

2023 EEO Public File Report

North Country Public Radio/Saint Lawrence University

Reporting Period: February 1, 2023 – January 31, 2024

Stations covered by this report:

WSLU, Canton, NY (facility ID: 66433)
WSLG, Gouverneur, NY (175081)
WREM, Canton, NY (175080)

Satellite Stations:

WSLO, Malone, NY (66431)
WSLL, Saranac Lake, NY (66435)
WSLJ, Watertown, NY (66429)
WXLU, Peru, NY (66428)
WXLH, Blue Mountain Lake, NY (66427)
WXLG, North Creek, NY (66425)
WXLQ, Bristol, VT (176918)
WXLB, Boonville, NY (175085)
WXLS, Tupper Lake, NY (175082)
WSLZ, Cape Vincent, NY (176912)
WXLL, Lake Placid, NY (176270)
WXLD, Lowville, NY (175083)
WXLE, Indian Lake, NY (183338)

This group of commonly owned stations is considered as one station employment unit because they share a common studio location (WSLU, WSLG and WREM), or operate with a waiver of 47 CFR Section 73.1125 which permits WSLO, WSLL, WSLJ, WXLU, WXLH, WXLG, WXLQ, WXLB, WXLS, WSLZ, WXLL, WXLD, and WXLE to operate as satellites of WSLU.

WSLU, WSLG and WREM are licensed to communities located in the OMB Micropolitan Statistical area “Ogdensburg-Massena” which had a 2020 population of 108,505 and is therefore considered a “small market” for the purposes of EEO reporting.

WSLU, WSLG and WREM share office and studio facilities. This station employment unit employs 17 permanent full-time individuals.

Full-time permanent vacancies filled this period: THREE (St. Lawrence Valley Reporter/Producer, Giving Manager, and Chief Engineer)

1. ST. LAWRENCE VALLEY REPORTER/PRODUCER

Recruitment sources used to fill this vacancy: (RS#)
1) CURRENT (Publicmediajobs) https://jobs.current.org/
2) Corporation for Public Broadcasting https://www.cpb.org/jobline
3) Society for Professional Journalists https://www.spj.org/
4) National Association of Black Journalists [NABJ] https://www.nabj.org/
5) National Association of Hispanic Journalists [NAHJ] https://www.nahjcareers.org/
6) Native American Journalists Assn https://najanewsroom.com/jobs/
7) Journalism Jobs.com https://www.journalismjobs.com/
8) HigherEdJobs.com http://www.higheredjobs.com/
9) Higher Education Recruitment Consortium (HERC) https://main.hercjobs.org/jobs
10) Inside Higher Ed https://careers.insidehighered.com/
11) Student Affairs https://www.studentaffairs.com/jobs/Institution/
12) Associated Colleges https://associatedcolleges.org/employment/
13) Air Media https://airmedia.org/jobs/search?work_type%5B0%5D=Reporting#filtered
Also posted to:
14) Parent Organization - St. Lawrence University Employment Opportunities Website and HR Job Board https://employment.stlawu.edu/

Position: St. Lawrence Valley Reporter/Producer (20 total applicants) position filled: 8/1/2023

Recruitment Sources (RS#) and number of interviewees referred by that source:

1(0), 2(0), 3(0), 4(0), 5(0), 6(0), 7(0), 8(0), 9(0), 10(0), 11(0), 12(0), 13(0), 14(5), reported as “other” (15)

Referral source for eventual hiree: Other/Twitter

2. **GIVING MANAGER**

Recruitment sources used to fill this vacancy: (RS#)
1) CURRENT (Publicmediajobs) https://jobs.current.org/
2) Syracuse Post Standard https://hiring.syracuse.com/ats/jobs
3) Albany Times Union https://www.monster.com/jobs/

4) Watertown Daily Times (Northern NY Marketplace) http://jobs.nnyads.com/
5) North Country This Week http://northcountrynow.com/classifieds/employment
6) HigherEdJobs.com https://www.higheredjobs.com/
7) Higher Education Recruitment Consortium (HERC) https://www.hercjobs.org/
8) LinkedIn https://www.linkedin.com/jobs/
9) NYS Department of Labor https://newyork.usnlx.com/
10) Associated Colleges https://associatedcolleges.org/employment/
Print
11) North Country This Week PO Box 975 4 Clarkson Ave. Potsdam, NY 13676 315-265-1000
12) Watertown Daily Times 260 Washington Street Watertown, NY 13601 315-782-1000
Also posted to:
13) Parent Organization - St. Lawrence University Employment Opportunities Website and HR Job Board https://employment.stlawu.edu/

Position: Giving Manager (9 total applicants) position filled: 11/1/2023

Recruitment Sources (RS#) and number of interviewees referred by that source:

1(0), 2(0), 3(0), 4(0), 5(0), 6(0), 7(0), 8(0), 9(0), 10(0), 11(1), 12(0), 13(0), reported as “other” (8)

Referral source for eventual hire: Other (St. Lawrence University Employee)

3. CHIEF ENGINEER

<i>Recruitment sources used to fill this vacancy:</i> (RS#)
1) SBE – Society of Broadcast Engineers
2) CPB (Corporation for Public Broadcasting) https://www.cpb.org/jobline
3) CURRENT (Publicmediajobs) https://jobs.current.org/
4) Radio World https://www.radioworld.com/

5) AirMedia https://airmedia.org/
6) ChronicleCareers.com http://chronicle.com/section/Jobs/61/
7) HigherEdJobs.com https://www.higheredjobs.com/
8) Higher Education Recruitment Consortium (HERC) https://www.hercjobs.org/
9) LinkedIn https://www.linkedin.com/jobs/
10) Indeed.com https://www.indeed.com
11) Syracuse Post Standard http://www.syracuse.com/jobs/
12) Albany Times Union https://www.monster.com/jobs/
13) Northern NY Marketplace http://jobs.nyads.com/
14) North Country This Week http://northcountrynow.com/classifieds/employment
15) NYS Department of Labor https://newyork.usnlx.com/
16) Associated Colleges https://associatedcolleges.org/employment/
PRINT
17) North Country This Week PO Box 975 4 Clarkson Ave. Potsdam, NY 13676 315-265-1000
Watertown Daily Times 18) Watertown Daily Times 260 Washington Street Watertown, NY 13601 315-782-1000
Also posted to:
19) Parent Organization - St. Lawrence University Employment Opportunities Website and HR Job Board https://employment.stlawu.edu/

Position: Chief Engineer (1 total applicant) position filled: 11/27/2023

Recruitment Sources (RS#) and number of interviewees referred by that source:
1(0), 2(0), 3(0), 4(0), 5(0), 6(0), 7(0), 8(0), 9(0), 10(1), 11(0), 12(0), 13(0), 14(0), 15(0), 16(0), 17(0), 18(0), 19(0), reported as “other” (0)

Referral source for eventual hiree: Indeed.com <https://www.indeed.com>

Initiatives required under 47 CFR 73.2080(c)(2) {only two required for smaller market stations}:

(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment:

- Digital Department: January-May, 2023. The station's Director of Digital Services, mentored a student as she continued to learn and increase her skills in digital media production, marketing, and graphic design. A 2nd intern did intensive work on Social Media and video production.
- News Department: 1/2023 – 8/2023 Provided two journalism students with extended internships in station's award-winning newsroom. Emphasis was placed on learning technical aspects of broadcast journalism, as well as evocative writing for radio. Interns were encouraged to produce their own audio/multimedia stories for broadcast and digital distribution.

(vi) Participation in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies)

- 2/28/2023 - Station Manager attended St. Lawrence County Chamber conference of non-profit organizations
- 3/15/2023 - Station staffed booth at the "Gateways to Careers" Job Preparedness fair for High School Students at State University of New York, Canton, NY
- 3/16/2023 - Station organized a "Beat Authority" Dance Party at the Lake Placid (NY) Elementary School
- 3/22/2023 - Station co-sponsored live story-telling event in Plattsburgh, NY
- 4/13/2023 - News Reporter co-led a Canton (NY) Historical Society presentation on local columnists from the 1800s
- 5/24/2023 - Station co-sponsored live story-telling event in Lake Placid, NY
- 7/22/2023 - North Country at Work organized photo scanning and interview events at the ADK Experience Artisan Festival, Blue Mountain Lake, NY
- 7/28/2023 - Station Manager conducted interview with a young adult book author for Adirondack Center for Writing, Saranac Lake (NY)
- 7/29/2023 - Station Manager attended ADKX summer gala, Blue Mountain Lake (NY)
- 7/29/2023 - Station organized a "Beat Authority" Dance Party at the Upper Jay (NY) Arts Center
- 8/5/2023 - North Country at Work organized photo scanning and interview events at the Clayton (NY) Antique Boat Museum
- 8/9/2023 - Station co-sponsored live story-telling event in Keeseville, NY
- 8/11/2023 - Station hosted a music show (Broadcast live) from the Long Lake (NY) Beach, several station personnel attended
- 8/19/2023 - North Country at Work organized photo scanning and interview events at the Boonville (NY) Woodsmen's Weekend
- 8/23/2023 - Station news reporter spoke on a panel at the FISU Winter Games
- 9/7/2023 - News Reporter spoke at the Plattsburgh (NY) Noon Kiwanis Club dinner about Public Radio
- 9/8/2023 - Station news reporter attended the Annual "Adirondack Foundation" gala

- 9/11/2023 – monthly: Station Manager moderated a series of 5 “Meet the Author” events in the Adirondack Library in Blue Mountain Lake (NY)
- 9/16/2023 - North Country at Work organized photo scanning and interview events at the Lowville (NY) Cream Cheese Festival
- 9/22/2023 - Station news reporter spoke at the annual Adirondack North Country Association meeting in Lowville, NY
- 9/22/2023 - Station hosted a music show (Broadcast live) from Tupper Lake (NY) at the Raquette River Brewing Company
- 9/30/2023 - North Country at Work organized photo scanning and interview events at Fort Ticonderoga (NY)
- 10/4/2023 - News Reporter spoke to the Rouses Point-Champlain (NY) Kiwanis Club
- 10/17-18/2023 – Station Manager moderated keynote and breakout discussions at HighEdWeb Conference in Buffalo (NY)
- 10/18/2023 - Program Host read poetry at the Old Forge (NY) Library's annual fall fundraiser dressed in 19th century period costume
- 10/26/2023 - News Reporter spoke to Lake Placid (NY) Rotary Club about radio and the Station
- 11/7/2023 - Station co-sponsored live story-telling event, "The Howl", in Tupper Lake, NY
- 11/9/2023 - Station hosted and provided Technical Support for the Potsdam Pride non-profit Queer Tales event
- 12/9/2023 - Station organized a "Northern Lights" event with the ADK Sky Center, at Raquette River Brewing Company in Tupper Lake, NY
- 1/20/2024 - Station co-organized live story-telling event in Canton, NY. "The Howl Grand Slam", attended by several station staff

(vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:

- 3/27/2023 - News Reporter spoke to Personal Resource Management class at SUNY Plattsburgh about communication
- 4/11/2023 - News Director gave a lecture on journalism at the Living and Learning Theme House in Canton, NY
- 5/2023 - News Reporter judged the documentary category for Mountain Lake PBS "Beyond the Peaks" Student Film Festival
- 6/13/2023 - Station Manager conducted workshops for interns in the NY Attorney General's Office on interviewing and podcast production
- 9/7/2023 - News Reporter spoke to the SUNY Plattsburgh (NY) public relations class about interfacing with media
- 9/19/2023 - News Reporter lectured journalism class at SLU (Canton, NY)
- 11/9/2023 - News Reporter served as a panelist at Clarkson University, Potsdam, NY sponsored by the NY State Association for Computers and Technology
- 11/14/2023 - News Reporter and Acting Chief Engineer taught a class for First Year Program Students on "Sound"

- 11/16/2023 - Students from Edwards-Knox elementary school (Russell, NY) visited NCPB studios for a field trip. Met with News Director, Program Director and others
- 11/16/2023 - Station Personnel gave tour of the broadcasting facilities to First Year Program Students
- 1/24/2024 - News Reporter gave a lecture on Broadcast Journalism with a Question and Answer session to a group of Adirondack Semester students

(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions:

- 5/11/2023 - Station Manager audited course on "Ambassador Training for your Board: 10 Ways to Improve their Communications, Outreach and Impact"
- 6/21-23/2023 - News Department personnel (4) attended numerous training sessions at the Public Media Journalism Conference in San Antonio, TX
- 8/1/2023 – ongoing - News Reporter received a Poynter-Koch fellowship, and receives weekly training sessions for early/mid career journalists to learn more about journalism and the workplace
- 8/20-24/2023 - News Reporter attended Poynter-Koch journalism summit
- 9/11/2023 - Director of Underwriting took on-line training course presented by Greater Public "Work Smart: Public Media Sponsorship training for Beginners"
- 9/18-21/2023 - Program Director attended the PRPD (Public Radio Program Directors association) in Philadelphia, and attended seminars about innovation and best practices in radio
- 9/21/2023 - News reporter received training on implementation of the Associate Press content delivery system
- 10/4/2023 - Station Manager attended CPB training course entitled "What is Non Federally Funded Financial Support?"
- 10/5/2023 - News Director and News Reporters attended WNYC Vocal Performance Session
- 10/19/2023 - News Director attended training session on "Language Matters: Framing the Story when Covering the Disability Community" at The ARC, Monroe (NY)
- 11/13/2023 - News Director and several News Reporters attended WNYC training session: "Trimming the Fat: Crafting Powerful Verb-Centric Writing for Radio"
- 11/13/2023 - News reporter attended a training session on "writing for radio" held by journalist George Bodarky
- 1/12/2024 - News Reporter took class presented by the National Press Club Journalism Institute on "Burnout and Stress: How journalists can manage both in 2024"
- 1/12/2024 - News Reporter attended seminar National Press Club Journalism Institute: "FOIA/FOIL Insights and Guidance"
- 1/16/2024 - Station Manager attended CPB training course entitled "Completing the Station Activities Survey?"
- 1/17/2024 - Station Manager attended "Planned Giving Boot Camp"
- All staff participated in St Lawrence University's sexual harassment training