

The Public Broadcasting Council of Central New York, Inc.

Station Employment Unit

Annual EEO Report

Placed in local Public File – February 1, 2023

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, 2022, to and including January 31, 2023** (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, 2022 – January 31, 2023

Full-Time Vacancies:

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Development & Programming Coordinator	3	Indeed.com	2	Indeed.com
		WCNY Website	1	
		Facebook	0	
		LinkedIn	0	
		Simply Hired	0	
IT support Specialist	4	Indeed.com	3	Indeed.com
		WCNY Website	0	
		Facebook	0	
		LinkedIn	1	
		Simply Hired	0	
Traffic Operations Specialist	3	Indeed.com	2	
		WCNY Website	0	
		Employee Referral	1	Employee Referral
Engineering & IT Specialist	4	Indeed.com	2	
		Zip Recruiter	0	
		WCNY Website	0	
		Syracuse.edu	1	
		Employee Referral	1	Employee Referral
Sales Representative (Media Sales)	4	Indeed.com	1	
		WCNY website	3	WCNY Website
		Facebook	0	
		LinkedIn	0	
		Facebook	0	

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 than 10 free recruitment resources and have since created recruitment accounts with Handshake, Purple Briefcase, and Jobcentral.org to reach out to candidates within Central New York. We have maintained relationships with Syracuse university, Ithaca relationships among other local colleges to provide us with more resources for local including Center state CEO (Local Chamber of Commerce) and The Reading League’s local chapter.

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	Syracuse University	215 University Pl, Syracuse, NY 13210	315-443-2043	careers@sy.edu
Newhouse School				
Jobcentral.org				
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.
- 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, 2022 – January 31, 2023):

(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.

WCNY in collaboration with CNY Works & Mercy Works to train interns with specific areas of study and interest in accounting, Human Resources, Creative services, TV and Radio & TV Production. The internship was very productive. This collaboration was a paid internship program from June through August 2022.

Spring 2022:

- a. Marketing –3 student interns from Syracuse University and Le Moyne College

Summer 2022

- a. Engineering & Operations Department – 1 student intern from SU school
- b. Marketing Department – 2 student interns from Newhouse School at SU (2 interns)
- c. Human Resources Department - 2 interns from Syracuse University and Onondaga Community College
- d. Business Office -2 students from Oswego College, Onondaga Community College
- e. Engineering & IT Operations– 1 student from Clarkson.edu, Potsdam, NY
- f. Radio - 2 students from Onondaga Community College and 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 2 Production Assistants on studio cameras and editing

Advancement Department:

Strategic Plan 2022

WCNY Board of Trustees, Committee Advisory Board, Staff, viewers , interns, and volunteers participated and brainstormed collectively to focus on WCNY initiatives, best practices to apply to get Public Broadcasting Services ad Communications to greater heights.

Management Training Programming - Present attending.

4 months of Management Training in Professional ethics, teamwork, workplace best practices by

webinars a virtually and digital learning and development

Finance Department:

June 8th, 2022

Financial Edge Upgrade

June 14th, 2022 FCC transition virtual Webinar

November 2022 Timely Audit processing & Financial Edge (FE NXT) digital learning

Human Resources Department:

October 1st, 2022- October 30th, 2022 Anti -Training online for entire company

January 2nd, 2022, Distributed Employee Assistance Program to all staff

June 6th, 2022, Summer Intern Orientation

December 27th, 2022 Employee Handbook Revision completed pending compliance approval form Labor Law Attorney

December 31st, 2022, WCNY policies and procedures/Employee Manual – for new hires completed.

November 1st, 2022 -November 31st 2022 Performance Evaluation & Management training and reviews completed.

Underwriting Department:

August 2022 ProTrack upgrade and MSO training multiple online sessions including other departments of Advancement, Engineering & Finance

Facilities & Engineering Department:

September 2022-present Facilities team and engineering department working collaboratively to train, maintain and upgrade mechanical systems for better services and 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.

- I. January 12th , 2022– Associate Director, Education, organized and participated in bi-monthly Take Back the Streets meetings with regional agencies near West Community , as well as continued to serve as liaison to Media Marketing Communications , CTE program to continue with community engagement to enrich quality of lives.
- II. February 9th, 2022 -WCNY Associate Director and regional agencies followed up on Take Back the Streets community agency bi-monthly meetings. Associate Director of Education and group discussed plans for the year to benefit/support our Westside Community.

- III. February 17th, 2022 – WCNY Partnered with OCPL Central Library to plan distribution and implementation of the PBS Kids STEAM kits. Virtual engagement program will run March 11 - April 8 with the guidance of Associate Director, Education Department Director, Business Operations and other leaders from OCPL Central Library.
- IV. May 10th, 2022- WCNY hosted the OCM BOCES May meeting with local middle school principals in the Enterprise America City. Tom Haag from Rep. Katko’s office, along with potential EA underwriters, were also in attendance. WCNY’s Associate Director of Education, Kyla Merriman, presented principals with the relaunch of Enterprise America for the 2022/2023 school year and the significant changes/updates made to the curriculum and onsite operation.
- V. August 5th, 2022 -Synergy Graduation 2022 - VP, Human Resources joined all the career leaders, intern college representatives and several organizations’ leaders to celebrate interns’ graduation covered by MercyWorks, Inc. in collaboration with CNY Works, Inc.

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

- I. April 8th, 2022 –WCNY engaged 80 families weekly with Science, Tech, Engineering and Math activities. The “wrap up event” at OCPL Central Library
- II. May 9th, 2022- **OCM BOCES Career and Technical Education (CTE)** - WCNY Education Department team met with representatives of OCM BOCES to discuss plans for next year’s implementation of the embedded CTE program- WCNY also proposed to have the first years (juniors) shadow different departments on a once-a-week basis to see all the different skill sets represented within a media company. Those same students can then make an informed decision of their top 3 desired “apprenticeship” placements, in planning for their senior year. When the students return for their senior year, a placement will be selected for them to join a department as a team member (apprentice) actively supporting WCNY’s staff once a week for the entire school year.
- III. September 28th, 2022 – Fall Career Expo, Syracuse University
- IV. May 24th- 26th, 2022 - Associate Director of education attended multiple PBS KIDS related meetings during the week of PBS’ Annual Meeting. Meetings included “Building Engagement and Inspiring Creativity with Alma’s Way” which provided a wealth of information as WCNY’s education and membership team collaborate on an Alma’s Way community event.

P.S.

Titles of the participants include Vice President, Human Resources, Associate Director, Education, TV Production, Engineering, interns and more than 1300 students from Syracuse City Schools and community partners who are affiliated with careers including CTE, Career workshops.