

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2018

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, 2017 to and including January 31, 2018** (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, 2017 – January 31, 2018

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 (3 Positions)	4	Indeed.com	3	Indeed.com (2)
		WCNY Website	1	WCNY Website
Development Associate	6	Indeed.com	6	Indeed.com
Videographer/Editor	1	Indeed.com	1	Indeed.com
Senior Multi Media Graphic Designer	5	Indeed.com	1	Indeed.com
		WCNY Website	4	
Director, Individual Giving	2	Indeed.com	1	
		Employee Referral	1	Employee Referral
Director, Leadership Giving	2	Indeed.com	2	Indeed.com
Senior Manager, Premier Events	2	Internal Posting	1	
		Indeed.com	1	Indeed.com
Manager, Enterprise America	7	WCNY Website	1	WCNY Website
		Indeed.com	6	
Account Executive	1	Employee Referral	1	Employee Referral
V.P. Development & Engagement	2	Non-Employee Referral	1	Non-Employee Referral
		WCNY Website	1	
Director, Engineering & IT	3	Employee Referral	2	Employee Referral
		WCNY Website	1	

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, 2017 – January 31, 2018):

(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 2017:

Production Department - 2 student interns working in studio and field production work.

Summer 2017:

Production Department - 1 student intern working in studio and field production work.

Marketing Department – 2 student interns working in marketing, communications and social media.

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

Fall 2017/Winter 2018:

Auction Department - 2 student interns working on Travel Auction scripting.

Marketing Department – 2 student interns working in communications and social media.

Education/415 Production Department - 1 student intern working in grant writing and production.

Education Department – 1 student intern working in research areas for weekly e-communications guide and seasonal guide for our magazine.

(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 2017 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 Six Sigma Foundations (June 2017), Six Sigma: Green Belt (June 2017), Marketing Foundations: Influencer Marketing (June 2017), Agile at Work: Planning with Agile User Stories (August 2017).

Programming Department

2017 Monthly Subscribe to monthly PTPA strategies conference call to keep informed of issues and best practices (Director of Programming)

April 2017 Attended annual 2-day traffic manager's conference (Traffic Manager)

May 2017 Attended annual PTPA & PBS conference (Director of Programming)

Fall 2017 Attended PTPA/BBC annual meeting (Director of Programming)

November 2017 Annual APT programmers' conference (Director of Programming)

Finance Department:

Spring 2017 Blackbaud & Power Plan advanced budget module training and implementation (management staff)

October 2017 What Is NFFS? Webinar hosted by Corporation for Public Broadcasting (CFO)

October 2017 Completing the FSR. Webinar hosted by CPB (Director, Finance)

November 2017 ATSC 3.0 – Next Steps in Next Generation TV. Webinar hosted by CPB (CFO)

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 (Director, Finance)

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

Ongoing Departmental training on the configuration and use of ADP payroll software. (Director, Finance)

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:

Ongoing Director of Education and Enterprise America Manager participating in monthly performance management training

February 2017 Director of Education participates in two Peer Review training webinars for the National Campaign for Grade Level Reading

Spring 2017 Director of Education and Enterprise America Manager attend Supervisory Performance Review training

May 2017 Director of Education participated in Community Collaboratives for Early Learning: Media Lessons and Opportunities with Ready to Learn

June 17- January 18 Director of Education participating in monthly PBS Learning Media Interactive Education Resource Development

July 2017 Director of Education participates in Advancing Two-Generation Approaches: Developing an Infrastructure to Help Webinar

November 2017 Director of Education attends county-wide Summer Learning Summit Conference

November 2017 Director of Education participates in Funding Technology-enabled Literacy Education 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. August 2017 - Director of Education participates in a presentation regarding media career connections led by Naval Admiral Rock and organized by the City of Syracuse
2. October 2017 - Director of Education participates in a CNY Manufacturing Day event sponsored by the Manufacturing Association of CNY/Partners in Business & Education
3. October 2017 - Director of Education coordinates tour and presentation about public broadcasting for Georgian Republic (formerly of the Soviet Union/Russian) with the International Center of Syracuse/State Department
4. November 2017 - Director of Education staffs information table at CNY Veterans Expo providing information about jobs at WCNY and careers in broadcasting

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

1. February 2017 - Director of Education with radio staff provide tour/presentation for students interested in radio broadcasting from ELMS School
2. February 2017 - Director of Education led career-themed building tour for Peaceful Schools' middle school media program students interested in media and broadcasting careers
3. June 2017 - Director of Education with additional WCNY staff provide facility tour, presentation, and conversation for Syracuse's University's Maxwell School program with the Mandela Fellows
4. July 2017 - Director of Education provides presentation and facility tour to Westhill School District administrators and principals regarding media and broadcast career education at WCNY
5. July 2017 – President & CEO presents at Ithaca College regarding the transformation of public broadcasting in the US into a sustainable and vibrant industry
6. August 2017 - Director of Education leads facility tour, including meeting in radio studios with Classic FM radio staff, with students from Hamilton College interested in careers in radio and music

7. September 2017 - Director of Education provides facility tour and presentation including information on careers in informal/non-traditional education sites like public broadcasting stations
8. September 2017 – President & CEO presents to class at Syracuse University regarding the public broadcasting nonprofit sector and the market and business innovation that is required
9. October 2017 - Director of Education provides presentation for Syracuse University Business Writing Class on the different types of writing that are inherent in the work done by public broadcasting/media professionals
10. October 2017 - Director of Education leads facility tour for Cayuga County Community College Media students including hands-on demonstrations with WCNV production staff and information about internships available
11. November 2017 - Director of Education leads facility tour and presentation regarding careers in media/public broadcasting for high school students from the Utica Academy of Science's journalism program