

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2019

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, 2018 to and including January 31, 2019** (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, 2018 – January 31, 2019

Full-Time Vacancies:

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Production Support Specialist	1	Indeed.com	1	Indeed.com
		WCNY Website		
		Internal Posting		
President & CEO	2	Indeed.com		
		WCNY Website		
		Recruiter (Stanton Chase)	2	Recruiter (Stanton Chase)
		Current.org		
Account/Sales Executive (1 positions)	2	Indeed.com	1	
		WCNY Website		
		Internal Posting		
		Employee Referral	1	Employee referral
Associate Director of Education	2	Indeed.com	1	Indeed.com
		WCNY Website	1	
		Internal Posting		
		Employee Referral		
Audience Services Associate	3	Indeed.com	1	
		WCNY Website		
		Internal Posting		
		Temp Agency	2	Temp Agency
Director, Media Sales	3	Indeed.com	2	Indeed.com
		WCNY Website		
		Internal Posting		
		Candidate Referral	1	

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Chief People Officer	2	Indeed.com		
		WCNY Website		
		Internal Posting		
		Recruiter (Stanton Chase)	2	Recruiter (Stanton Chase)
		Current.org		
Chief Marketing Officer	3	Indeed.com		
		WCNY Website		
		Internal Posting		
		Recruiter (Stanton Chase)	3	Recruiter (Stanton Chase)
		Current.org		

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@wcnyc.org
WCNY Internal Postings	WCNY	415 W. Fayette St, Syracuse, NY 13204	315-453-2424	hr@wcnyc.org
Lyn Cason, Managing Director	Stanton Chase	840 First Ave NE, Washington, DC 20002	410-528-8400	l.cason@stantonchase.com
Eric Bodine, Division Director	Office Team	500 Plum Street, Syracuse, NY 13204	315-472-9191	eric.bodine@officeteam.com
Amanda Iannuzzi, Account Mgr	Current	6930 Carroll Ave, Takoma Park, MO 20912	301-270-7240	publicmediajobs@current.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, 2018 – January 31, 2019):

(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 2018:

Education Department - 1 student intern from the Syracuse University Public Policy; Communications.

Production Department - 1 student intern in Studio Productions.

Ed/Production Department – 1 student intern shared between departments

Fall 2018:

Marketing Department - 1 student intern from Syracuse University’s Communications program.

December-January 2019 Break:

Accounting/Business Office - 1 student intern from OnPoint College internship program.

(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:

Feb 2018 Training of Audience Services Associate on Raiser’s Edge Software

Finance Department:

Feb 2018 What is NFFS? CPB Training for AFR preparation

April 2018 Purchase order procedures and training for employees

January 2019 SABS: All sections CPB Training for AFR preparation

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 (switch from ADP)

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

Human Resources Department:

November 2018 Organizational meetings and education on medical insurance plans

November 2018 Paylocity Time Management System training for all employees

Ongoing New Hire Corporate Orientation – for new hires

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

Underwriting Department:

November 2018 Solutions Sales Workshop

December 2018 Salesforce training

(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 2018 – President & CEO participated in BOCES Career & Technical Education (CTE) Open House.
- ii. April 2018 – Director, Education & Community Engagement hosts the Leadership of Greater Syracuse meeting, provides a tour and answers questions. (LGS’ mission is to inspire current and future leaders to make a difference in the community where they live and work.)
- iii. May 2018 – Director, Education & Community Engagement provides tour to Journalists from Ecuador and a discussion on Journalism & Democracy.
- iv. December 2018 - Director, 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. March 2018 - Director of Education & Community Engagement takes Syracuse City School District on tour of building and discusses the Career & Technical Education program (CTE) offered through BOCES at WCNY’s campus.
- ii. March 2018 - Director of News & Public Affairs presents “Making Your Case to the Press” at University of Albany.
- iii. April 2018 – President & CEO presents PBS broadcast careers and entrepreneurship at Ithaca College for students.
- iv. April 2018 - Director, Education & Community Engagement takes Newhouse School newswriting students on a tour and conversation with local broadcast celebrity.

- v. April 2018 – President & CEO delivers commencement speech for Bryant & Stratton College.
- vi. June 2018 – Director, TV Production works with North Syracuse High School media students when observing the production of our local show, Ivory Tower; after which they are given a tour of building.