

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2014

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, 2013 to and including January 31, 2014** (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, 2013 – January 31, 2014

Full-Time Vacancies:

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Account Executive	6	Indeed.com	6	Indeed.com
		WCNY Website		
		Internal Posting		
Director of Corporate Development	6	Indeed.com	4	
		WCNY Website	1	
		Internal Posting		
		Employee Referral	1	Employee referral
Membership Director	5	Indeed.com	4	Indeed.com
		WCNY Website	1	
		Syracuse.com		
		Internal Posting		
Family Literacy Coordinator	1	Indeed.com		
		WCNY Website		
		Internal Posting		
		Employee Referral	1	Employee referral
Production Support Engineer	3	Indeed.com	2	Employee Referral
		WCNY Posting		

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
		Internal Posting		
		Employee Referral	1	
Account Executive	5	Indeed.com	5	Indeed.com
		WCNY Website		
		Internal Posting		
Account Executive	7	Indeed.com	7	Indeed.com
		WCNY Website		
		Internal Posting		
Account Executive	5	Indeed.com	5	Indeed.com
		WCNY Website		
		Internal Posting		

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

Name/Title	Company	Address	Phone	e-mail address
Matt Billings	Indeed.com	Indeed.com	800-462-5842	mbilling@indeed.com
Ky Harrison	Syracuse.com	PO Box 4915, Syracuse, NY 13221	315-470-2040	kyharrisonh@syracuse.com
WCNY Website	WCNY	415 W. Fayette St. Syracuse, NY 13204	315-453-2424	carin.taddeo@wcny.org
WCNY Internal Postings	WCNY	415 W. Fayette St, Syracuse, NY 13204	315-453-2424	carin.taddeo@wcny.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, 2013 – January 31, 2014):

(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.

Fall Semester 2013:

Education Department – 1 student intern from the Syracuse University Child and Family Studies involving media and Child Family Studies.
Production Department – 5 student interns working in Studio Productions

Spring 2013:

Production Department – 4 student interns working in Studio Productions

Summer 2013:

Production Department – 3 student interns 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:

Development Department

- June 2013 Fundraising Planning presentation at the Central New York Community Foundation. VP of Development attended.
- June 2013 Four days of Blackbaud Raisers Edge fundraising software training – VP of Development and Membership Coordinator attended.
- June 2013 Grants and Underwriting – CNY Community Foundation – Director of Grants attended.
- July 2013 SIMO training at WCNY – entire department attended.
- October 2013 Sustaining Membership Webinar – VP of Development and Director of Membership attended.

Engineering Department:

- April 2013 Ross video switcher and Xpression graphic system week long training for Production and Engineering departments.
- April 2013 A trainer from Solid State Logic spent a week on-site training Engineering staff on the operation, maintenance, and repair of our production audio consoles and routing system.
- May 2013 Evertz Mediator training for Engineering department.
- April – June 2013 Several on-site visits were made from various technicians from Wide Orbit to complete system installation and staff training on the use of the radio automation systems. All radio staff received training and Director of Technical Operations present every day.
- July 2013 Microsoft Lync Administrator training for Engineering department.
- July 2013 SIMO training for all staff
- August 2013 Mediator Training for Programming Department
- November 2013 Evertz Mediator training for new Production Support Specialist.

Finance Department:

- July 2013 Director of Finance – Virtual event, COSO’s Revised Internal Control Framework – Tips and Tools for Implementation

August 2013	Director of Finance attended six (6) hours of a continuing education program; Syracuse Speaker Class; Yvonne Conte Humor Advantage, Inc.
August 2013	Receptionist training on Laptop Loaner policy and procedures.
September 2013	Corporation for Public Broadcasting AFR updates, Director of Finance and Staff Accountant.
September 2013	Director of Finance – Virtual event, Five Untapped Methods to Improve Financial Performance by Automating Accounts Payable.
September 2013	Business Office staff – training on Total Merchants Services credit card processing.
October 2013	Grand Opening – WCNY staff welcomed community in to see what WCNY is all about.
January 2014	Staff Accountant – 3 hour CPB ISIS Training for SABS.
Ongoing	Purchase order procedures and training for new employees.
Ongoing	Departmental training on the use of Blackbaud Financial Accounting and Raiser’s Edge Membership software.
Ongoing	Software use and preparation for department for COB Annual Financial Report.
Ongoing	Departmental training on the configuration and use of ADP payroll software.
Ongoing	Departmental training on office equipment such as postage meter, folding machine and office copiers.

Human Resources Department:

February 2013	Organizational training on Lync system
February 2013	Organizational training on security and WCNY ID badges.
February 2012	Organizational training on Laptop Policy and Laptop Security.
March 2013	WCNY held employment Job Fair accepting applicants for various positions and conducting on the spot interviews.
December 2013	Organizational meetings and education on medical insurance plans.
January 2014	Organizational Diversity and Inclusion training.
Ongoing	ADP Time Management System for new employees
Ongoing	New Hire Corporate Orientation – for new hires

Ongoing WCNY policies and procedures/Employee Manual – for new hires

Underwriting Department:

October 2013 Director of Corporate Support – attended webinar for Television Sales Managers hosted by the New York State Broadcasters Association.

Education Department:

November 2013 Family Literacy/Instructional Coordinator and Manager. Enterprise America attended WCNY new hire training.

May 2013 Director, Education and Community Engagement, attended a Common Core Learning Day at the Fayetteville Free Library – featured speakers: Dr. Barbara Stripling and Jim Belair.

August 2013 Director Education and Community Engagement – attended NYS Uncommon Core Conference for Cultural Educators in Albany, NY

October 2013 Family Literacy and Instructional Coordinator attended a presentation on literacy given by noted national speaker Ralph Smith at ProLiteracy.

Television Production Department:

January 2013 Expressions graphic systems training – attended by entire productions department

January 2013 Ross Broadcast Switcher Training – attended by Staff Engineer

March 2013 Editshare System Training – attended by Producers/Directors and Associate Producers

March 2013 Adobe Premier Video Edit Training – attended by Producers/Directors and Associate Producers

March 2013 O’Connell Electric Light System Training – attending by Production Assistants

March 2013 Studio L Lift Training – attended by Production Assistants

April 2013 Studio Ladder Training – attended by Production Assistants

Radio Department:

March 2013	Wide Orbit Training – attended by entire department
March 2013	Music Librarian Training – attended by entire department
March 2013	Natural Music Training – attended by entire department
March 2013	Myers ProTrack Training – attended by two FM announcers
June 2013	Wide Orbit Training – attended by entire department
June 2013	Music Librarian Training – attended by entire department
June 2013	Natural Music Training – attended by entire 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) March 2013 - Director of Education and Community Outreach and Vice President of and Radio Broadcasting led public affairs discussions and tour with Kyrgyzstan international visitors about American broadcast journalism, careers and employment at the request of Syracuse’s International Center.
- (ii) April 2013 – WCNY held Job Fair accepting applicants for various positions and conducting on the spot interviews.
- (iii) May 2013 - Director of Education and Community Outreach and Vice President of Broadcasting and Radio led public affairs discussion and tour with Turkmenistan international visitors about American broadcast journalism, careers and employment at the request of the Syracuse’s International Center.
- (iv) September 2013 - Director of Education and Community Engagement spoke to Russian international visitors about WCNY’s role in urban renewal on the Near Westside and the role of broadcast journalism in America through the eyes of WCNY.

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

- (i) January 2013 – Vice President, Broadcasting and Radio spoke with Oswego High School journalism students about careers in broadcasting and a how-to on creating TV interstitials.
- (ii) May 2013 – Director of Education and Community Engagement spoke about PBS/WCNY Resources at Syracuse City School District Parents’ University Lunch and Learn.
- (iii) June 2013 - President and CEO hosted Onondaga, Cayuga and Madison county school Superintendents and provided facility tour of the new Broadcast and Education Center.
- (iv) July 2013 – Director of Education and Community Engagement, along with production staff led by Vice President, Broadcasting and Radio, met with 43 Our Summer College Program Cazenovia College regarding broadcast journalism and the importance of preparing for careers via college.