Shulkin).	Moderator for Round Table Panel	News Anchor Lisa Sylvester

29	9/22/17	90.5 WESA-FM "The Confluence"	On-Air Radio panel discussion about the state of the media, diversity, and being a journalist in the current political climate.	Radio Show Guest	News Executive Producer Akemi Harrison
30	10/21/17	Pittsburgh Publicity Summit	A workshop designed to teach women entrepreneurs how to promote and attract publicity for your product, service, cause or special event featured members of the media.	Media Professional Panelist	News Executive Producer Akemi Harrison
31	10/25/17	Just Harvest	Since 1989, the Harvest Celebration Dinner has been Just Harvest's signature event. Every year it brings together hundreds of supporters and community leaders to celebrate its victories in the fight against hunger and poverty in our region. 2017 marked the 29th Anniversary Dinner and Silent Auction. With over over 300 guests, it was the organization's most important fundraising event of the year. Proceeds from the Harvest Celebration Dinner support Just Harvest: A Center for Action Against Hunger, the public policy advocacy arm, and Just Harvest Education Fund, the educational and service arm.	Emcee	News Anchor Lisa Sylvester
32	10/27/17	Lower Burrell Girl Scouts	8 visitors exposed to broadcasting environment and career opportunities at the station.	Tour Guide	Meteorologist Stephen Cropper
33	10/31/17	Y Achievers	YMCA's new "Y Achievers" program, which brings adult mentors from different backgrounds and careers together with middle school students. 30 students and 8 adult mentors were exposed to broadcasting environment and career opportunities at the station and ate lunch provided by WPXI.	Host/Tour Guide	News Reporter Brittny McGraw
34	12/5/17	Pittsburgh Urban Christian School	20 second grade students were exposed to broadcasting environment and career opportunities at the station.	Tour Guide	Meteorologist Stephen Cropper
35	12/16/17	Y Achievers	Y Achievers Program pairs students with successful role models and provides academic and career-related mentoring and support services including workshops at YMCA of Pittsburgh with professionals in various fields.	Presenter	News Executive Producer Akemi Harrison
36	1/9/18	Citizens Care	Station Tour for mentally-challenged adults who were exposed to broadcasting environment and career opportunities at the station.	Tour Guide	Maureen O'Connor
37	1/11/18	Pittsburgh Urban Christian School	15 kindergarten students were exposed to broadcasting environment and career opportunities at the station.	Tour Guide	Meteorologist Stephen Cropper
38	1/17-18/18	College Student Job Shadow	A sophomore student at Grove City College spent two days at WPXI "shadowing" the work of WPXI Director of Business Operations. She interviewed DoBO on the inner workings of the Financial industry in general as well as the scope of this TV station and the industry. She attended a few of the station meetings and conference calls and DoBO had her meet one-on-one with various other managers at the station in Sales, News, Engineering, Creative Services. The visit included a tour of the facility as well as discussions with some of the news talent and producers/technicians on the workings of a newscast.	Mentor	Director of Business Operations Rob Deli
39	1/29/18	Seneca Valley High School Career Trek	Career presentation & station tour for a dozen students who were exposed to broadcasting environment and career opportunities at the station.	Presenter & Tour Guide	Maureen O'Connor; add'l speaker Steve Banfield
40	2/8/18	Point Park U Spring Internship & Job Fair	Discuss broadcasting as a career, recruit future interns & employees.	8:00 AM - 2:00 PM Station Representatives. Resumes collected & distributed to appropriate managers back at the station.	Julie Jena, Stephanie Oleyar, Doug Andiorio, Lisa Conway, Ryan Lamberger
41	3/20/18	Connellsville School District High School Media Program	Career presentation & station tour for ~20 students who were exposed to broadcasting environment and career opportunities at the station.	Presenter & Tour Guide	Director of News Technology Brian Krills