

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2017

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, 2016 to and including January 31, 2017** (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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Full-Time Vacancies: See resource agencies section below for additional information on sources utilized in connection with each vacancy that did not provide interviewees.

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Producer/Director	2	Indeed.com	2	Indeed.com
Development Associate	7	Indeed.com	6	Indeed.com
		Employee Referral	1	
Web Developer	3	Indeed.com	2	
		WCNY Website	1	WCNY Website
Multi Media Graphic Designer (1 Position)	6	Indeed.com	6	Indeed.com
Executive VP & COO	1	Indeed.com	1	Indeed.com
Director, 415 Productions	2	Internal Posting	1	
		Employee Referral	1	Employee Referral
Account Executive (2 Positions)	3	Indeed.com	1	Indeed.com
		Employee Referral	2	Employee Referral

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. We have increased our use of LinkedIn and the WCNY Facebook page to attract possible candidates. Indeed.com has a network of partner sites that it sends the postings out to (such as Idealist.org and Career Builder.com) when we post to their site.

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	hr@wcnny.org
WCNY Internal Postings	WCNY	415 W. Fayette St, Syracuse, NY 13204	315-453-2424	hr@wcnny.org
WCNY Facebook/LinkedIn pages	WCNY	415 W. Fayette St, Syracuse NY 13204	315-453-2424	hr@wcnny.org

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, 2016 – January 31, 2017):

(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 2016:

Membership Department - 1 student intern working in development database.

Production Department - 1 student intern working in Studio Productions.

Marketing Department – 1 student intern working in web development.

Summer 2016:

Production Department - 2 student interns working in Studio Productions.

Marketing Department – 4 student interns working in marketing, communications and web development.

Development Department – 1 student intern from the SRC Employee Internship Program worked in development database.

Fall 2016/Winter 2017:

Education Department - 2 student interns working on Enterprise America focused projects and Education & Community Engagement projects

Production Department – 2 student intern working in Studio Productions.

(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:

Marketing Department

During 2016 Lynda.com - 1 annual license purchased for company- wide training options for both self -appointed training as well as company selected training. Courses taken were PHP with MySQL, CSS Core Concepts, Excel 2010 Essential Training, After Effects Essential Training, InDesign E-Pubs fixed layouts, Leading with Emotional Intelligence, Acrobat Creating Forms, and InDesign Styles in depth

Programming Department

2016 Monthly Subscribe to monthly PTPA strategies conference call to keep informed of issues and best practices (Director of Programming)

April 2016 Attended annual 2-day traffic manager's conference (Traffic Manager)

May 2016 Attended annual PBS conference (Director of Programming)

Fall 2016 Attended PTPA/BBC annual meeting (Director of Programming)

November 2016 Annual APT programmers' conference (Director of Programming)

Finance Department:

February 2016 Blackbaud & Power Plan advanced budget module training and implementation (CFO)

September 2016 CSG Agreement and Certification of Eligibility webinar (CFO)

November 2016 Training and setup of new postage meter (Receptionist, Director of Finance)

Ongoing Purchase order procedures and training for new employees.(New employees)

Ongoing Departmental training on the use of Blackbaud Financial Accounting and Raiser's Edge Membership software. (Staff Accountant)

Ongoing Software use and preparation for department for CPB Annual Financial Report. (Director of Finance)

Ongoing Departmental training on the configuration and use of ADP payroll software. (Staff Accountant)

Human Resources Department:

December 2016 Organizational meetings and education on new benefit plans. (Company employees)
Ongoing ADP Time Management System for new employees (new employees)
Ongoing New Hire Corporate Orientation – for new hires (new employees)
Ongoing WCNY policies and procedures/Employee Manual – for new hires (new employees)
Ongoing Provide training and education on internship policies & procedures (managers and directors)

Underwriting Department:

Ongoing Departmental training on the use of Salesforce.com module.

Education Department:

February 2016 Director of Education participates in PBS Learning Media content management system webinar.
April 2016 Director of Education participated in EPA Environmental Education grants and K-12 technology funding webinars.
April 2016 Director of Education and EA Manager participated in Facebook training with PR Director.
April 2016 Director of Education participated in press/tradeshows exhibit equipment how-to workshop led by Media Services.
June 2016 Two members of the Education Department attended an internal Internship Program supervisory training session
June 2016 Education Director participated in afterschool data capture marketing webinar.
September 2016 Two members of the Education Department begin participation in a year-long performance management learning community focused on data collection and assessment.
October 2016 Education Director attended the Science Educators' Day (E-Day) hosted by The Optical Society Foundation in partnership with the American Association of Physics Teachers (AAPT) in Rochester, NY.
November 2016 Education Director attends the day-long New York State Summit for the National Campaign for Grade Level Reading to discuss strategies for kindergarten readiness.
January 2017 Education Director participated in a science for out-of-school programs webinar.

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

1. March 2016 - Director of Education & Community Engagement conducts tour focused on media careers and public speaking to members of Cornell Cooperative Extension's Citizen U.
2. March 2016 - WCNY President & CEO and Director of Education & Community Engagement host 66 members of the Central New York School Boards Association at WCNY for presentations on broadcast careers – and preparing students for them – and keeping them in the region.
3. July 2016 - WCNY VP of Broadcasting and Director of Education & Community Engagement host the 2016 Law and Civic Education Summer Institute to talk about broadcast careers and the role of the press in a democratic society.
4. July 2016 - WCNY Director of Education & Community Engagement leads a career tour for the Salvation Army's Summer Career Camp students.
5. July 2016 - WCNY President & CEO and WCNY Director of Education & Community Engagement host the Manufacturers Association of Central New York Partners in Education and Business group and STEM scholars for a presentation about media careers and entrepreneurship.
6. December 2016 - WCNY Director of Education & Community Engagement and WCNY Television Producer host breakfast and broadcast career discussion with 25 students in the Building Young Black Men group.
7. December 2016 - WCNY Director of Education and WCNY Senior Broadcast Engineer lead a behind-the-scenes look of WCNY operations, the new careers available in broadcast, and the role of WCNY in preparing broadcasters of the future.

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

1. April 2016 - Director of Education & Community Engagement conducts presentation and engages high school students at Henninger High School in project work around video production and media reporting

2. May 2016 - Director of Education & Community Engagement oversees tour for students enrolled in Syracuse's Expeditionary Learning Middle School that involved exploration of television and radio careers with hands-on time in radio studio with a WCNY radio host and composer.
3. June 2016 - WCNY President and CEO leads tour with Director of Education for those participating in the Young Africa Leaders Institute, exploring public media, journalism, free press and more. Participants return for a follow-up conversation.
4. July 2016 - WCNY Director of Education & Community Engagement leads tour for Syracuse University Newhouse School of Public Communications freshmen to be able to observe WCNY employees on the job and learn about the various careers.
5. August 2016 - WCNY Director of Education & Community Engagement leads tour of WCNY for Utica Liberty Partnership Program scholars interested in broadcast/media careers.
6. August 2016 - WCNY Director of Education & Community Engagement leads tour for Hamilton College freshmen interested in broadcast radio careers.
7. October 2016 - WCNY Director of Education & Community Engagement does presentation to Lemoyne College education graduate students regarding career opportunities at WCNY and other PBS stations, with these careers (such as education staff) contributing to the educational mission inherent to PBS broadcasters.
8. January 2017 - WCNY Director of Education and Community Engagement leads tour of WCNY for Liverpool High School Guidance Counselors around middle and high school student media career educational opportunities at WCNY.
9. January 2017 - WCNY Director of Education and Community Engagement leads tour of WCNY for second group of Liverpool High School Guidance Counselors and some administrators around middle and high school student media career educational opportunities at WCNY.
10. January 2017 - WCNY Director of Education and Community Engagement leads tour of WCNY for Cicero-North Syracuse and Marcellus high schools guidance counselors around middle and high school student media career educational opportunities at WCNY.