

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2025

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 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 from **February 1, 2024, to and including January 31, 2025** (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 referred to 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, 2024 – January 31, 2025

Full-Time Vacancies:

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Accounting Support Specialist	6	Indeed.com	4	Indeed.com
		WCNY Website	2	
		Facebook	0	
		LinkedIn	0	
		Simply Hired	0	
Broadcasting Coordinator	3	Indeed.com	3	Indeed.com
		WCNY Website	0	
		Facebook	0	
		LinkedIn	0	
		Simply Hired	0	
Auction Representative	4	Indeed.com	2	
		WCNY Website	1	
		Employee Referral	1	
		Career Builder	0	
Receptionist	6	Indeed.com	4	
		Facebook	2	Facebook
		WCNY Website	0	
		Syracuse.edu	0	
		WCNY website	0	WCNY Website
		Facebook	0	
		LinkedIn	0	

		Facebook	0	

Resource Agencies:

Open positions are posted on the WCNY website and are sent electronically to all staff. Additionally, full-time job openings are listed on platforms such as Indeed.com, Career Builder, Craigslist, Facebook, and WCNY website. WCNY also utilizes its social media channels, including LinkedIn and its Facebook page, to attract potential candidates.

WCNY has identified over 13 free recruitment resources and has created recruitment accounts with college job boards, Department of Labor job boards, Handshake, Purple Briefcase, and Jobcentral.org to reach candidates in Central New York. We have built relationships with several colleges and universities in the region, including Oswego College, LeMoyne College, Syracuse University and Ithaca College, to expand our local talent pool. We also work with local organizations like Center State CEO (the local Chamber of Commerce) and the Reading League's local chapter to further enhance recruitment efforts.

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	jobs@wcny.org
WCNY Internal Postings	WCNY	415 W. Fayette St, Syracuse, NY 13204	315-453-2424	jobs@wcny.org

Syracuse University careers@syr.edu	Syracuse University	215 University Pl, Syracuse, NY 13210	315-443-2043
Newhouse School			
Jobcentral.org			

Career Builder		Career Builder.com
Simply Hired		
Ziprecruiter.com	ZipRecruiter	1453 3rd Street Promenade, Santa Monica, CA 90401 (877) 252-1062
Ziprecruiter.com		
Facebook.com	Facebook.com	WCNY - Home Facebook
Handshake		
https://app.joinhandshake.com/login		
LinkedIn.com	LinkedIn.com	WCNY LinkedIn

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.
- participate 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.
- Establish 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.
- Establish 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.

- helping unaffiliated non-profit entities in the maintenance of websites that provide counseling in the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- Provide training to management-level personnel on methods of ensuring equal employment opportunities 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, 2022 – January 31, 2023):

(1) WCNY Internship Program:

The WCNY Internship Program is primarily available to college students, who may receive academic credit for completing the program. Its purpose is to help community members gain the skills necessary for careers in broadcasting.

Interns can develop practical skills in various areas, including Video Production, Educational Services, Engineering, CLASSIC FM, TV Production, TV Programming, TV Auction, Communications and Government Relations, Development, Marketing/Communications, Business Development, and Accounting.

In partnership with CNY Works and Mercy Works, WCNY continues to offer internships tailored to students' areas of interest and study, such as Accounting, IT & Engineering, Creative Services, and TV and Radio Production. The program has had a significant impact on the community. From June 2024 through August 2024, this collaboration also provided a paid internship opportunity.

Spring 2024:

- a. Marketing –4 interns from Syracuse University, Le Moyne College, Oswego College, Onondaga Community College and Ithaca College

Summer 2024

- a. Engineering & Operations Department – 2 student interns from SU school
- b. Radio Station Department – 2 student interns from Newhouse School and Bilingual Students
- c. Engineering & IT Operations– 1 student from LeMoyne College

d. Human Resources Department - 1 student from Syracuse University

(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:

TV Production Department:

Ongoing

Training of 3 Production Assistants on studio cameras and editing

Advancement Department:

Workforce Development 2024

The WCNY Entertainment Academy has graduated 56 individuals, aged 25-39, in the field of Film and Video Production. These graduates come from underserved communities within Central New York. The WCNY Advisory Council has worked together to support the Academy's initiatives and strategies, which include a partnership with Local 52 (IATSE) to create a pathway to union membership and job placement opportunities for graduates.

Professional Development - Present

Three to six months of Management Training in Professional ethics, teamwork, and workplace best practices by participating in webinars both virtually and in person for Talent.

Finance Department:

January 2, 2024

Financial Edge Upgrade Training and Software Launch completed and running efficiently

July 30, 2024

FCC virtual Webinar - NGWS Grant Funds (Round 2)

Human Resources Department:

September 1, 2024- September 30, 2024- Antiharassment Bias Prevention Training online for the entire company

November 21, 2024- Staff Benefits Training & Open enrollment.

November 1st, 2024 -November 29, 2024, Performance Evaluation & Management training and reviews completed.

Underwriting Department:

October 2024 MSO was upgraded successfully, and a new software is being introduced in 2025. Multiple online sessions including other departments of Advancement, Engineering, Finance, Auction, Sales & Marketing as well as WCNY clients will have an effective tool for communication and data management.

Facilities & Engineering Department:

August 2024 -present Facilities team and engineering department continue working collaboratively to train, maintain, and upgrade mechanical systems for better services Training on correct ways to dispose of expired mechanical equipment has been exercised and new hires are consistently trained on the same.

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

February 13, 2024: WCNY hosted 20 teachers from the Syracuse City School District for a professional development course focusing on how to teach Enterprise America curriculum.

Organizer/Lead: WCNY Director, Community Engagement and Education

Participants: Anne Munz (Education Coordinator), Bruno Primerano, and Maureen Sweeney (Syracuse City School District)

March 2024: WCNY Enterprise America City hosted 90 students from Southern Cayuga Junior High School, giving a firsthand look at student engagement with the program.

Organizer/Lead: WCNY Education Coordinator

Participants: WCNY Education Team

July 15–18, 2024: WCNY hosted the Syracuse City School District’s STEAM School summer day camp, where 15 middle school students learned film and TV production and produced a short music video.

Organizer/Lead: WCNY Director, Community Engagement and Education Coordinator

Participants: Ron Hines (Live Nation, Live Events Producer) **March 2024:** WCNY Enterprise America City hosted 90 students from Southern Cayuga Junior High School, giving a firsthand look at student engagement with the program.

Organizer/Lead: WCNY Education Coordinator

Participants: WCNY Education Team

Participants: Ron Hines, Live Nation, Live Events Producer

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

April 2024: WCNY participated in the CNY Partnership Passport Experience at Redhouse Theater, developed by Citi BOCES to foster connections and showcase educational organizations' talents.

Organizer/Lead: WCNY Director, Community Engagement and Education

Participants: WCNY Education Team, OCM BOCES Deputy Superintendent, OCM BOCES Director of CTE and Innovative Education, OCM BOCES Media Marketing Communications Teacher

August 2024: WCNY secured a \$500,000 grant for Workforce Development Training, aimed at supporting educational initiatives in broadcasting.

Organizer/Lead: WCNY President & CEO, Education Team

October 2024: WCNY was awarded a \$5,000 grant for the Independent Lens Pop-Up series, presenting films about public libraries and Alzheimer's awareness. These events are scheduled for Spring 2025.

Organizer/Lead: WCNY President & CEO, Education Team

Participants: WCNY Director, Community Engagement and Education, WCNY Business Operations Manager

December 19, 2024: The Third Entertainment Cohort (56 trainees) completed 14 weeks of training in TV and film industry technical arts, with many graduates already finding work in the field. The second cohort started in January 2025, reflecting diverse recruitment efforts.

Organizers & Participants: Academy Executive Director, President & CEO, Academy Staff, Advisory Council, Instructors, Community Partners & Clients, and a congratulatory letter from the Empire State Commissioner

Organizers: *Mitch Gelman, President & CEO, VP, HR & Workforce Development, Carol Opee-Stelios, Tom Seeley, Director, Community Engagement & Education, Education Coordinator, Anne Munz*
