

# **The Public Broadcasting Council of Central New York, Inc.**

*Station Employment Unit*

## **Annual EEO Report**

Placed in local Public File – February 1, 2012

**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 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 (all 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 from **February 1, 2011 to and including January 31, 2012** (the "Applicable Period").

The FCC's 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.

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**February 1, 2011 – January 31, 2012**

**Full-Time Vacancies:**

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Receptionist	6	Syracuse Post Standard	4	
		WCNY Website	1	
		Syracuse.com		
		Internal Posting	1	Internal Posting
		Indeed.com		
Account Executive	5	Syracuse Post Standard	5	Syracuse Post Standard
		WCNY Website		
		Syracuse.com		
		Internal Posting		
		Indeed.com		
Producer/Director – Albany	4	Albany Times Union	3	
		WCNY Website		
		Internal Posting		
		Employee Referral	1	Employee Referral
Staff Accountant	6	Syracuse Post Standard	5	Syracuse Post Standard
		WCNY Website		
		Syracuse.com		
		Internal Posting	1	

<b>Job Title</b>	<b>Total Interviewed</b>	<b>Recruitment Sources of Interviewees</b>	<b>Total Interviewees for each Position</b>	<b>Recruitment Source of Hire</b>
Maintenance Engineer	3	Post Standard	3	Syracuse Post Standard
		Syracuse.com		
		WCNY Website		
		Internal Posting		
VP Broadcasting	3	Syracuse Post Standard	2	
		Syracuse.com		
		WCNY Website		
		Internal Posting		
		Employee Referral	1	Employee Referral
Chief Financial Officer	4	Syracuse Post Standard	4	Syracuse Post Standard
		Syracuse.com		
		WCNY Website		
		Internal Posting		
Membership Coordinator	3	Syracuse Post Standard	3	Syracuse Post Standard
		Syracuse.com		
		WCNY Website		
		Internal Posting		

## **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.

<b><u>Name/Title</u></b>	<b><u>Company</u></b>	<b><u>Address</u></b>	<b><u>Phone</u></b>	<b><u>e-mail</u></b>
Bob Auchman Account Executive Post Standard Media	Syracuse Post Standard	PO Box 4915 Syracuse, NY 13221	315-470-2040	<a href="mailto:bauchman@syracuse.com">bauchman@syracuse.com</a>
Bob Auchman Account Executive Post Standard Media	Syracuse.com	PO Box 4915 Syracuse, NY 13221	315-470-2040	<a href="mailto:bauchman@syracuse.com">bauchman@syracuse.com</a>
WCNY Website ( <a href="http://www.wcny.org">www.wcny.org</a> )	WCNY	506 Old Liverpool Rd. Liverpool, NY 13088	315-453-2424	<a href="mailto:hr@wcny.org">hr@wcny.org</a>
Pat Wojno	Albany Times Union		518-454-5393	<a href="mailto:pwojno@timesunion.com">pwojno@timesunion.com</a>

## **Additional Resources**

<b><u>Name</u></b>	<b><u>Web Address</u></b>	<b><u>Description</u></b>
America's Job Board/Department of Labor/New York State Job Board	<a href="http://www.americasjobexchange.com/ny">www.americasjobexchange.com/ny</a>	Portal through the NYS Department of Labor for posting job openings
Indeed.com		Indeed takes employment ads from other sites and adds it to their own.

## **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, 2011 – January 31, 2012):**

### **(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, Business Development and Accounting.

Spring, Summer, & Fall Semesters 2011.

Internships included 8 students. Interns may advance to part-time positions and will receive additional on-the-job training.

During Spring 2011, WCNY participated in a Training Experience with the Women's Opportunity Center of Syracuse. The women who came from WOC were here for three weeks and were given assignments which allowed each candidate to use their computer and office administration skills as well as providing the opportunity to interact with employees. They were also able to participate in a wide range of office experiences including working in the areas of Membership, Grants Development, Business Development and Accounting. 2 women participated in the training experience over the spring months.

### **(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 program have included:

#### **Advancement Department**

June 2011	Constituency management database software training for employees in Membership Department.
June 2011	Seminar in Austin, Texas – Content Management Training – how to effectively leverage the Convio Content Management system features to meet organization's unique needs. Seminar also concentrated on how to promote and manage fundraising campaigns via single or multiple
December 2010	Volunteer Work Software training for one employee

### Engineering Department:

- Ongoing Training for Engineering personnel in operation and basic troubleshooting of the NYS Interconnect equipment and software. WCNY serves as Network Operations Center which supports all nine PBS stations in New York State and all Engineering and Operations personnel must be familiar with the system.
- 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 operations.
- March 2010 Harry Goldberg and Steve White attended the Miranda user conference in Orlando, Florida.
- April 2010 Harry Goldberg and Steve White attended the PBS Tech Con-PBS Conference for technical advancement in Las Vegas, Nevada.
- April 2010 Harry Goldberg attended the NAB Conference – Television Technical Conference for technical advancement.

### Finance Department:

- October 2011 Mindy Caporin, Controller attended 6 hour continuing education program, "Strengthening Your People Skills in the Workplace."
- 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 both Paychex payroll software and GL interface processing.
- Ongoing Software use and preparation training for department to prepare Corporation for Public Broadcasting SABS and SAS filings.
- Ongoing Departmental training on office equipment such as postage meter, folding machine and office copier.

### Human Resources Department:

November 2011 Trained staff and management on new payroll and time management/labor system.

December 2011 Coordinated outside Microsoft Power Point training for two (2) employees in the Media Services department.

### Administration Department:

Emily Garrison, participated in eight (8) full day training seminars focusing on supervisory skills.

- May 2011 – Dealing with Difficult People
- June 2011 – How to Manage Conflict and Confrontation
- July 2011 – Managing Multiple Priorities, Projects and Deadlines
- August 2011 – Project Management
- August 2011 – Communication Skills for Women
- September 2011 – The Conference for Administrative Assistants
- October 2011 – Creative Problem Solving and Strategic Thinking
- October 2011 – Managing Emotions Under Pressure

### Underwriting Department:

June 2011 IEG Webinar – Underwriting Team, one hour training on non-profit sponsorships

October 2011 PBS Webinar - Underwriting Team one and half hour training on selling PBS sponsorships to Ad agencies.

November 2011 Media Audit – Underwriting team – two hour training on new features of sales software.

December 2011 IPAD training – Tristian Spears and Judy Fitzgerald training on downloading for IPAD.



**(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 and CEO was the speaker at the BOCES Administrative Council. Developing BOCES' Entrepreneurial Spirit.
- (ii) Robert Daino, President & CEO was a speaker at the Thursday Morning Round Table for WCNY: Building a Connected Community.
- (iii) Robert Daino, President & CEO was a panelist for the Prof. George Burman's Dilemmas and Debates, Social Entrepreneurial Course at Syracuse University Whitman School of Management.
- (iv) Robert Daino, President & CEO was a panelist for the Syracuse University Maxwell School.
- (v) Robert Daino, President & CEO was a panelist on the OCC Famous Entrepreneur Series, "Lessons Learned Starting and Growing a Tech Company in CNY."
- (vi) Robert Daino, President & CEO was a speaker at the Liverpool Chamber of Commerce luncheon.
- (vii) Debbie Stack led public affairs discussion and tour with German international visitors about American broadcast journalism, careers and employment at the request of Syracuse's International Center.
- (viii) WCNY participated in the New York State Fair.

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

- (i) March 2011 – Megan Hislop, Associate Producer, spoke at the SUNY Oswego National Broadcasting Society Meeting about television broadcast careers.
- (ii) March 2011 – Yates Elementary School, Schenectady, NY – Arctic Air Red Carpet Premiere – Amy Manley, Producer/Director, attended with 80 students talking about the making of Arctic Air, the challenges per equipment, what it was like to be a journalist at the North Pole.
- (iii) May 2011 - Debbie Stack, Education Department and Peter Spartano, Broadcasting, spoke to Morrisville College broadcast students about broadcast journalism and careers and provided studio tour.
- (iv) May 2011 - Debbie Stack, Education and out Media Services department hosted BOCES media students at WCNY to talk about career opportunities (how graphics is utilized in the broadcast business) and gave studio tour.
- (v) June 2011 – Debbie Stack, Education represented WCNY and the NYS PTV stations at the Syracuse University Teacher Leadership Conference providing information about VITAL and WCNY resources including internships and volunteer opportunities.

- (vi) July 2011 – Debbie Stack, Education, provided information about the behind-the-scenes work of producing a television show and about the jobs involved in television to Cazenovia College Prep class.
- (vii) October 2011- Debbie Stack, did an on-site presentation regarding SCNY/PBS resources and education careers in broadcast to SU undergrad/grad social studies education students.
- (viii) November 2011 – Debbie Stack, Education, presented to Madison-Oneida BOCES Broadcast Technology class about television careers and had them observe production of two episodes of Focus: Well Being.
- (ix) November 2011 – Debbie Stack, Education, and Danita Becker, Web Developer, presented afterschool career enrichment program at Clary Middle School.
- (x) December 2011 - Debbie Stack, Education, and Danita Becker, Web Developer, presented afterschool career enrichment program at Hughes Middle School
- (xi) December 2011 – Liz Ayers provided career information during a career fair at Huntington Middle School.
- (xii) December 2011 - Stack, Education, and Danita Becker, Web Developer, presented career enrichment program at Westside Academy/Blodgett School.
- (xiii) December 2011 – Production Department hosted Liverpool High School’s FOCUS program and collaborated with its Job Shadowing Program. Three Liverpool high school students observed the routines of the WCNY Production Department. They observed a studio television program produced live; from the vantage point of both the control room and the studio. They observed producers generate content, both at desktops and in edit suites, toured WCNY studio and learned how radio programs are produced.
- (xiv) April 2011 – Debbie Stack, Education, taught 6 classes at Fowler High School about the Freedom Rides (50<sup>th</sup> anniversary) and the power of the media to tell a story instantly and across the nation.
- (xv) April 2011 – Debbie Stack, Education, taught 5 classes at Fowler High School about the Freedom Rides and the power of the media to tell a story instantly and across the nation.
- (xvi) September 2011 – Debbie Stack, Education, presented to Oppenheim-Ephratah about school district faculty on PBS and WCNY educational resources and services.