

**Annual EEO Public File Report
Station WLVT
April 1, 2025 – March 31, 2026**

This report contains the following information:

- **Section 1:**
 - Full-time Vacancy Information:
 - Job Number
 - Job Title
 - Total Interviewed
 - Interviewed Source
 - Hired Source
 - D.O.H.
 - Total Hired for Reporting Period
 - Total Interviewed for Reporting Period
- **Section 2:**
 - Recruitment Source Contact Information:
 - Recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080{c}(1)(ii) of the FCC’s rules, which are separately identified), identified by name, address, contact person and telephone number.
- **Section 3:**
 - Long-term Recruitment Initiatives Information:
 - A list and brief description of the longer-term recruitment initiatives.

For the purposes of this Report, a vacancy was deemed “filled” when the hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or by e-mail.

Section 1:

Job Number	Job Title	Sources & Contacts	Total Interviewed	Interviewed Source	Hired Source	D.O.H.
1	Video Production Specialist	See Source Contacts	2	Referral, Other (not listed)	Employee Referral	4/28/2025
2	President and CEO	See Source Contacts	9	Referral (9), CPB (2)	Sally Sterling Executive Search	6/30/2025
3	Education Program Specialist	See Source Contacts	2	Referral, Indeed	Employee Referral	6/16/2025
4	Communications & Marketing Specialist	See Source Contacts	3	Indeed (2), wlv.org	Indeed	6/23/2025
5	VP Development	See Source Contacts	1	Referral	Employee Referral	2/23/2026
6	Operational Leadership Partner	See Source Contacts	1	Referral	Employee Referral	3/16/2026
7	Facility Technician	See Source Contacts	3	Indeed (3)	Indeed	3/9/2026
8	HR-Payroll Business Partner	See Source Contacts	6	Indeed (5), Wlvt (1)	Indeed	3/16/2026

Total number of individuals hired during the applicable reporting period – **8**.

Total number of individuals interviewed during the applicable reporting period – **27**.

Section 2:

Job Numbers	Source	Address	Contact	Telephone
	Association for Fundraising Professionals	4200 Wilson Blvd. #480 Arlington, VA 22203	Electronic	703.684.0410
2	Corporation for Public Broadcasting	401 9th Street, NW Washington, DC 20004-2129	Electronic	202.879.9600
1,2,3,5,6	Employee Referral	839 Sesame Street Bethlehem, PA 18015	Stephen Budihas	610.867.4677
	FIA Now Employment Solutions	164 E Elm Street Allentown, PA 18109	Lindsay Watson	866.519.4446
	Journalismjobs.com	Tigerlabs 252, Nassau Street Princeton, NJ 08542	Electronic	510.508.7386
2,4,6,7,8	Lehigh Valley News.com (website)	839 Sesame Street Bethlehem, PA 18015	Stephen Budihas	610.867.4677
2	LVPM Social Media Pages (LinkedIn, Facebook, Instagram)	839 Sesame Street Bethlehem, PA 18015	Stephen Budihas	610.867.4677
	National Association Black Journalists	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	Electronic	301.405.0248
	National Assoc. of Hispanic Journalists	1050 Connecticut Ave, NW 5th Floor Washington, DC 20036	Electronic	866.624.5674
	SHRM Lehigh Valley Website	P.O. Box 270 Coopersburg, PA 18036	Anelis Kelley	610.437.3266
	National Educational Telecommunications Association	PO Box 50008, Columbia, SC 29250	Electronic	803-799-5517
2,3,4,6,7,8	Paylocity Applicant Tracking System	140 American Lane Schamburg, IL 60173	Electronic	800-520-2687
2	Publicmediajobs.org	4400 Massachusetts NW, Washington, Dist. Columbia 20016	Electronic	860-437-5700
2	Sally Sterling Executive Search	310 Strand Street, #505 Alexandria, VA 22314	Sally Sterling	NA
2,3,4,6,7,8	wlvt.org	839 Sesame Street Bethlehem, PA 18015	Stephen Budihas	610.867.4677

Paylocity Recruitment Websites
google.com
indeed.com
internal
lehighvalleynews.com
linkedin.com
myworkdayjobs.com
wlvt.org
ziprecruiter

Section 3:

Internship Program

- WLVT has an established **internship program** designed to assist members of the community to acquire skills needed for broadcast employment.
- In 2025-2026, WLVT continued to offer Spring, Summer, and Fall internships that assist members of the community to acquire skills needed for broadcast employment in production, news, marketing, and philanthropy. We had two (2) interns from Spring 2025 to Spring 2026.

Intern	Semester	Department	Source	Staff Advisor
Zoe Aaron	Spring 2025	Education	Lehigh University	Catherine Reifsnnyder
Nicole Hackett	Spring 2025	News	Lehigh University	Jim Deegan

Partner Recruitment Outreach Efforts

- FIA Now Employment Solutions
 - WLVT-TV has begun an alliance with FIA Now Employment Solutions, an employment and outplacement organization that assists in placing employees in temporary, temporary to permanent and permanent positions. FIA NOW values diverse relationships that have been cultivated over years. FIA takes pride in understanding the value of relationship-based partnerships — having clients ranging from startups to Fortune 500s, including global brands.
- LINC
 - WLVT-TV continues an alliance with LINC, a non-profit organization that works to advance diversity, equity, and inclusion (DEI) in the workplace through its DEI Community (membership) and its connections to resources and practitioners that have furthered DEI efforts in the community. LINC uses these resources to assure their client companies seeking to attract and employ people of color are successful by helping candidates and newly hired employees build community connections and make a new home in the Lehigh Valley.

Community Partners

We promote community partnership outreach through the following partners. WLVT-TV leverages these partners and a group of approximately thirty (30) members in its volunteer program to further WLVT's community outreach to enhance our recruitment efforts.

- Community Partners
 - American Red Cross
 - Society of Volunteer Administrators of the Lehigh Valley
 - United Way of the Lehigh Valley
- Local companies *such as*:
 - Capital Blue Cross
 - Crayola
 - PPL
 - Univest Bank and Trust Co.
 - BSI Corporate Benefits
- School newsletters and websites *such as*:
 - Bethlehem Area School District
 - Allentown School District
 - Easton Area School District
 - Lehigh Carbon Community College
 - Lafayette College student relations
 - DeSales University
 - Lehigh University
 - Cedar Crest College
- Volunteer Websites *such as*:
 - Volunteer Center of the Lehigh Valley
 - Volunteer Match
 - PBS39 website
- Social media *such as*
 - PBS39 Facebook and Instagram pages
 - LinkedIn
 - PBS39 and LehighValleyNews.com email newsletters.

For the period **April 1, 2025, to March 31, 2026**, WLVT participated in the following community engagement programs to inform and educate members of the public about WLVT.

Community Engagement

- Community Conversations
 - LVPM hosted monthly, timely panel discussions that were live broadcast, live streamed, and with a live audience to inform the public on a variety of topics ranging from traffic, federal funding cuts to nonprofits, housing and homelessness, menopause, to changes to education and data centers.
 - Dates: 4/3/25; 6/26/25; 7/30/25; 9/25/25; 11/20/25; 1/29/25;

2/26/26; 3/26/26

- WLVT Staff:
 - Lucia Gajda, Director of Events
 - Deja Frazier, Volunteer & Events Associate
 - Tom Shortell, Reporter
 - Megan Frank, Multimedia Host
 - Brittany Sweeney, Executive Producer
 - Javier Diaz, Director of Production
 - Jim Deegan, VP, News
- Volunteer(s):
 - Karen Day;
 - Phyllis Santo;
 - Tina McHugh;
 - Taryn Kennedy;
 - Tommy Bennett;
 - Jessica Palmarini;
 - Anagha Venkatesh
- Lehigh Valley Children's Festival
 - Participated in an event at Buckey Boyle Park in Allentown, PA providing free materials and program information about WLVT and WLVR.
 - Dates: 06/25
 - WLVT Staff:
 - Lucia Gajda, Director Events & Engagement
 - Volunteers:
 - Karen Day
 - Marlon Simeon
 - Michelle Simeon
- Juneteenth
 - Participated by having a tabling opportunity on the ArtsQuest campus in Bethlehem, PA providing free materials and screening films relating to Juneteenth themes.
 - Dates: 6/14/25
 - WLVT Staff:
 - Lily Dearworth, Partnership Specialist
 - Christina Kiewkajee, Audience Engagement Specialist
 - Deja Frazier, Volunteer & Events Associate
 - Zachary Wisneskie, Production Engineer
 - Charlie Serra, Sr. Audio Engineer
 - Melissa Leffel, Facilities Manager
 - Micaela Hood, News
 - Jason Addy, News
 - Stephen Budihas, Operations
 - Volunteer(s):

- Susan Mohrey
- Phyllis Santo
- Tina McHugh
- Elizabeth L
- Karen Day
- Scholastic Scrimmage 50th Anniversary Retrospective
 - Screened a new documentary following the 50 years of Scholastic Scrimmage and its impact on students and educators in the Lehigh Valley.
 - Dates: 6/21/25
 - WLVT Staff:
 - Lucia Gajda, Director Events & Engagement
 - Lily Dearworth, Partnership Specialist
 - Darice Pauselius, Membership Director
 - Deja Frazier, Volunteer and Events Associate
 - Zach Wisneskie, Engineer
 - Jonas Bowen, Engineer
 - Volunteer(s):
 - Elizabeth Lynch
 - Lori Anderson
 - Jean Manone
 - Karen Day
 - Tina McHugh
- Easton Heritage Day
 - Participated in the City of Easton celebration of the reading of the Declaration of Independence. LVPM participated with historical educational activities, news coverage, materials and information giveaways; and livestreaming the Declaration reading and evening concerts.
 - Dates: 7/12/25
 - WLVT Staff:
 - Lucia Gajda, Director Events & Engagement
 - Lily Dearworth, Partnership Specialist
 - Deja Frazier, Volunteer & Events Associate
 - Rachel Knoblach, HR Generalist
 - Christina Kiewkajee, Audience Engagement Specialist
 - Micaela Hood, Reporter
 - Samantha Bode, Editor
 - Carla Kohler, Manager, Education
 - Brittany Sweeney, Executive Producer
 - Javier Diaz, Director, Video & Broadcast Content
 - Stephanie Sigafos, Managing Producer
 - Zach Wisneskie, Engineer
 - Jonas Bowen, Engineer

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- Jim Deegan, VP News
 - Hasanna Birdsong, CEO
 - Megan O'Donnell, Social Media
 - Volunteer(s):
 - Chris Leonard
 - Phyllis Santo
 - Puerto Rican Festival
 - Participated in the annual celebration of Puerto Rican culture and community in the Lehigh Valley by tabling with LVPM materials and Spanish-language resources.
 - Dates: 08/3/25
 - WLVT Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Rachel Knoblach, HR
 - Micaela Hood, News
 - Volunteer(s):
 - Tommy Bennett
 - Taryn Kennedy
 - Karen Day
 - Allentown Fair
 - Participated in the annual multi-day festival supporting farmers and creators in Allentown with a pop-up news opportunity to interview Fairgoers about the upcoming 250th anniversary of American Independence, a TeleBear appearance, and providing materials on upcoming events and programs.
 - Dates: 8/29/25
 - WLVT Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Lucia Gajda, Director Events & Engagement
 - Megan Frank, Multimedia Host
 - Lily Dearworth, Partnership Specialist
 - Michaela Hood, News
 - John Moser, News Director
 - Megan O'Donnell, Social Media
 - Volunteer(s):
 - Jess Palmerini
 - Karen Day
 - School Board Candidate Forums
 - Conducted four (4) forums open to the public to hear from local school board candidates prior to the election. School districts represented: Allentown; East Penn; Parkland; and Southern Lehigh.
 - Dates: 9/25/25; 9/30/25; 10/6/25; 10/7/25
 - WLVT Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Jim Deegan, VP News

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- Javier Diaz, Production Director
 - Tom Shortell, News
 - Jenny Roberts, Education Reporter
 - Mackenzie Christman, News
 - Zach Wisneskie, Engineer
 - John DeSentis, Production
 - Jeff Frederick, Production
 - Charlie Serra, Engineer
 - Volunteer(s):
 - Karen Day
 - Sara Kroboth
 - Phyllis Santo
 - Elizabeth Lynch
 - Tina McHugh
 - Cedar Crest College Volunteer Fair
 - Provided information and volunteer application materials to prospective volunteers.
 - Dates: 9/11/25
 - WLVT Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Volunteer(s):
 - Phyllis Santo
 - Wind Gap Senior Expo
 - Provided information and resources for seniors on LVPM programs, volunteering and news.
 - Dates: 9/26/25
 - WLVT Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Volunteer(s):
 - Phyllis Santo
 - Tech Tutorial
 - Northampton County program for seniors to access information on digital and technical services. LVPM staff provided information about how to use the digital news site, PBS39 station and platform, app and communication tools.
 - Dates: 10/1/25
 - WLVT Staff:
 - Jim Deegan, VP News
 - Darice Pauselius, Director of Membership
 - Bethlehem Area School District Hispanic Heritage Night
 - Participated by providing information and Spanish-language resources to parents and students.
 - Dates: 10/16/25
 - WLVT Staff:
 - Lucia Gajda, Director of Events

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- Rachel Knoblach, HR
 - Micaela Hood, News
 - United Against Hate: Not in Our Town screening and anti-hate workshop
 - Free screening of Light in the Darkness, along with an anti-hate and bias workshop for community members.
 - Dates: 10/21/25
 - WLVT Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Lucia Gajda, Director of Events
 - Darice Pauselius, Director of Education
 - Volunteer(s):
 - Tina McHugh
 - Harrison Bailey III
 - Sylvia Pauselius
 - Passport to Puerto Rico Screening
 - Screening of a student-created digital animated film about exploring Puerto Rican culture and heritage, with culturally appropriate food and music and dancing.
 - Dates: 11/18/25
 - WLVT Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Javier Diaz, Production Director
 - Jenny Roberts, Education Reporter
 - Zach Wisneskie, Engineer
 - John DeSentis, Production
 - Jeff Frederick, Production
 - Charlie Serra, Engineer
 - Lucia Gajda, Director of Events
 - Cate Reifsnyder, Director of Education
 - Hasanna Birdsong, CEO
 - Micaela Hood, News
 - Darice Pauselius, Director of Membership
 - Abbie Race, Member Specialist
 - Victoria Romano, Education
 - Volunteer(s):
 - Karen Day
 - Phyllis Santo
 - Tina McHugh
 - South Side First Fridays
 - New monthly free event for the community featuring different organizations, performers, content and opportunity. Ranged from the Easton School of Rock high school performers; a celebration of Black culture and excellence; screening a historical documentary on Moravian Women, and more.
 - Dates: 12/5/25; 2/6/26; 3/6/26

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- WLVN Staff:
 - Deja Frazier, Volunteer & Events Associate
 - Javier Diaz, Production Director
 - Zach Wisneskie, Engineer
 - John DeSentis, Production
 - Jeff Frederick, Production
 - Charlie Serra, Engineer
 - Lucia Gajda, Director of Events
 - Cate Reifsnyder, Director of Education
 - Hasanna Birdsong, CEO
 - Darice Pauselius, Director of Membership
 - Abbie Race, Member Specialist
 - Jim Deegan, VP News
 - Rachel Knoblach, HR
 - Volunteer(s):
 - Chris Zweifel
 - Kristen Lazur
 - Tina McHugh
 - Darice Pauselius
 - Sylvia Pauselius
 - Election Debates
 - LVPM hosts primary, special election, general election and mayoral debates throughout the year, providing a free and accessible opportunity for community members to hear directly from the candidates in a nonpartisan forum.
 - Dates: 4/17/25; 4/28/25; 4/30/25; 5/7/25; 10/15/25; 2/12/26
 - WLVN Staff:
 - Lucia Gajda, Director Events & Engagement
 - Lily Dearworth, Partnership Specialist
 - Darice Pauselius, Membership Director
 - Deja Frazier, Volunteer & Events Associate
 - Christina Kiewkajee, Audience Engagement Specialist
 - Stephen Budihas, VP, Operations
 - Samantha Bode, Editor
 - Brittany Sweeney, Executive Producer
 - Javier Diaz, Director, Video & Broadcast Content
 - Jim Deegan, VP News
 - Tom Shortell, News
 - Megan Frank, Multimedia Host
 - Jason Addy, News
 - Stephanie Sigafos, News
 - Jeff Frederick, Production
 - Zach Wisneskie, Engineer

- Jacob Morris, Engineer
- Charlie Serra, Engineer
- John DeSentis, Production
- John Moser, News Director
- Mackenzie Christman, News
- Volunteer(s):
 - Karen Day
 - Tina McHugh
 - Sara Kroboth
 - Chris Zweifel
 - Tommy Bennett
 - Tinku Khanwalkar

Educational Programs

- PBS39 2024 Summer Series
 - Comprised of seventeen (17) free public events each Tuesday, Wednesday and Thursday June 24th through July 31st providing popular STEM activities and music/movement for young families.
 - As part of this series, we included four (4) World of Work programs (7/3/2025, 7/9/2025, 7/16/2025, 7/29/2025) giving young learners an opportunity to explore various careers with hands on learning featuring experts in the field (i.e. zookeeper, scientist, farmer, artist).
 - Eight hundred and eighty-seven (887) caregivers and children participated.
 - Dates: 06/24,25,26/2025
07/1,2,3,8,9,10,15,16,17,22,23,24,29,30,31/2025
 - WLVT Staff:
 - Cate Reifsnyder, Director Education
 - Carla Kohler, Manager Education
 - Theresa Lessey, Education Outreach Specialist
- PBS39 Scholastic Scrimmage
 - Held in person competitions for the 51st season! There were thirty-one (31) games in total taped on sixteen (16) taping dates. This was possible with the invaluable services of six (6) volunteer judges (educators) to help at each game. WLVT hosted a total of twenty-nine (29) high schools, their coaches, and their teams (198 students) from twenty-four (24) area districts.
 - Dates: 10/22,23,24,28,29,30,31/2025
11/12,13,14,19, 20, /2025
12/ 9,10, 18 /2025; 01/08/2026
 - WLVT Staff:
 - Cate Reifsnyder, Director, Education
 - Carla Kohler, Manager, Education
 - Vicki Romano, Educational Outreach Specialist
 - Theresa Lessey, Education Outreach Specialist
 - Javier Diaz, Director, Video & Broadcast Content

- Jacob Morris, Chief Broadcast Engineer
- Charlie Serra, Sr. Audio Engineer
- Zachary Wisneskie, Production Engineer
- Jeff Frederick, Senior Videographer

Broadcast Career Educational Programs

- PBS39 Good News Tour
 - Classes tour our studio and production rooms. We held discussions about various career opportunities hosted by representatives from those departments followed by a Q&A session. Students have a green screen experience; they may record school announcements in our studio and/or record a PBS39 Station break for broadcast. Students can work in front of and behind the camera. Students receive a media kit to promote digital storytelling.
 - We have hosted Marvine Techgyrls (4/2/25), Eyer Middle School, (4/11/2025), Gen Next Wm. Allen High School (4/14/25), Norristown High School (4/30/2025), Phillipsburg High School (5/9/25), Lebanon Valley Middle School (6/3/25), 21st Century Learning Center (6/13/25), InnaStar three (3) summer camps (7/7, 11/2025, 8/5/2025), Broughal Middle School (10/10/2025) Liberty High School (12/3/25), Easton High School (12/8/25), Wilson High School (12/17/2025), Whitehall Middle School (1/23/26), Gen Next Easton High School Donegan Elementary School (2/5/25), Sights for Hope (2/10/25), Gen Next Wm Allen High School Sophomores (3/2/26), Notre Dame Middle School (3/11/2026), Raech Cyber School (3/23/2026), Eyer Middle School (3/31/2026)
 - Totalling three hundred and forty-one (341) students.
 - Dates: See above.
 - WLVT Staff:
 - Cate Reifsnyder, Director, Education
 - Carla Kohler, Manager, Education
 - Vicki Romano, Educational Outreach Specialist
 - Theresa Lessey, Education Outreach Specialist
 - Javier Diaz, Director, Video & Broadcast Content
 - Jim Deegan, VP, News
 - Brad Klein, Anchor/Reporter – Radio
 - Eric Werner, Master Control Operator
- Broughal Middle School Freedom Podcast
 - Broughal eighth grade students created an original podcast exploring democracy and what it means to youth today through the lens of poetry, songwriting and interviews with local leaders including the city's mayor and state representatives.
 - WLVT staff mentored students working with them to finalize and record their podcast in our state-of -art facility.
 - This project celebrates America's 250th while amplifying student voices.
 - Dates: 10/10/2025
 - WLVT Staff:
 - Cate Reifsnyder, Director Education
 - Carla Kohler, Manager, Education

- Brittany Sweeney, Executive Producer, Host
- Megan Frank, Senior Multimedia Producer and Host
- Philip Gianficaro, Reporter
- Melissa Leffel, Facilities Manager
- Javier Diaz, Director, Video & Broadcast Content
- Charlie Serra, Sr. Audio Engineer
- Jonas Bowen, Technical Operations Engineer