

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2021

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, 2020 to and including January 31, 2021** (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
Facilities Maintenance Engineer	2	Indeed.com	2	Indeed.com
		WCNY Website		
Events Specialist	3	Indeed.com	3	Indeed.com
		WCNY Website		
Multimedia Graphic Designer & Communications Coordinator	5	Indeed.com		
		WCNY Website	4	WCNY Website
		Employee Referral	1	
IT & Systems Support Specialist	2	Indeed.com	2	Indeed.com

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 are working towards building more relationships with local colleges to provide us with more resources for local talent (i.e. Ithaca College, SUNY Oswego, Syracuse University). We are also going to be sending openings to Centerstate 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	hr@wcny.org
WCNY Internal Postings	WCNY	415 W. Fayette St, Syracuse, NY 13204	315-453-2424	hr@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, 2020 – January 31, 2021):

(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 2020:

Radio Department – 1 student intern from Newhouse School of Broadcasting, Syracuse University

Winter 2020

Accounting Department – 1 student intern from SU Graduate school

Marketing Department – 3 student interns from Penn State University and Newhouse School at SU (2 interns)

(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 2 Production Assistants on studio cameras and training Production support specialist on editing equipment

Advancement Department:

July 2020 - Present Training of Membership Team on MSB’s development software online (outsourced membership services)

Finance Department:

Fall 2020 Paylocity Training on processing payroll

September 2020 CPB: CSG requirements and resources webinar

November 2020 CPB: CSG requirements and resources webinar

Ongoing Departmental training on the use of Blackbaud Financial Accounting

Human Resources Department:

September 2020 NY Sexual Harassment Training online for entire company

Ongoing New Hire Orientation

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

Underwriting Department:

Oct/Nov 2020 Myer’s ProTrack training – multiple online sessions including other departments of Advancement, Engineering & Finance

Facilities & Engineering Department:

December 2020-present Training of New Facilities Engineer on mechanical systems in the building (Training provided by former employee that held job previously)

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

- i. February 2020 – Capitol Pressroom Host participated in Governor Cuomo’s panel on Education.
- ii. March 2020 – President & CEO and production staff participated in TV Classroom kickoff with Mayor and other community leaders.
- iii. October 2020 - VP, Education & Community Engagement and staff presented at Syracuse Lions Club.
- iv. November 2020 – VP, Education & Community Engagement and staff presented virtually at Leadership Greater Syracuse about WCNY and education.

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

- i. February 2020 – Chittenango, Liverpool and Westhill high school students - broadcast careers tour including CTE program.
- ii. March 2020 - Chittenango, Cazenovia and Fabius- Pompey high school students - broadcast careers tour including CTE program.
- iii. March 2020 – BOCES Career and Technical Education (CTE) program Open House.
- iv. March 2020 - 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. Mexico Middle School was the last school to come through before COVID-19 shut the program down midway through March 2020.
- v. July 2020 – Huntington Learning Center, Teen tour for those interested in Media careers.