

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2024

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 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 from **February 1, 2023, to and including January 31, 2024** (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.

Annual EEO Report

February 1, 2023 – January 31, 2024

Full-Time Vacancies:

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Education Manager	4	Indeed.com	2	Indeed.com
		WCNY Website	2	
		Facebook	0	
		LinkedIn	0	
		Simply Hired	0	
Production Engineer	3	Indeed.com	1	Indeed.com
		WCNY Website	1	
		Facebook	0	
		LinkedIn	1	
		Simply Hired	0	
Auction Representative	5	Indeed.com	2	
		WCNY Website	1	
		Employee Referral	1	
		Career Builder	2	Career Builder
Videographer/Editor	5	Indeed.com	2	Indeed
		Career Builder	2	
		WCNY Website	0	
		Syracuse.edu	1	
Sales Representative (Media Sales)	4	Indeed.com	3	
		WCNY website	1	WCNY Website
		Facebook	0	

		LinkedIn	0	
		Facebook	0	

Resource Agencies:

Open positions are listed on the WCNY website and sent electronically to all staff. In addition, notices of full-time job openings appear on Indeed.com which has expanded to posting on Career Builder, Craigslist, Facebook, and simply hired. WCNY also uses our social media sites on LinkedIn and WCNY's Facebook page to attract possible candidates. WCNY has identified more than 10 free recruitment resources and has since created recruitment accounts with Handshake, Purple Briefcase, and Jobcentral.org to reach out to candidates within Central New York. We have maintained relationships with several Colleges and universities within Central New York including Syracuse University, and Ithaca relationships to provide us with more resources for local including Center State CEO (Local Chamber of Commerce) and The Reading League's local chapter.

Name/Title	Company	Address	Phone	e-mail address
Indeed.com	Indeed.com	Indeed.com	800-462-5842	Indeed.com
WCNY Website	WCNY	415 W. Fayette St. Syracuse, NY 13204	315-453-2424	jobs@wcny.org
WCNY Internal Postings	WCNY	415 W. Fayette St, Syracuse, NY 13204	315-453-2424	jobs@wcny.org

Syracuse University careers@syr.edu	Syracuse University	215 University Pl, Syracuse, NY 13210	315-443-2043
Newhouse School			
Jobcentral.org			
Career Builder	Career Builder.com		

Simply Hired			
Ziprecruiter.com	ZipRecruiter	1453 3rd Street Promenade, Santa Monica, CA 90401	(877) 252-1062
Ziprecruiter.com			
Facebook.com	Facebook.com		WCNY - Home
 Facebook			
Handshake			
https://app.joinhandshake.com/login			
LinkedIn.com	LinkedIn.com		WCNY
LinkedIn			

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.
- Establish 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.
- Establish 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.

- helping unaffiliated non-profit entities in the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- Provide 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, 2023 – January 31, 2024):

(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 in acquiring 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.

WCNY in collaboration with CNY Works & Mercy Works continues to train interns with specific areas of study and interest in accounting, It & Engineering, Creative services, TV, and Radio & and TV Production. The internship was very productive. This collaboration was a paid internship program from June 2023 through August 2023.

Spring 2023:

- a. Marketing –6 student interns from Syracuse University, Le Moyne College, Oswego College, Onondaga Community College and Ithaca College

Summer 2023

- a. Engineering & Operations Department – 2 student interns from SU school

Human Resources Department:

September 15, 2023- October 30th, 2023 Antiharassment Bias Prevention Training online for the entire company
June 8th, 2023, Summer Intern Orientation
November 16th, 2023 Staff Benefits Training & Open enrollment
November 1st, 2023 -November 31st, 2023 Performance Evaluation & Management training and reviews completed.

Underwriting Department:

August 2023 Pro-Track upgrade and MSO training multiple online sessions including other departments of Advancement, Engineering & Finance on-the-job training completed successfully.

Facilities & Engineering Department:

September 2023-present Facilities team and engineering department continue working collaboratively to train, maintain, and upgrade mechanical systems for better services Training on correct ways to dispose of expired mechanical equipment has been exercised and new hires are consistently trained on the same.

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

- January 4, 2023–WCNY coordinated the participation of all 1400 sixth-grade students from SCSD in WCNY’s Enterprise America program during May and April of 2023 Organizers & participants: Associate Director of Education, Kyla Merriman, Bruno Primerano and Maureen Sweeney from the Syracuse City School District collaborated to make it a success.
- February 16, 2023 - WCNY shared some education initiatives with Jackie including the digitization of Skills Enrichment, the American Graduate: Jobs Explained grant, SCSD participation in Enterprise America, and PBS Learning Media content contributions.

- Organizer/Lead: WCNY Associate Director of Education
- Participants Jackie Stapleton, Director of Ed TV & Public Broadcasting

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

- June 08, 2024 –WCNY Entertainment a grant approval of \$500 a million for Workforce Development Training
- April 26, 2023 – June 8th, 2023- WCNY was selected to participate in the Sesame Street in Communities (SSIC) grant. WCNY is partnering with the Bill and Sandra Pomeroy Treatment Center at Crouse Health to provide families with the SSIC materials provided by Sesame Workshop and WNET. The first delivery of the grant is underway, WCNY has been promoting the May 9 virtual event, SSIC: Supporting Families Facing Addiction. This event is for professionals who work with children and families facing addiction. WCNY sent out a promotional email to over 700 school psychologists, counselors, and social workers to encourage their participation.
- Organizer: WCNY Associate Director of Education, President & CEO and Education team
- Participants: WCNY Associate Director of Education, WCNY Business Operations Manager, WCNY President & CEO
- OCM BOCES Deputy Superintendent, OCM BOCES Director of CTE and Innovative Education, OCM BOCES Media Marketing Communications Teacher
- July 24- August 11, 2023.– WCNY hosted the STEM portion of La Casita’s STEM from Dance program. Thanks to WCNY’s partnership with OCM BOCES, participants utilized the MacBook’s to learn about coding and animation in combination with their dance lessons hosted at SALT space. Courtesy of PBS Kids Grant.
-
- December 21, 2023- The First Entertainment Cohort (14 Trainees) completed fourteen weeks of intense training in the technical arts of the TV and film industry. Already several of our graduates have found work in film productions. The Academy started its second class – 18 students – on January 11, 2024. Our recruitment reached diverse audiences and neighborhoods and this new class reflects that diversity.
 - a Organizers & Participants: Academy Director, President & CEO, Academy Staff, Advisory Council, Instructors & Advisory Council members, Community Advisory Board, Community Partners & Clients and received a congratulatory letter from the Empire State Commissioner.