

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – January 31, 2020

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, 2019 to and including January 31, 2020** (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:

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Manager, Leadership Giving	2	Indeed.com	2	Indeed.com
		WCNY Website		
		Internal Posting		
		Employee Referral		
Member Services and Outreach Coordinator	2	Indeed.com	2	WCNY Website
		WCNY Website		
		Internal Posting		
		Employee Referral		
Senior Graphic Designer	2	Indeed.com	1	Indeed.com
		WCNY Website		
		Internal Posting		
		Employee Referral		
Media Sales Position	4	Indeed.com	4	Indeed.com
		WCNY Website		
		Internal Posting		
		Employee Referral		
Digital Marketing Coordinator	6	Indeed.com	2	Indeed.com
		WCNY Website		
		Employee Referral		
IT Engineer	4	Indeed.com	4	Recruiter (ISSI)
		WCNY Website		
		Internal Posting		
		Recruiter (ISSI)		

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire	
CTO & VP, Business Development	4	Indeed.com	3		
		WCNY Website			
		Employee Referral		1	Employee Referral
Facilities Maintenance Engineer	3	Indeed.com	3	Indeed.com	
		WCNY Website			
Capitol Pressroom Host	3	Indeed.com	2		
		WCNY Website		2	WCNY Website
		Email inquiry		1	
Director, Underwriting & Corporate Sponsorship	4	Indeed.com	2		
		WCNY Website		1	
		Employee Referral		1	Employee Referral
Underwriting Account Executive	3	WCNY Website	1		
		Email Inquiry		1	
		Employee Referral		1	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 also use our social media sites on LinkedIn and WCNY Facebook page to attract possible candidates. We also are working towards building more relationships with local colleges to provide us with more resources for local talent.

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
Michael J Lombardo	ISSI	500 Plum Street, Syracuse, NY 13204	315-449-1838	www.issitechpros.com

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, 2019 – January 31, 2020):

(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 2019:

Marketing/Education Department - 1 student intern from the Syracuse University Public Policy; Communications major

Summer 2019:

Production Department - 1 student intern from SUNY Oswego (Mercy Works program) with Communication and Sports Broadcasting major

Marketing Department – 1 student intern from Nazareth College to work within Readout Radio and marketing

December 2019:

Production Department worked with SUNY Oswego students to edit and produce their show to go on WCNY-TV

Fall 2019-Spring 2020:

Marketing/Education Department - 1 student intern from the Syracuse University Public Policy; Communications major

January 2020

Production Department – 1 student intern from Morgan State Journalism Graduate school

(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:

Production Department:

Ongoing Training of 3 producers on studio cameras and editing equipment

Advancement Department:

Mar 2019-present Training of Member Services & Outreach Coordinator on Raiser’s Edge Software

July 2019 Attendance at the annual PMDMC Conference for CDO

Finance Department:

Spring 2019 Paylocity Training on several modules

June 2019 Training on repack reimbursement at WMHT

September 2019 CPB: CSG requirements and resources webinar

Ongoing Departmental training on the use of Blackbaud Financial Accounting and Raiser’s Edge Membership software

Ongoing Departmental training on the configuration and use of Paylocity payroll software

Ongoing Departmental training on office equipment such as postage meter, folding machine and office copiers

Human Resources Department:

September 2019 NY Sexual Harassment Training for entire company

Ongoing New Hire Orientation

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

Underwriting Department:

July 2019 Attendance at the annual PMDMC Conference for Director, Media Sales

November 2019-present Salesforce training for new employees

Facilities & Engineering Department:

November 2019-present Training of New Facilities Engineer on mechanical systems in the building (Training provided by former employee that held job previously)

Executive & Board of Trustees:

January 2020 WCNY Board of Trustees New Board Member Orientation Presentation

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

- i. April 2019 – President & CEO participated in the Thursday Morning Roundtable & FOCUS Greater Syracuse
- ii. May 2019 – VP, Education & Community Engagement gives US State Department International journalists program - tour
- iii. September 2019 – President & CEO participated in The Manlius Informed Series at Dewitt Rotary Club
- iv. November 2019 –President & CEO participated in a presentation at the Eastwood Rotary Club
- v. December 2019 - VP, Education & Community Engagement and staff provided breakfast and tour to Building Men group from Syracuse

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

- i. February 2019 - Innovation Tech (alternative high school) Broadcast Careers tour at WCNY
- ii. February 2019 - Chittenango and Marcellus high school students - broadcast careers tour including CTE program
- iii. February 2019 - Phoenix High School students - Media Careers building tour and meet-up with staff in different jobs
- iv. February 2019 - Ithaca College Business Link Event with meet & greet with WCNY staff and building tour - IC college students and alumni pursuing media career interests
- v. March 2019 – BOCES Career and Technical Education (CTE) program Open House
- vi. June 2019 – BOCES Career and Technical Education (CTE) students who are embedded within WCNY give Capstone presentation to WCNY staff
- vii. August 2019 - Tour for Hamilton College first year students interested in radio broadcast/music - included meeting with Diane Jones, WCNY-FM on air talent
- viii. October 2019 – BOCES Career and Technical Education (CTE) program Open House
- ix. ONGOING – WCNY’s Enterprise America program, with admin assistance from BOCES, where students learn in both classroom lessons and in the on-site experience. Middle school students are introduced to broadcast careers and the opportunity to operate the Enterprise America broadcast center, which includes a radio station and a video crew.