

# **The Public Broadcasting Council of Central New York, Inc.**

## *Station Employment Unit*

### **Annual EEO Report**

*Placed in local Public File – February 1, 2022*

**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 from **February 1, 2021, to and including January 31, 2022** (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.

**Annual EEO Report**  
**February 1, 2021 – January 31, 2022**

**Full-Time Vacancies:**

<b>Job Title</b>	<b>Total Interviewed</b>	<b>Recruitment Sources of Interviewees</b>	<b>Total Interviewees for each Position</b>	<b>Recruitment Source of Hire</b>
Vice President of Human Resources	4	Indeed.com	4	Indeed.com
		WCNY Website		
Audience Resources Coordinator	3	Indeed.com	3	Indeed.com
		WCNY Website		
Graphic Designer	6	Indeed.com	6	
		WCNY Website		Indeed.com
		Employee Referral		
		Syracuse University		
IT & Audio-Visual Specialist	4	Indeed.com	4	Indeed.com
		Zip Recruiter		
Senior. Accountant	3	Indeed.com	3	Indeed.com
		WCNY website		
Manager, Business operations	4	Indeed website	4	Indeed.com
		WCNY website		
		Facebook		
Development Programming Coordinator	3	Indeed.com	3	Indeed.com
		Facebook		
Events Coordinator	3	Indeed.com	3	External Referral
		WCNY website		
		LinkedIn		
Radio Station Manager	5	Indeed.com	3	Employee Referral

		Employee Referral		
		Facebook		
Receptionist	4	Indeed.com	3	Indeed.com
		WCNY website		Indeed.com
		LinkedIn		
Public Relations & Marketing Specialist	4	Syracuse University	4	Newhouse School of Public Communications
		Indeed.com		
		WCNY website		

**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 which has expanded to posting on career builder, craigslist, Facebook and simply hired. WCNY also uses our social media sites on LinkedIn and WCNY Facebook page to attract possible candidates. WCNY has identified more recruitment resources and have since created relationships with Zip Recruiter and Glassdoor. We have since built relationships with Syracuse university, Ithaca relationships among other local colleges to provide us with more resources for local. Effective January 2022, openings will be sent to Center state CEO (Local Chamber of Commerce) and The Reading League’s local chapter.

<b>Name/Title</b>	<b>Company</b>	<b>Address</b>	<b>Phone</b>	<b>e-mail address</b>
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@wcnny.org
WCNY Internal Postings	WCNY	415 W. Fayette St, Syracuse, NY 13204	315-453-2424	<a href="mailto:hr@wcnny.org">hr@wcnny.org</a>

<b>Syracuse University</b>	<b>Syracuse University</b>	<b>215 University Pl, Syracuse, NY 13210</b>	<b>315-443-2043</b>	<a href="mailto:careers@syr.edu">careers@syr.edu</a>
<b>Newhouse School</b>				
<b>Ziprecruiter.com</b>	<b>ZipRecruiter</b>	<b>1453 3rd Street Promenade, Santa Monica, CA 90401</b>	<b>(877) 252-1062</b>	<b>Ziprecruiter.com</b>
<b>Facebook.com</b>	<b>Facebook.com</b>	<a href="#">WCNY - Home   Facebook</a>		

**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.
- helping 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, 2021 – January 31, 2022):****(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 2021:**

Marketing –2 student interns from Newhouse School of Broadcasting, Syracuse University

**Winter 2021**

Engineering & Operations Department – 1 student intern from SU 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 3 Production Assistants on studio cameras and training Production support specialist on editing equipment

**Advancement Department:**

June 2021 - Present              Training of Membership Team on MSB’s development software online (outsourced membership services)

**Finance Department:**

Fall 2021                      Paylocity Training on processing payroll

September 2021              CPB: CSG requirements and resources webinar & Paylocity webinars on utilizing paperless accounting

October 1<sup>st</sup>, 2021,              CPB: CSG requirements and resources webinar for

Ongoing                      Departmental Training on Audit processing & Cross Training on Financial Ledgers

**Human Resources Department:**

August-September 2021      NY Sexual Harassment Training online for entire company

Ongoing	New Hire General orientation & Employee Handbook revision
Ongoing	Senior Management training on proper leave of absence protocols/ Workers Compensation best practices
Ongoing	WCNY policies and procedures/Employee Manual – for new hires
Ongoing	Covid-19 Requirements, guidelines per New York State
Introduction	The HERO Act (Infectious Disease emergency preparedness)
Ongoing 2021	Training and Resources on work, life balance by also offering Employee Assistance Program to all staff November Performance Evaluation & Management training and reviews completed

**Underwriting Department:**

August 2021	ProTrack and MSO training multiple online sessions including other departments of Advancement, Engineering & Finance
September 2021	Better workflow training introduced to underwriting department for efficiency

**Facilities & Engineering Department:**

September 2021-present	Facilities team and engineering department 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 will be trained on the same.
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**(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 5<sup>th</sup>, 2021 – Diversity, equity & Inclusion sponsored by community partners to educate and involve inner city neighborhoods and college students – More than 100 student participants including students from inner city school districts. Organizers included Human Resources staff, TV production Crew, FM Radio Crew and Associate Director of Education.
- ii. May 14<sup>th</sup>, 2021-Associate Director of Education, Production crew and Teacher, Marketing & communications and more than 200 students and student bodies and community partners participated in Virtual learning via zoom -multi-cultural event involved Syracuse University Public Diplomacy students
- iii. June 4<sup>th</sup>, 2021- PBS Summer Learning Activities Syracuse university sponsored by Onondaga County Public Library, Finger lakes Library on multicultural audience- Spanish/English booklets distributed to students – organized by Associate Director of Education, WCNY & Teacher, Media Marketing Communications. more than 400 students participated.
- iv. August 12<sup>th</sup>, 2021 – President & CEO, Manager, business operations and production staff participated in Syracuse Police Reckoning & Reform which included all interns and Student from the city of Syracuse City School District.

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

- i. September 8<sup>th</sup>, 2021 – Chittenango, Liverpool and Westhill high school students - broadcast careers tour including CTE program.
- ii. July 1<sup>st</sup>, 2021 – Skills Enrichment TV classroom virtual via zoom from grade K-5 that involved students from rural and Suburban School Districts

- iv July 12<sup>th</sup>, 2021 – West Hill Learning Center, Teen tour for those interested in Media careers.
- iv. August 11<sup>th</sup>, 2021 -present - WCNY built relationships with both Whitman and Newhouse at Syracuse University to create career opportunities for all students interested in broadcasting – more than 3 students
- v. September 9<sup>th</sup>,2021- WCNY re-opened WCNY’s Enterprise America program post Covid-19, with admin assistance from BOCES, where students learn in both classroom lessons and in the on-site experience. West Hill school students were introduced to broadcast careers and the opportunity to operate the Enterprise America broadcast center, which includes a radio station and TV Production crew, but this has since been limited to Enterprise Broadcast due to delta variant and now omicron variant.

P.S.

*Titles of the participants include President & CEO, Vice Of President of Human Resources, Manager, Business operations, TV Production Crew, Associate Director of Education, FM Radio Crew, Administration Crew, Volunteers and more than 1300 students from Syracuse City Schools and community partners.*