

The Public Broadcasting Council of Central New York, Inc.
Station Employment Unit
Annual EEO Report
Placed in local Public File – February 1, 2010

For Stations: WCNY-TV/Syracuse
 WCNY-FM/Syracuse

The purpose of this Equal Employment Opportunity Public File Report is to comply with the Federal Communications Commission's 2002 EEO Rule – 47 C.F.R. Section 73.2080(c)(6). This report has been prepared on behalf of the Station Employment Unit that is comprised of the above stations (both licensed to The Public Broadcasting Council of Central New York, Inc.) and is required to be placed in the Local Public Inspection Files of these stations and posted on the stations' website.

The information contained in this Report covers the time period beginning with the effective date of the FCC's 2002 EEO Rule which was **February 1, 2009 to and including January 31, 2010** (the "Applicable Period").

The FCC's 2003 EEO Rule requires that this Report contain the following information:

- A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
- For each vacancy, the recruitment sources utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(iii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
- The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
- 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
- A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Annual EEO Report

February 1, 2009 – January 31, 2010

Full-Time Vacancies:

The report below lists full-time vacancies filled during the reporting period for WCNY-TV/Syracuse, and WCNY-FM/Syracuse.

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Account Executive (3 Positions)	16	Syracuse Post Standard	8	1 Syracuse Post Standard
		WCNY Website	5	
		Syracuse.com	1	
		Employee Referral	2	2 Employee Referral
Executive Producer	1	Syracuse Post Standard		
		WCNY Website	1	1 WCNY Website
		Syracuse.com		
		Employee Referral		
Membership Coordinator/Admin Assistant (2 positions)	12	Syracuse Post Standard	9	1 Syracuse Post Standard
		WCNY Website		
		Syracuse.com	2	1 Syracuse.com
		Employee Referral	1	
Producer/Director (2 positions)	8	Syracuse Post Standard	5	1 Syracuse Post Standard
		WCNY Website	1	
		Syracuse.com	1	
		Internal Candidate	1	1 Internal Candidate
		Employee Referral		
Public Relations Manager	8	Syracuse Post Standard	4	1 Syracuse Post Standard
		WCNY Website		
		Syracuse.com	4	
		Employee Referral		

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Receptionist	22	Syracuse Post Standard	12	1 Syracuse Post Standard
		WCNY Website	2	
		Syracuse.com	2	
		Internal Candidate	2	
		Employee Referral	4	
VP, Corporate Advancement	4	Syracuse Post Standard		
		WCNY Website	2	
		Syracuse.com		
		Employee Referral	2	1 Employee Referral
Web Developer (2 Positions)	10	Syracuse Post Standard	4	2 Syracuse Post Standard
		WCNY website	1	
		Syracuse.com		
		Employee Referral		
		Craigslist.org	5	

During this EEO reporting period, WCNY also made one new job hire without recruitment due to exigent circumstances, when it filled the position of Director of News and Public Affairs on August 10, 2009. Recruitment was not feasible at that time for that particular vacancy because WCNY's on-going operation required the station to immediately fill the position and its duties could not be fulfilled by other station employees. WCNY was also aware of an available candidate with unique talents in the area of management of news and public affairs productions.

Resource Agencies:

Open positions are listed on the WCNY website and posted internally on a public bulletin board. In addition, notices of full-time job openings appear in the classified section of Syracuse area newspaper and Syracuse.com.

<u>Name/Title</u>	<u>Company</u>	<u>Address</u>	<u>Phone</u>	<u>e-mail</u>
Kari Cronin Account Executive Post Standard Media Total Interviewees: 42	Syracuse Post Standard	PO Box 4915 Syracuse, NY 13221	315-470- 2040	kcronin@syracuse.com
Kari Cronin Account Executive Post Standard Media Total Interviewees: 10	Syracuse.com	PO Box 4915 Syracuse, NY 13221	315-470- 2040	kcronin@syracuse.com
WCNY Website (www.wcny.org) Total Interviewees: 12	WCNY	506 Old Liverpool Rd. Liverpool, NY 13088	315-453- 2424	hr@wcny.org

Additional Resources

<u>Name</u>	<u>Web Address</u>	<u>Description</u>
America's Job Board/Department of Labor/New York State Job Board	www.americasjobexchange.com/ny	Portal through the NYS Department of Labor for posting job openings
Craigslist.com Total Interviewees: 5	www.craigslist.org	Classified ads on the internet
LinkedIn.com	www.linkedin.com	Professionals use this website to exchange information, ideas and opportunities

No recruitment sources requested notification of all job openings.

Supplemental Outreach Initiatives:

FCC menu categories:

- Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
- hosting at least one job fair;
- co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
- participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions; career days; workshops, and similar activities
- establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
- participation in general (as opposed to vacancy-specific) outreach efforts such as job banks and internet programs;
- participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
- establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
- establishment of a mentoring program for station personnel;
- participation in at least four events sponsored by educational institutions relating to career opportunities in broadcasting;
- sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
- listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
- providing assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
- providing training to management level personnel on methods of ensuring equal employment opportunity and preventing discrimination;
- providing training to unaffiliated non-profit organizations that would enable them to refer better job candidates for broadcast positions; and
- participation in other activities designed by the station to further the goal of disseminating employment opportunity information to job candidates who might otherwise be unaware of such opportunities.

WCNY Supplemental Outreach Initiatives (February 1, 2009 – January 31, 2010):

(1) WCNY Internship Program:

Generally, the Internship Program is extended to college level students who may obtain credit for completion of the program. This program is designed to assist members of the community to acquire skills needed for broadcast employment.

Internships provide students with the opportunity to learn and develop practical skills in Video Production, Educational Services, Engineering, CLASSIC FM, TV Production, TV Programming, TV Auction, Communications and Government Relations, Development, Marketing/Communications, and Business Development.

Spring, Summer, & Fall Semesters 2009.

Internships included 2 students. Interns may advance to part-time positions and will receive additional on-the-job training.

(2) On-The-Job Training:

The various departments within WCNY provide on-the-job training to enable station personnel to acquire additional skills that could qualify them for higher level positions. Recent formal training programs have included:

Advancement Department

December 2009 4 days of in house training on Convio and Common Ground software systems for member data records and e-marketing.

Education Department:

November 2009 Sue Butler, Education Department, class on Early Childhood Literacy, presented at New York Teacher Center.

Engineering Department:

March 2009 Additional training for engineering personnel in operation and basic troubleshooting of NYS Interconnect equipment and software. WCNY serves as Network operations center for this system which supports all nine PBS stations in New York State and all engineering and operations personnel must be familiar with the system operations.

Ongoing Cross training of television technicians in the operation and troubleshooting of the automation system for radio.

Ongoing Regular updates and training of all engineering technicians on television master control automation, server and other systems.

Finance Department:

October 2009	Presentation of in-house training on project cost accounting to TV production staff.
Ongoing	Software use and preparation training for department to prepare Corporation for Public Broadcasting SABS and SAS filings.
Ongoing	Departmental training on the use of Blackbaud Financial Accounting, Accounts Receivable and Accounts Payable software.
Ongoing	Software use and preparation training for department for CPB Annual Financial Report.
Ongoing	Departmental training on the configuration and use of ADP payroll software and GL interface processing.

Human Resources Department:

January 2010	Participated in review and training of TIAA-Cref 403B plans.
November 2009	Participated in review with Benefits Consulting Group regarding new health plan options.
July 2009	Participated in training session with Excellus Blue Cross/Blue Shield using their online enrollment system.

Underwriting Department:

January 2010	NYSBA Digital Media Sales training.
October 2009	Market PC Arbitron software training.
October 2009	4 hour in house training sessions on Media Audit software updates for the members of the Underwriting department.

(3) Participation in at least four events sponsored by community organizations involving broadcast employment/careers including conventions, career days, workshops, or similar activities.

- (i) Robert Daino, President & CEO, was the featured guest speaker at the annual Regional Planning and Development Board Luncheon.
- (ii) Education department conducted station tours for middle school students that showcased many of the jobs in TV and radio.
- (iii) Judy Fitzgerald, VP Business Media Solutions, presented a workshop on Media Sales and Sales Presentations to students at Oswego State University.
- (iv) WCNY's sponsored an informational media center for the duration of the 2009 New York State Fair.

- (v) Underwriting department participated in the annual Syracuse Chamber of Commerce Show in March 2009.
- (vi) Rosie Taravella, VP of Advancement, attended Association of Fundraising Professionals seminar on e-marketing strategies.
- (vii) Underwriting department participated in the Healthy Buildings Expo.
- (viii) Underwriting department participated in the SOHO show.
- (ix) Vicky DelPrato, Volunteer and Special Events Coordinator, attended the local conference on Volunteering and Service.

(4) Participation in at least four events sponsored by educational institutions relating to career opportunities in broadcasting.

- (i) Nick Bennett, Education Department, presented trainings on VITAL (Video In Teaching And Learning) for Oswego BOCES, OCM BOCES, Cayuga-Onondaga BOCES and Oneida BOCES.
- (ii) John Duffy, VP Technology and Operations, served on the Advisory Board for Onondaga Community College and assisted in the development of new media studies to support the broadcast and production industry.
- (iii) Nick Bennett, Education Department, presented multiple workshops on integrating WCNY/PBS Digital Media Resources into the Curriculum at Lemoyne College, Cortland College and SUNY Oswego.
- (iv) Nick Bennett, Education Department, participated in multiple career fairs for 7th and 8th graders in the Syracuse City School District.

(5) Participation in job fairs by station personnel who have substantial responsibility in making hiring decisions.

- (i) Vicky DelPrato, Volunteer and Special Events Coordinator and Linda Bucktooth, Business Office Assistant, attended Syracuse University Internship Fair in September 2009.