

# 2022 EEO Public File Report

## North Country Public Radio/Saint Lawrence University

**Reporting Period: February 1, 2022 – January 31, 2023**

### *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 15 permanent full-time individuals. The listed satellite stations are separate station employment units and have zero full time employees.

**1. CHAMPLAIN VALLEY REPORTER/PRODUCER**  
**Full-time permanent vacancies filled this period: TWO (Champlain Valley Reporter/**  
**Producer and Multi-Platform Content Specialist/Announcer)**

RS# Recruitment Source (RS)

- 1 advertised within parent organization – SLU Website via PeopleAdmin and HR  
Job Board –  
St. Lawrence University  
23 Romoda Drive  
Canton, NY 13617  
315-2239-5596 Attn: Karen Butler  
  
<https://employment.stlawu.edu/>
- 2 Associated Colleges of the St. Lawrence Valley  
288 Van Housen Hall Extension, SUNY Potsdam  
Potsdam, NY Attn: Vicki Jacot  
315-267-3331  
<https://associatedcolleges.org/employment/>
- 3 CURRENT magazine  
4400 Massachusetts Avenue, NW  
Suite LL05  
Washington, DC 20016-8122  
<https://jobs.current.org/>
- 4 HigherEdJobs  
328 Innovation Blvd. Suite 235  
State College, PA 16803  
814-861-3080  
<https://www.higheredjobs.com/>
- 5 Higher Education Recruitment Consortium (HERC)  
<https://main.hercjobs.org/jobs>
- 6 Corporation for Public Broadcasting  
401 9<sup>th</sup> Street, NW  
Washington, DC 20004-2129  
202-879-9600  
<https://www.cpb.org/jobline>
- 7 Society for Professional Journalists  
Eugene S. Pulliam National Journalism Center  
3909 N. Meridian St., Suite 200  
Indianapolis, IN 46208  
317-927-8000  
<https://www.spj.org/jobs.asp>
- 8 National Association of Black Journalists (NABJ)  
110 Knight Hall, Suite 3101  
College Park, Maryland 20742  
301-405-0248  
<https://nabjonline.org/>
- 9 National Association of Hispanic Journalists (NAHJ)  
NAHJ Career Center

PO Box 117  
Windsor, CA 95492  
626-792-3846  
<https://www.nahjcareers.org/>

10 Native American Journalists Association  
NAJA -OU Gaylord College  
395 W. Lindsey St.  
Norman, OK 73019  
<https://najanewsroom.com/jobs/>

11 JournalismJobs.Com  
[info@journalismjobs.com](mailto:info@journalismjobs.com)  
510-508-7386  
<https://www.journalismjobs.com/>

Position: Champlain Valley Reporter/Producer (4 total applicants) position filled: 4/9/2022

*Recruitment Sources (RS#) and number of interviewees referred by that source:*  
1(1), 2(0), 3(0), 4(0), 5(0), 6(0), 7(0), 8(0), 9(0), 10(0), 11(0), reported as “other” (3)

*Referral source for eventual hiree:* St. Lawrence University Employment Opportunities website  
<https://employment.stlawu.edu/>

## **2. MULTI-PLATFORM CONTENT SPECIALIST/ANNOUNCER**

### ***Recruitment sources used to fill this vacancy:***

RS# Recruitment Source (RS)

- 1 advertised within parent organization – SLU Website via PeopleAdmin and HR  
Job Board –  
St. Lawrence University  
23 Romoda Drive  
Canton, NY 13617  
315-2239-5596 Attn: Karen Butler  
<https://employment.stlawu.edu/>
- 2 Associated Colleges of the St. Lawrence Valley  
288 Van Housen Hall Extension, SUNY Potsdam  
Potsdam, NY Attn: Vicki Jacot  
315-267-3331  
<https://associatedcolleges.org/employment/>
- 3 Corporation for Public Broadcasting  
401 9<sup>th</sup> Street, NW  
Washington, DC 20004-2129  
202-879-9600  
<https://www.cpb.org/jobline>

- 4 Syracuse Post Standard (on line)  
220 South Warren St.  
Syracuse, NY 13201  
315-470-0032  
<https://syracuse.com>
- 5 Albany Times Union (on line)  
PO Box 15000, News Plaza  
Albany, NY 12212  
518-454-5694  
<https://timesunion.com>
- 6 North Country This Week (print and on line)  
PO Box 975  
4 Clarkson Ave.  
Potsdam, NY 13676  
315-265-1000  
<https://northcountrynow.com>
- 7 Northern NY Marketplace  
Watertown Daily Times (print and on line)  
260 Washington Street  
Watertown, NY 13601  
315-782-1000  
<https://jobs.nnyads.com>
- 8 Adirondack Daily Enterprise/Lake Placid News (print and on line)  
54 Broadway  
Saranac Lake, NY 12983  
518-891-2600  
<https://jobs.adirondackdailyenterprise.com/>
- 9 SeawayHelpWanted.com (on line)  
Massena, NY 13662  
800-365-8630  
<https://regionalhelpwanted.com/seaway-jobs/>

Position: Multi-Platform Content Specialist/Announcer (5 total applicants) position filled:  
9/7/2022

*Recruitment Sources (RS#) and number of interviewees referred by that source:*  
1(1), 2(0), 3(0), 4(0), 5(0), 6(0), 7(0), 8(0), 9(0), reported as “other” (4)

*Referral source for eventual hiree:* St. Lawrence University Employment Opportunities website  
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***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: 9/15/2022 continuing through May 2023. The station's Director of Digital Services, Production Manager and Program Director mentored two students as they continued to learn and increase their skills in digital media production and marketing.
- News Department: 1/2022 – 8/2022 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.
- Production Department: 6/1/2022 – 8/1/2022 trained/assisted an intern from Vassar College in video pre and postproduction techniques.
- News Department: 11/23/2022 – 12/15/2022 worked with an intern to improve her skills in news gathering in the field, journalistic writing, and complete news story production.

*(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)*

- 3/26/2022 - Station staffed booth at the "Gateways to Careers" Job Preparedness fair for High School Students at State University of New York, Canton, NY
- 5/26/2022 - Station Manager spoke to Lake Placid (NY) Rotary Club about radio and the Station
- 6/5/2022 – “North Country at Work” initiative opened an exhibit at the Akwesasne Cultural Museum, Hogansburg, NY, also hosted story telling events there, 7/8/22 and 9/22/22
- 6/11/2022 and 8/6/2022 - Station DJ hosted a dance party event at the Upper Jay (NY) Arts Center
- 7/29/2022 - Station hosted "Meet and Greet" event, open to the public, to introduce new regional News Reporter in Plattsburgh, NY.
- 8/3/2022 and 8/9/2022 - North Country at Work organized photo scanning and interview events at the Depot Museum in North Creek, NY
- 8/11/2022 - Station Manager represented station at local college (Paul Smith's College) anniversary event in Paul Smiths, NY
- 8/19/2022 - Station hosted a music show (Broadcast live) from the Long Lake (NY) Beach
- 9/12/2022 - Station Manager acted as host/moderator for the ADKX Artists and Inspirations Series, Blue Mountain Lake, NY
- 10/7/2022 - Station personnel organized and staffed "Underscore" project concert, in Canton, NY, featuring local musicians and their music
- 10/21/2022 - Station hosted Halloween themed outreach event at "Hex and Hop Brewing", Bloomingdale, NY
- 10/20/2022 and 11/16/2022 - Station Manager acted as host/moderator for the State University of New York Canton "Living Writers Series"
- 12/6/2022 - Station Operations Manager spoke at the Canton (NY) Studio Club about the history and mission of the station

- 12/11/2022 - Station Manager acted as host/moderator for ADKX panel discussion "Taking the Temperature of the Arts in the Adirondacks", Blue Mountain Lake, NY
- 1/13/2023 - News Reporter served as a panel member at the World University Games climate conference in Lake Placid, NY
- (various dates) Station Manager co-hosted five regional "Howl" Story Slams

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

- 7/11/2022 - as part of College HEOP (Higher Education Opportunity Program) program, Station News Director hosted a session to interest students in Broadcast Journalism
- 9/27/2022 - Project Coordinator gave lecture to College Students in an interdisciplinary study of sound course called "What's that Sound"?
- 10/18/2022 - Station News Director gave talk on Broadcast Journalism to HEOP students
- 10/20/2022 - Station News Director gave lecture to St. Lawrence University College Students on Environmental Journalism
- 10/20/2022 - Station News Director gave lecture to St. Lawrence University College Students titled "Introduction to Journalism."
- 11/10/2022 - Station News Director gave lecture to College First Year Students on "North Country Issues"
- 11/15/2022 - Station Manager and (former) Director of Engineering were guest lecturers for students in the First Year Program at St. Lawrence University, Canton, NY
- 11/17/2022 - Station Manager gave station tour to College students

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

- 4/27/2022 - Station personnel virtually attended the Greater Public "Audience Development Summit" and completed a podcast planning session as well as a session on "pitching stories"
- 6/13-16/2022 - Project Manager attended National Public Radio's "Second Annual Reporters and Researchers Symposium" for additional training in her field
- 6/22-24/2022 - Station News Team (five individuals) virtually attended the Public Media Journalists Association annual conference and took part in various workshops designed to improve their journalistic abilities
- 8/28-29/2022 - Program Director attended a 1-1/2 day digital media workshop as part of the PRPD (Public Radio Program Directors association) conference that she attended
- Ongoing - Development Director attends Greater Public's monthly "BIPOC in Public Media Group" meetings focusing on topics of diversity, equity, and inclusion
- Ongoing - Development Director is a Local Media Association (LMA) Sustainability Lab and Grant Writing Lab cohort
- Development Director completed a Veritus Group Mid-Level Giving Course
- All staff participated in St Lawrence University's sexual harassment training